

Bottled water in Asia pacific

June 2020

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Asia Pacific is the largest market for bottled water

Bottled water remains a key soft drink in Asia Pacific

China leads bottled water in Asia Pacific

Still bottled water keeps increasing in most markets, except for Japan

Still bottled water dominates

China continues to drive growth in Asia Pacific

Mixed performance for bottled water from 2014 to 2019

Supermarkets and independent small grocers remain the key channels

Independent small grocers remains the key channel in developing markets

LEADING COMPANIES AND BRANDS

Moderate consolidation observed across Asia Pacific

Regional bottled water companies lead overall in Asia Pacific

China remains the major market for leading companies

Chinese brand takes the crown

FORECAST PROJECTIONS

Healthy living trend will continue to drive growth in Asia Pacific

Growth expected to calm down after Coronavirus

Macroeconomics and demand expected to be future growth engines

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China - market context

China - competitive and retail landscape

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India - competitive and retail landscape

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Indonesia - competitive and retail landscape

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South Korea - competitive and retail landscape

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Thailand - competitive and retail landscape

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Philippines – competitive and retail landscape

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Japan - competitive and retail landscape

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Vietnam - competitive and retail landscape

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Malaysia - competitive and retail landscape

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Hong Kong, China - competitive and retail landscape

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