

Bottled Water in China

November 2024

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Bottled Water in China - Category analysis

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2024 DEVELOPMENTS

Expanding variety of household consumption scenarios fuels the development of bottled water. The concentration of still bottled water in China remains high

The functionality of bottled water tends to be a focus of consumers

PROSPECTS AND OPPORTUNITIES

Bottled water brands offer a wider variety of sparkling flavours to attract younger consumers Chinese consumers' bottled water consumption scenarios have become increasingly segmented Rapid growth of large-pack still bottled water shows a good opportunity for the future

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