

Bottled Water - China - March 2015

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“Despite bottled water being a drink suitable for on-the-go occasions, at-home usage could be the next growth engine for the largely saturated market, in particular when it comes to premium bottled water.”

– David Zhang, Senior Drink Analyst

This report looks at the following areas:

- Are at-home occasions the growth engine for bottled water in the future?
- How to appeal to young female consumers aged 20-24?
- Is it still too early to premiumise bottled water products using ethical claims?

When it comes to out-of-home occasions, targeting young female consumers aged 20-24 by highlighting the relaxing out-of-home occasion tends to offer brands the highest level of CLV. More importantly, the spill-over effect from female consumers to their male counterparts highlights the urgency for brands to maintain a solid user base among young female consumers.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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