

## Bottled Water - China - March 2016

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“The current bottled water market is at a more sustainable stage driven by rapid expansion in the low end, with a volume sales advantage and a small high-end market with escalating growth and high profit margins. While low-end brands are competing on price, high-end brands are rivalling with premium associations such as high-quality water sources and packaging.”

Lei Li, Research Analyst

This report looks at the following areas:

- How domestic products maintain competitiveness and consumer confidence
- What does premiumisation mean to consumers?
- The opportunities for e-commerce to target online shoppers

### What you need to know

Despite the fact that China's economic expansion is slowing, the bottled water market remains moderately stable. Chinese consumers have a growing thirst for the most basic of beverages – bottled water, mainly due to pollution fears that are driving the Chinese towards bottled water consumption and expensive branded waters. The market posts a giant opportunity for premium bottled waters.

### Products/themes covered in this report

For the purposes of this Report, Mintel has used the following definitions:

The bottled water market covers:

- All packaged still, sparkling and flavoured water. Also, natural and purified water.
- Market size is based on retail (off-trade) sales and non-retail (on-trade) sales.
- All bottled water for human consumption, including bulk containers, bottled water sold to consumers, and all catering and institutions including bulk supplies to business.
- Any bottled water used by processors to make other products.

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### DID YOU KNOW?

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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- Implementation of the existing regulatory system overhaul
- Online shopping boom provides an abundant source

## Key Players – What You Need to Know

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- Market players focus on competing with price and packaging
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Master Kong

Wahaha

Nongfu

C'est Bon

Runtian

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Demographics and characteristics

Opportunity

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Demographics and characteristics

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Demographics and characteristics

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