

Bottled Water - China - March 2017

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“The bottled water market in China is stable yet the growing speed in value and volume sales has shown signs of a slowdown. Premiumisation is still a key trend that drives value consumption. Consumption occasions such as on-the-go and outdoor activities are rising, and as pollution gains more attention, there is potential for bottled water featuring functional health benefits.”

– **Lei Li, Research Analyst**

This report looks at the following areas:

- Premium bottled water moving on from relying on provenance
- How to innovate using the concept of 'anti-pollution'
- How to target women and develop flavour innovation?

Water safety and environmental pollution are still concerns which drive demand for bottled water. There has been a rise in innovations that attempt to assist consumers in coping with the pollution and claim to help as part of a healthy lifestyle, such as healthy water with selenium content or silica acid that aid the human body's cleaning and detoxing processes. In addition, companies and brands should pay attention to innovations that appeal to women, especially flavour innovations, as clearly there is a gap in the market. Relatively niche water categories in China could appeal to younger consumers, such as fizzy water and 'black water' which are currently gaining attention.

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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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Table of Contents

Overview

What you need to know

Covered in this Report

Executive Summary

The market

Figure 1: Retail sales of bottled water in China, by value, 2011-21

Figure 2: Retail sales of bottled water in China, by volume, 2011-21

Companies and brands

Figure 3: Market share in the retail bottled water market, by value, 2015-16

The consumer

Consumption increase in various types

Figure 4: Penetration of premium bottled water, December 2016 vs December 2015

Various occasions have increased and not just for thirst quenching

Figure 5: Consumption occasions in the last six months, December 2016 vs December 2013

High quality water sources the most perceived 'premium' attribute

Figure 6: Perception of premium bottled water, December 2016 vs December 2015

Consumers favour domestic water sources

Figure 7: Preference of water sources, top three choices, December 2016

Figure 8: Correspondence analysis – Perception of water sources, December 2016

What we think

Issues and Insights

Premium bottled water moving on from relying on provenance

The facts

The implications

How to innovate using the concept of 'anti-pollution'

The facts

The implications

How to target women and develop flavour innovation?

The facts

The implications

Figure 9: Evian Brumisateur facial spray, France, February 2017

The Market – What You Need to Know

A healthy value market and a slowly grown volume market

Pollution drives new product innovation

Premium water must justify claims and prices

Market Size and Forecast

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Premiumisation is still the key for value market growth

Figure 10: Retail sales of bottled water in China, by value, 2011-21

Flavoured and fizzy segments grow

Figure 11: Import value and volume of natural spring water and fizzy water, China, 2015-16

Figure 12: Top ten countries exporting natural spring water to China, 2016

Figure 13: Top ten countries exporting fizzy water to China, 2016

A slowing volume market

Low-end segment shrinks

Figure 14: Retail sales of bottled water in China, by volume, 2011-21

Market Factors

Diversifying occasions can help consumption increase

Increasing awareness of body hydration needs

Ultra-high-priced imported products may lose competitive advantages

Figure 15: Average selling price of bottled water, by price tiers, 2016

Key Players – What You Need to Know

A consolidated market

Competition in new packaging and products

'Soda water' and 'black water' trends of 2016

Market Share

Wahaha is losing share

Master Kong expands global reputation but suffers domestic loss

Baisuishan gains share via a 'multi-species, sub-brands' strategy

Figure 16: Market share in the retail bottled water market, by value, 2015-16

Competitive Strategies

Silent price wars

Figure 17: Evergrande Spring bottled water range price reduction, 2015-16

Compete with new packaging and products

International brand partnering with domestic distributors

Figure 18: Voss in the global market, 2016-17

Pollution drives new concept for healthy bottled water

Competing with sports related sponsorships

Who's Innovating?

Social media claims are on the rise

Figure 19: Trends of claims made in newly launched bottled water in China, 2012-16

Figure 20: Bottled water with social media claims, China, 2016-17

Soda water is emerging

Figure 21: Soda bottled water in China, 2016-17

Flavoured water lacks innovation – 'Water+' could be a solution

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Report Price: £3211.27 | \$3990.00 | €3757.50

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Figure 22: Top 10 flavours in flavoured bottled water, 2015-16

Figure 23: Flavoured bottled water in China, 2016-17

Black water – The 'black horse' of 2016

Figure 24: Black bottled water, China, 2016-17

The diversification of the bottled water consumption occasions

Children bottled water

The Consumer – What You Need to Know

Increased penetration of all types of bottled water

High brand reputation and loyalty exists in terms of consumption

New consumption needs and rising consumption occasions

Consumers associate 'natural' and 'healthy' with a variety of water sources

Mintropolitans embrace both domestic and foreign water sources

Penetration of Different Bottled Water Types

Consumption increase in various types

Figure 25: Penetration of different bottled water types in the last six months, December 2016 vs December 2015

Consumers prefer drinking a variety of bottled water types

Figure 26: Penetration of different types of bottled water in the last six months, December 2016

Figure 27: Non-carbonated soda water, China, 2016

Brand Consumed Most Often

Top brands remain the same in a two-year comparison

Figure 28: Brand consumed most often in the last six months, December 2016

Regional preferences of the top brands

Figure 29: Brand consumed most often in the last six months, by region, December 2016

Consumption Occasions

Various occasions have increased and not just for thirst quenching

Figure 30: Consumption occasions in the last six months, December 2016 vs December 2013

Dining out as a food and drinking pairing consumption driver

Gender is a differentiator for different consumption occasions

Figure 31: Selected consumption occasions in the last six months, by gender, December 2016

Children in household diversifies consumption occasions

Figure 32: Consumption occasions in the last six months, by children in household, December 2016

Perceptions towards Premium Bottled Water

High quality water sources perceived as most 'premium' attribute

Figure 33: Perception of premium bottled water, December 2016 vs December 2015

Different age groups have different options about 'premium'

Figure 34: Perception of premium bottled water, by age, December 2016

Figure 35: Selected bottled water products for younger consumers, China, 2016

Figure 36: Bottled water with limited edition claim, China, 2016

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Preference of Water Sources

Consumers favour domestic water sources over exotic ones

Figure 37: Preference of water sources, top three choices, December 2016

Regional preferences linked to origins of water sources

Figure 38: Preference of water sources in the last six months, top three choices, domestic vs foreign water sources, December 2016

Perception of Water Sources

Most water sources considered 'natural' and 'good for health'

Figure 39: Correspondence analysis – Perception of water sources, December 2016

Meet the Mintropolitans

Mintropolitans embrace all bottled water types

Figure 40: Penetration of different types of bottled water in the last six months, by Mintropolitans vs non-Mintropolitans, December 2016

Mintropolitans favour international brands and are selective when purchasing domestic brands

Figure 41: Brand consumed most often in the last six months, by Mintropolitans vs non-Mintropolitans December 2016

Mintropolitans consume more in diverse occasions

Figure 42: Figure 43: Consumption occasions in the last six months, by Mintropolitans vs non-Mintropolitans, December 2016

Mintropolitans prefer both domestic and foreign water sources

Figure 44: Preference of water sources in the last six months, top three choices, by Mintropolitans vs non-Mintropolitans, December 2016

Appendix – Market Size and Forecast

Figure 45: Retail value sales for bottled water in China, 2011-21

Figure 46: Retail volume sales for bottled water in China, 2011-21

Appendix – Methodology and Abbreviations

Methodology

Fan chart forecast

Abbreviations

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