

Bottled Water in Hong Kong, China

Market Direction | 2022-11-24 | 31 pages | Euromonitor

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Report description:

Demand for bottled water in Hong Kong is stabilising in 2022, and is dominated by the still format. On the other hand, the smaller category of functional bottled water is a dynamic performer through off-trade. Local consumers are becoming increasingly attentive to the products they purchase and are searching for beverages that they perceive as providing specific health benefits, in part driven by the notable shift in behaviour following the pandemic. Sparkling flavoured bottled water is also gai...

Euromonitor International's Bottled Water in Hong Kong, China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Carbonated Bottled Water, Flavoured Bottled Water, Functional Bottled Water, Still Bottled Water.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Bottled Water market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Sustainability remains key focus area for players to build brand equity

Functional bottled water, especially alkaline options, gains momentum

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Brand building for carbonated bottled water players will be key to competing with food preparation appliances

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