

Bottled Water in the Philippines

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Report description:

Bottled water continues to grow in 2022, thanks partly to election-boosted spending. The Philippine Amalgamated Supermarkets Association (Pagasa) has reported that the campaign period for 2022's local and national elections contributed to improved consumers' confidence and sales in supermarkets across the country. Players such as Asia Brewery and Philippine Spring Water Resources remain energetically focused on above-the-line and below-the-line marketing efforts as they ensure limited logistic h...

Euromonitor International's Bottled Water in Philippines 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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2022 DEVELOPMENTS

Bottled water benefits from election fever, as leading players focus on community engagement and product safety

Danone retains leadership of functional bottled water with B'lue brand in 2022

Single-serve still bottled water remains popular despite bulk buying trends, and rising vaccination rates lead to gains in the on-trade in 2022

PROSPECTS AND OPPORTUNITIES

Increased interest in home-centred lifestyles to benefit off-trade sales

Price-consciousness will still support growth in bulk packaging

E-commerce to see greater investment with omnichannel approach set to expand, and sustainability trends set to play more central role in packaging

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