

Bottled Water in Singapore

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Report description:

The total volume growth expected in bottled water in 2023 is being driven by on-the-go hydration and at-home hydration occasions. For on-the-go consumption occasions, impulse purchases make up a large proportion of sales of bottled water, as public tap water fountains are not widely available in Singapore, except at selected sports facilities or major tourist spots. Bottled water competes with other bottled beverages such as carbonates, RTD tea, or juice for impulse purchase occasions. Impulse p...

Euromonitor International's Bottled Water in Singapore report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), 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 2027 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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Functional bottled water targeted towards consumer need states

Premium bottled water unlikely to gain traction with local consumers amidst general economic uncertainty

PROSPECTS AND OPPORTUNITIES

Narrowing of the distinction between carbonates and sparkling flavoured bottled water

Sustainability initiatives are incorporated into marketing communications to align with a broader brand positioning

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