
Description: The emerging and high growth economies of the Asia-Pacific are projected for high growth rates in the water enhancer category. The region is projected to grow at a CAGR of 14% during 2015-2020 and is estimated to reach US$560.6 million by 2020. It records very high volume consumption levels, seconding only European nations. The major markets witnessed in the region are China, Japan, India, and Australia. Other emerging market such as that of Pakistan, Indonesia and Sri Lanka are also expected to grow at high rates. China is the largest market in terms of volume consumed with Indonesia being the second largest market. In terms of per capita consumption, the highest is in Australia, Indonesia and South Korea; the strong economies of these regions are cited as reasons for this.

The region is characterized by increasing living standards, incomes, populations, pollution levels and health awareness. These broad factors act as drivers for the enhancer markets, with more and more people preferring to go for packaged water rather than tap water. The increasing product awareness among the urban center is also a major push for the market, but this phenomenon is not able to percolate to all levels owing to poor infrastructure facilities. The random and intense levels of regulatory scrutiny is also increasing in the regions due to various domestic pressures, and this could be a dampener for the relatively new enhancer products. The markets offer great potential with the increasing inflow of global players and low level of market penetration.

Key Deliverables in the Study:

- Market analysis for the Report title Asia Pacific water enhancer market, with region specific assessments and competition analysis on global and regional scales.
- Market definition along with the identification of key drivers and restraints.
- Identification of factors instrumental in changing the market scenarios, rising prospective opportunities, and identification of key companies that can influence this market on a global and regional scale.
- Extensively researched competitive landscape section with profiles of major companies along with their market shares.
- Identification and analysis of the macro and micro factors that affect the Report title Asia Pacific water enhancer market on both global and regional scales.
- A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information.
- A wide-ranging knowledge and insights about the major players in this industry and the key strategies adopted by them to sustain and grow in the studied market.
- Insights on the major countries/regions in which this industry is blooming and to also identify the regions that are still untapped.

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