China Bottled Water (with 6 regional sections) Report 2015

Description: Background and report description

The Chinese bottled water market continued to show strong growth in 2014, with total consumption rising 9.4% to reach 69 billion litres and total value increasing 13.4% to reach 139 billion Chinese Yuan. Continued urbanisation, economic growth, consumer preferences for healthier drink options and questionable tap water quality in many regions continue to drive market growth.

This report provides a comprehensive analysis and insights to gain an in-depth understanding of the bottled water market trends and developments in China, as well as specific trends in 6 key provinces separately.

This Report Covers:

This is a new comprehensive report on the Chinese bottled water market. The report covers plain bottled water of all types (still, sparkling, bulk) in all packaging formats (0-2 litres, >2 to 10 litres, >10 litres) sold to consumers in China. The total market figures capture the total sales to end consumers through all distribution channels (modern retail, traditional, OOH, HOD).

Added value to this report is that it includes 6 individual comprehensive regional market overviews with a range of data and insights: Guangdong, Sichuan, Hunan, Hubei, Yunnan, Shanghai.

China bottled water market: comprehensive analysis of market volume and value trends with a range of data and commentary addressing total market volume; per capita consumption; volume segmentation by still packaged, sparkling packaged and bulk; total market value; average value per litre; volume sales and share by leading manufacturers and brands; channel volume share; packaging size volume share; market volume and value forecasts to 2019.

Guangdong bottled water market: comprehensive analysis of market volume and value trends with a range of data and commentary addressing total consumption; volume segmentation by still packaged, sparkling packaged and bulk; total market value; average value per litre; volume sales and share by leading manufacturers and brands; channel volume share; packaging size volume share; and market volume forecasts to 2019.

Sichuan bottled water market: comprehensive analysis of market volume and value trends with a range of data and commentary addressing total consumption; volume segmentation by still packaged, sparkling packaged and bulk; total market value; average value per litre; volume sales and share by leading manufacturers and brands; channel volume share; packaging size volume share; and market volume forecasts to 2019.

Hunan bottled water market: comprehensive analysis of market volume and value trends with a range of data and commentary addressing total consumption; volume segmentation by still packaged, sparkling packaged and bulk; total market value; average value per litre; volume sales and share by leading manufacturers and brands; channel volume share; packaging size volume share; and market volume forecasts to 2019.

Hubei bottled water market: comprehensive analysis of market volume and value trends with a range of data and commentary addressing total consumption; volume segmentation by still packaged, sparkling packaged and bulk; total market value; average value per litre; volume sales and share by leading manufacturers and brands; channel volume share; packaging size volume share; and market volume forecasts to 2019.

Yunnan bottled water market: comprehensive analysis of market volume and value trends with a range of data and commentary addressing total consumption; volume segmentation by still packaged, sparkling packaged and bulk; total market value; average value per litre; volume sales and share by leading manufacturers and brands; channel volume share; packaging size volume share; and market volume forecasts to 2019.
Shanghai bottled water market: comprehensive analysis of market volume and value trends with a range of data and commentary addressing total consumption; volume segmentation by still packaged, sparkling packaged and bulk; total market value; average value per litre; volume sales and share by leading manufacturers and brands; channel volume share; packaging size volume share; and market volume forecasts to 2019.

Market Data Provided in this Report:
- China Bottled Water Market
  - Total bottled water market volume, 2010-14
  - Total bottled water market volume % change, 2010-14
  - Total small pack bottled water market volume, 2010-14
  - Total bulk bottled water market volume, 2010-14
  - Per capita bottled water consumption, 2010-14
  - Volume % share: still packaged; sparkling packaged; bulk; 2010-14
  - Total bottled water market value (CNY, €, US$), 2010-14
  - Total bottled water market value % change, 2010-14
  - Average value per litre (vpl) of bottled water (CNY, €, US$), 2010-2014
  - Average value per litre (vpl) of small pack bottled water (CNY, €, US$), 2010-2014
  - Average value per litre (vpl) of bulk bottled water (CNY, €, US$), 2010-2014
  - Leading manufacturers by volume sales, 2010-2014
  - Leading manufacturers by volume % share, 2010-2014
  - Leading brands by volume sales, 2010-2014
  - Leading brands by volume % share, 2010-2014
  - Distribution by volume % share: modern trade; traditional stores; out of home; home and office delivery, 2010-2014
  - Packaging size volume % share: 0-2 litres; >2-10 litres; >10 litres, 2010-14
  - Forecasts: Total bottled water market volume, 2015-19f
  - Forecasts: Total bottled water market volume % change, 2015-19f
  - Forecasts: Total small pack bottled water market volume, 2015-19f
  - Forecasts: Total bulk bottled water market volume, 2015-19f
  - Forecasts: Per capita bottled water consumption, 2015-19f
  - Forecasts: Total bottled water market value (CNY, €, US$), 2015-19f
  - Forecasts: Total bottled water market value % change, 2015-19f

The following figures are provided for each of the six provinces covered in this report: Guangdong, Sichuan, Hunan, Hubei, Yunnan, Shanghai
- Total bottled water market volume, 2010-14
- Total bottled water market volume % change, 2010-14
- Total small pack bottled water market volume, 2010-14
- Total bulk bottled water market volume, 2010-14
- Volume % share: still packaged; sparkling packaged; bulk; 2010-14
- Total bottled water market value (CNY, €, US$), 2010-14
- Total bottled water market value % change, 2010-14
- Average value per litre (vpl) of bottled water (CNY, €, US$), 2010-2014
- Average value per litre (vpl) of small pack bottled water (CNY, €, US$), 2010-2014
- Average value per litre (vpl) of bulk bottled water (CNY, €, US$), 2010-2014
- Leading manufacturers by volume sales, 2012 & 2014
- Leading manufacturers by volume % share, 2012 & 2014
- Leading brands by volume sales, 2012 & 2014
- Leading brands by volume % share, 2012 & 2014
- Distribution by volume % share: modern trade; traditional stores; out of home; home and office delivery, 2014
- Packaging size volume % share: 0-2 litres; >2-10 litres; >10 litres, 2010-14
- Forecasts: Total bottled water market volume, 2015-19f
- Forecasts: Total bottled water market volume % change, 2015-19f
- Forecasts: Total small pack bottled water market volume, 2015-19f
- Forecasts: Total bulk bottled water market volume, 2015-19f

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