With the improvement of living standard, the output and sales of drinking water have increased sharply in China and the market will maintain a growth at 15% in the next 5-10 years.

The drinking water can be divided into two categories: bottled water and barreled water. Bottled water shared 40% of total soft drink output in China, and it is the key study object of this report. Bottled water normally sold cross-regionally; relies to the advertising and quality; while barreled water normally sold locally, relies to the service but also the quality.

Since the year of 2000, the output of bottled water has maintained NO.1 in China’s soft drink market. Its output up 13.67% and 16.46% in 2006 and 2007 respectively. Moreover, during Jan to Jul 2008, the bottled water output achieved a growth at 30%, which was mainly contributed by the share output growth from the provinces of Guangdong, Jilin and Henan.
At present, Wahaha, MasterKong, Nongfu Spring, and C'estbon are the top four bottled water manufacturers in China. Especially, the MasterKong and Nongfu Spring achieved a sharp output growth over 50% in both of 2006 and 2007. Moreover, Wahaha and C'estbon are focus on purified water, while Nongfu Spring focuses on natural water and MasterKong focuses on mineral water. The other emerging manufacturers such as Runtian and Maling have also achieved a fast growth in recent years.
# Table of Contents

1. Drinking Water Market Development Overview
   - 1.1 Development Course
   - 1.2 Market Scale
   - 1.3 Market Status Quo
   - 1.4 Drinking Water Categories

2. Associated Sectors of Drinking Water
   - 2.1 Drinking Machine Market
   - 2.2 Soft Drink Market
     - 2.2.1 Overview
     - 2.2.2 Supply
     - 2.2.3 Consumptions
   - 2.3 Carbonated Drink Market
     - 2.3.1 Supply
     - 2.3.2 Consumptions
     - 2.3.3 Industrial Concentration Degree
   - 2.4 Fruit Juice Market
     - 2.4.1 Supply
     - 2.4.2 Industrial Concentration Degree
   - 2.5 Tea Drinks Market
     - 2.5.1 Supply
     - 2.5.2 Consumptions
     - 2.5.3 Industrial Concentration Degree
     - 2.5.4 Advertising

3. Markets Segmentations
   - 3.1 Bottled Water
     - 3.1.1 Development Course
     - 3.1.2 Status Quo
     - 3.1.3 Demand
     - 3.1.4 Competition Layout
     - 3.1.5 Development Prospect
   - 3.2 Barreled Water
     - 3.2.1 Status Quo
     - 3.2.2 Existing Problems
     - 3.2.3 Replacement of Pipeline Supply
     - 3.2.4 Replacement of High-end Drinking Machines
     - 3.2.5 Development Prospects
   - 3.3 Mineral Water Market
   - 3.4 Purified Water Market
• 3.5 Distilled Water Market

4. Consumer Analysis
• 4.1 Basic Characteristics
• 4.2 Consumer Investigations
• 4.3 Consumption of Bottled Water

5. Marketing Strategy
• 5.1 Marketing Characteristics
• 5.2 Sales Channels
• 5.3 Optimization of Sales Channels

6. Market Competition
• 6.1 Brand Competition Layout
• 6.2 Regional Competition Layout of Bottled Water
• 6.3 Market Share Distributions
• 6.4 Water Market Development Prospects
• 6.5 In-depth Competition Analysis
• 6.6 Growth Potential of Drinking Water Sector
  • 6.6.1 Cost Structure
  • 6.6.2 Profitability
  • 6.6.3 Solvency
  • 6.6.4 Operating Capability
  • 6.6.5 Growth Capability

7. Regional Markets
• 7.1 Guangdong Province
  • 7.1.1 Market Overview
  • 7.1.2 Brand Competition
• 7.2 Zhejiang Province
• 7.3 Beijing
• 7.4 Shanghai
• 7.5 The Others

8. Key Players
• 8.1 Nongfu Spring Co., Ltd
• 8.2 Wahaha Group
• 8.3 Guangdong Robust Group Co., Ltd
• 8.4 Tingyi (Cayman Islands) Holding Corp
• 8.5 Shanghai Maling Aquarius Co., Ltd
• 8.6 Jiangxi Runtian Beverage Company Limited
• 8.7 C’estbon Food & Beverage (Shenzhen) Co., Ltd
• 8.8 China Water&Drinks Inc.
• 8.9 Huasen Health International Group

9. Risks & Opportunities
Selected Charts

- China's Bottled Drinking Water Output, 2000-2008
- Proportion of Drinking Water to Soft Drink Market in China, 1999-2007
- China's Monthly Output of Soft Drinks, Jan-Sep 2009
- Profit & Loss of Soft Drinks Companies in China, Q3 2008
- Regional Soft Drink Output in China, Jan-Nov, 2007
- China's Output of Soft Drinks Relevant Products, Jan-Nov, 2007
- Consumer Investigation (Where to Buy)
- Consumer Investigation (How Much to Pay)
- China's Carbonated Soft Drink Output, Jan-Sep 2008
- Regional Carbonated Soft Drink Output in China, Jan-Nov 2007
- Top 10 Carbonated Soft Drink Manufacturers in China, 2007
- China’s Fruit Juice Output and Its Growth, Jan-Sep 2008
- China’s Tea Drinks Output, 1999-2007
- Ranking of Tea Drink Brands According to Supermarket Sales, Nov 2007
- China’s Top 10 Tea Drink Producers, 2007
- Regional Distribution of Drinking Water Companies in China, Jan.-Nov. 2007
- China’s National Standards of Mineral Water
- Drinking Water Consumer Structure in China
- Consumers' Preference for Drink Water in China
- Factors Affecting Consumers' Purchase Decision of Bottled Water
• Consumers' Purchasing Channels of Bottled Water
• Network Sales Structure of Drinking Water
• Profit & Loss of Drinking Water Sector in China, Jan.-Nov. 2007
• Average Cost Structure of Drinking Water Sector in China, Jan.-Nov. 2007
• Profitability of Drinking Water Sector in China, Jan.-Nov. 2007
• Solvency of Drinking Water Sector in China, Jan.-Nov. 2007
• Bottled Drinking Water Output in Guangdong Province, 2003-2006
• Bottled Drinking Water Output in Zhejiang Province, 2002-2006
• Bottled Drinking Water Output in Beijing, 2002-2006
• Bottled Drinking Water Output in Shanghai, 2003-2006
• Bottled Drinking Water Output in Tianjin, 2003-2006
• Bottled Drinking Water Output in Hainan Province, 2003-2006
## How to Buy

<table>
<thead>
<tr>
<th>Product details</th>
<th>How to Order</th>
</tr>
</thead>
<tbody>
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