

Study on Bottled Water Market India and Bhutan

iResearch Services

Study Objective

The client of iResearch Services was a major Tea manufacturing organization who considered diversifying into Bottled Water study.

The study was carried out with an objective of assisting the client to for decision making for launching a new product in the Indian and Bhutanese geographies.

The assistance included identifying the market potential of bottled water brands in Indian and Bhutanese markets. The study also aimed on identifying entry barriers for both geographies. The assistance helped to choose the more attractive of the two geographies in terms of opportunities, revenue flow and return on investments.

This study was commissioned to iResearch Services on behalf of the client, wherein iRS initiated with design of questionnaire, programming, fieldwork and reporting of the final insights within six weeks.

Approach for the Study

The information was collected through paid and free sources of secondary research. In addition, face to face and telephonic interviews with subject matter experts such as brand manufacturers, distributors, retailers and off-trade chains. The questionnaire was designed

keeping in mind the project requirement and the knowledge that could be shared by the specialist.

Research Takeaways

The study helped in comparing the ease of entry in Indian and Bhutanese market. It also included comparison of attractiveness of both the geographies in terms of competition, consumption, CAGR and distribution channels.

We helped to identify the most attractive segment of Bottled Water in terms of return on investment, demand and growth of market.

The regulations required for entering any market such as VAT, Sales Tax, Entry Tax were studied. The deliverable included the market size in terms of consumption and turnover.

Conclusion

Based on the results delivered to the client through this study, our partner could explore the opportunities in both the geographies and was able to enter into the most attractive segment of the market with a product that fit the requirements of the consumers.

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