

Bottled water consumption grows steadily

Habits within the concept of a Healthy Lifestyle, together with improved income in the population for a sustained growth of the country's economic activity, have led to an increase in the consumption of bottled water in Peru; and water category has been gaining ground categories for instance, to soft drinks. This is evident in the upward trend in water consumption and per capita consumption of bottled water that rose to 4.9 liters per capita in 2004 to 11.7 lt. per capita in 2010, representing an average annual growth rate of 15.6%, which compared to 2009 grew 16.1%.



Sales of bottled water category have much room to grow in the next few years in the Peruvian market, because its per capita consumption is still low, falling behind many countries in the región. For example, the consumption per person in Colombia is 15.5 liters and in Brazil is 25 liters or so.

Market dynamics is reflected in the flow of imports of bottled water, which would have sum up to \$ 454.4 thousand at the end of 2010, equivalent to an increase of 7.7% over the previous year, while in volume purchases of bottled water grew 32.3% reaching 666.4 thousand liters. Natural mineral water imports stand out with a share of 98.7%, coming from Mexico (50.8% of part.) And USA (18.7%), having Omnilife and Perufarma Peru as main buyers.