

BOTTLED WATER PACKAGING WORLDWIDE

4 KEY INNOVATION THEMES

- **Cost reduction**
- **Lower environmental impact**
- **Brand differentiation**
- **New niche creation**

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8 INNOVATION SPHERES

- **PET**
- **Caps and closures**
- **Glass**
- **Cans**
- **Cartons**
- **Bags and pouches**
- **Secondary packaging**
- **Children's bottled water**