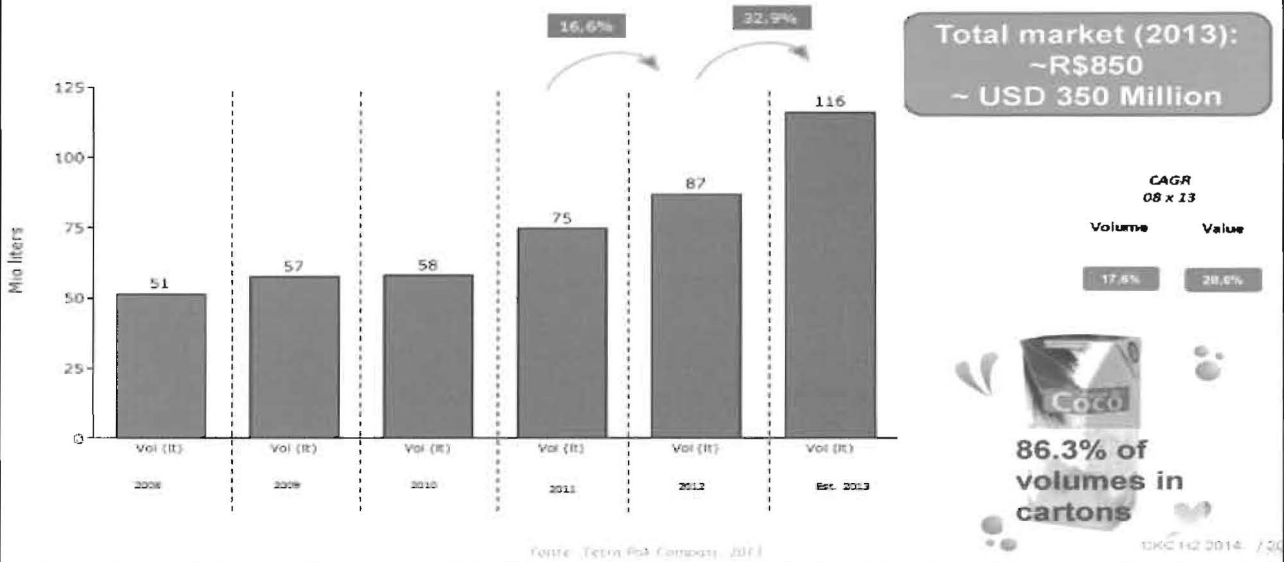




Coconut water with a consistent growth since 2008...

Category value increasing above volumes...



natural hydration and has garnered a lot of attention and endorsements from celebrities like Madonna and Rihanna.

Other markets

Most of the coconut water processed and packaged in SSEA is exported to markets like non-traditional coconut water drinking countries like USA,

Europe and Australia with the remainder sold locally in the respective markets. UK has the highest number of packaged RTD coconut water launches in Europe, with Germany and Spain following behind and is known as a natural rehydrating beverage.

In SSEA, the number of coconuts produced is about seventeen times that of Brazil, but currently not all the available water is

being collected. Most of the coconut cream and coconut water are consumed loose even though packaged formats are available. In the last couple years however, more launches of packaged RTD coconut beverages has been observed in SSEA and the volumes that are contributing to the growth of coconut cream and coconut water consumption are that of the packaged formats.

Conclusion

Consumers' tastes and clever marketing have fuelled the success of packaged RTD coconut water by coupling with packaging technology. With the advancement of aseptic packaging technology, the drink has reached many different markets that do not have fresh coconuts readily available. Also, by taking advantage of the versatility of coconut water to enter other categories, there is much potential for packaged RTD coconut water market to grow further globally.

Lai Kit Mun is Director, Coconut Knowledge Center, and Tetra Pak South East Asia Pte Ltd.

New product launches in new markets!

Japan: tropico

France: Fruite eau Coco

Germany: Kulau

UK: iCoco

Coconut & berries Coconut & Elderflower Coconut plain