

Water Scarcity in Southeast Asia

September 2020

Table of Contents

INTRODUCTION

Scope

Businesses overlook the importance of water in sustainability goals

Why water scarcity matters for businesses

COVID-19 will make it harder to secure fresh water in the future

Demand exceeds the finite supply of water

Pollution and agriculture are also leading causes of water scarcity

Water scarcity in Southeast Asia: 2019 in a snapshot

Key Southeast Asian markets fraught with water scarcity

Singapore leads the way for sustainable water management

Water scarcity threatens Vietnam's top exports and growth trajectory

Thailand's water plan aims to mitigate risks of droughts and floods

Droughts and water loss impact water access in the Philippines

CASE STUDIES

Top industries generate USD80 billion but they are also water-intensive

Household water consumption will rise as more remain homebound

G-Star Raw and Levi Strauss: rethinking the way denim is made

Unilever releases water-efficient products in the home care space

Xeros develops water-saving technology in the laundry space

Waterless formulations in beauty products target end-consumer use

Use of less water in the production of plant-based meat analogues

ASSESSING COVID-19'S IMPACT ON WATER SCARCITY IN THE REGION

Southeast Asia's real GDP tumbles but picks up from 2021 onwards

Biggest Southeast Asian economies rank the lowest on Water Index

COVID-19 will push businesses to prioritise their water needs

Water stewardship as one way forward

Water stewardship in action: Vietnam's textile industry

Invest in more water-efficient technologies...

...while keeping in mind the connection between energy and water

KEY FINDINGS

Key findings

APPENDIX

Environmental Sustainability Index: indicators

Metrics used to calculate the indicators

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with

country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/water-scarcity-in-southeast-asia/report.