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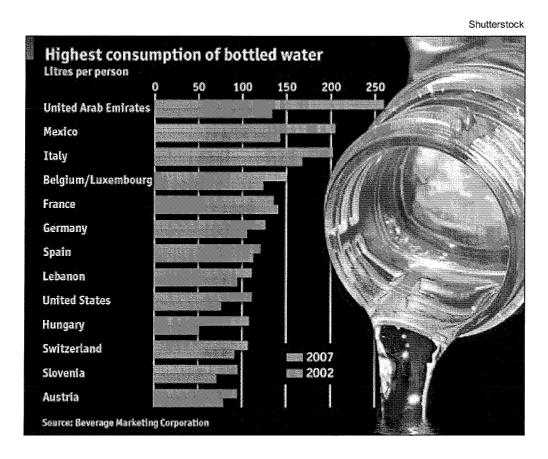
Water

## Still or sparkling?

Aug 20th 2008 From Economist.com

## Where bottled water is most popular

WHEN bottled water first appeared, most people were mystified at the idea of paying for something they got for nothing. But thanks to its promotion as a supposedly healthier option than chemically-treated tap water, combined with a certain cachet, bottled-water consumption has continued to soar. In some countries, of course, tap water is less. The United Arab Emirates glugged through 260 litres per person in 2007, double that of 2002 and more than any other country. However, future growth looks less certain, particularly in rich countries where environmental and ethical concerns have led to the promotion of humble tap water once again.



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