

Bottled Water - UK - May 2012

Report Price: £1750 / \$2758 / €2087

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Awareness of the importance of staying hydrated has grown, with more than half of consumers saying that this is an influencing factor when drinking bottled water, either in or out of the home, but there remains a need to remind consumers to increase their consumption.”

– Amy Lloyd, Senior Food and Drink Analyst

In this report we answer the key questions:

- How can the market boost frequency of usage?
- How can bottled water brands further leverage the convenience angle?
- How can British brands leverage provenance to drive sales?
- How can the market attract the growing group of older consumers?

This report covers sales of bottled water including:

- water for sale in PET (polyethylene terephthalate) bottles and glass bottles
- water offered for sale in other pack types of up to 5 litres, such as cans and cartons
- plain water ie unflavoured
- flavoured waters and fortified waters which see mineral water enhanced with natural flavours, herbs, vitamins and/or sweeteners
- carbonated water, also known as sparkling water, which is made by dissolving carbon dioxide into the water, through a process of carbonation.

According to the British Soft Drinks Association (BSDA), there are three main types of bottled waters as defined in the Natural Mineral Water, Spring Water and Bottled Drinking Water Regulations 2007. Only products which meet the specifications within these regulations may use one of these terms.

Data include sales through the following outlets:

Take-home and impulse: This includes grocery retail outlets where bottled water is purchased for the purpose of in-home consumption or for drinking on the go, comprising supermarkets, convenience stores and petrol forecourts among others.

Your business guide towards growth and profitability

A Mintel report is your one, best resource for information and analysis on consumer markets and categories.

Each report contains:

- Primary consumer research
- Market size and five year forecast
- Market share and segmentation
- Brand and communications analysis
- Product and service innovation

To see what we cover in this report click on the report's "contents" section.

If you have any questions or require further information, send an email to oxygen@mintel.com or call one of our regional offices:

EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100