Bottled Water - UK - March 2015

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"That the concept of water filling stations resonates with almost four in 10 bottled water users indicates that opportunities are ripe for brands to explore this scheme. As well as helping to position companies as forward thinking and socially responsible, such a move would be in tune with the younger generation's increasingly on-the-go lifestyles, helping to heighten engagement."
– Emma Clifford, Senior Food Analyst

This report looks at the following areas:

- Scope to make flavoured water more appealing to adults
- Water filling stations can tap into consumers' on-the-go lifestyles
- Electrolytes, energy-boosting ingredients, protein and botanicals provide added value opportunities

Bottled water has been the major success story within the non-alcoholic drinks market in the last couple of years. After two consecutive years of strong growth – helped by good weather – the value of the market reached almost £2 million. The continued importance consumers place on hydration, with its strong associations with skin health, has continued to drive the appeal of bottled water. This is particularly the case among young consumers leading increasingly on-the-go lifestyles.

The fall-out from the negative media coverage on sugar has been largely good news for the bottled water market, thanks to its favourable comparisons to CSDs (Carbonated Soft Drinks) in this area. However, there remain opportunities for the further development of flavoured water with natural sweeteners such as stevia. There is also scope for operators to explore bottled water containing antioxidants, energy-boosting ingredients, protein and electrolytes given the notable interest these concepts generated among bottled water buyers.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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