

Bottled Water - UK - May 2011

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What is this report about?

Mintel's bottled water report looks at how the market has fared following its rapid fall from grace from 2007-09. The findings are that, while the market may never reach the heights of 2006, it is surprisingly robust given the economic context, with many perceived advantages over its main competitor tap water.

What have we found out?

- Evian may have shifted away from its purity positioning, but it still a powerful proposition for water brands to use. Mintel's research shows that 26 million UK adults think that bottled water has less impurities than tap water.
- Manufacturers can focus on the substantial consumer demand for smaller, easily portable bottles as well as innovations such as packaging which keeps the water chilled longer. This is in light of Mintel's research showing that buying water for travelling is the most popular occasion to purchase for, with 64% of UK bottled water drinkers doing so.
- There is a significant opportunity for value water brands and own-label ranges to target C2DE adults. Mintel finds that while less of this group buy bottled water than ABC1s, those that do drink it more frequently because they are more likely to drink it at home. For example, half of C2DE water buyers drink it at home compared to three in five of ABC1s.
- Mintel's consumer data highlights the importance of targeting vitamin-enhanced flavoured drinks at young (16-34 year-old) men rather than predominantly at kids, as has often been the case. Young men have helped grow the energy drinks market to around £1 billion and are 25% more likely than bottled water drinkers in general to believe that drinking water with vitamins gives you some benefits.
- Communication which focuses on the hydration benefits of bottled water, such as Drench's Brains from Thunderbirds campaign is likely to be particularly successful. When asked what the major benefits of bottled water are, the majority (64%) appreciated that it kept them hydrated throughout the day.
- The Olympics represents a big opportunity for British water brands: Currently just under half (47%) of all bottled water drinkers prefer to buy British brands where possible, and this has helped Buxton grow its sales by 34% in the take-home channel between 2008 and 2010.

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