

## Bottled Water - UK - May 2012

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“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.

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