Bottled Water: Inc Impact of COVID-19 - UK - May 2020

Report Price: £1995.00 | $2693.85 | €2245.17

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

"The loss of high-value impulse occasions during the COVID-19 outbreak in 2020 has severely disrupted the bottled water market. British brands can look to leverage their local credentials going forward, this appeal heightened by the interest in localism during the outbreak and likely to stay front of mind in the upcoming end of the post-Brexit transition period."
– Alice Pilkington, UK Food and Drink Analyst

This report looks at the following areas:

- **The impact of COVID-19 on consumer behaviour and market dynamics in the bottled water market.**
- **Industry initiatives centred on plastic packaging and consumer priorities in this space.**
- **The retail value of individual segments and brand performance in retail in 2019.**
- **Consumer behaviour and attitudes towards bottled water.**

The bottled water market has been severely disrupted by the loss of high-value impulse occasion sales throughout key spring and summer months of 2020 due to the nationwide lockdown to combat the spread of COVID-19. The loss of on-premise sales will further hit value sales. Mintel expects the total market value to fall by 28% to £1.48 billion in 2020.

Bottled water is vulnerable when consumer confidence is hit, as seen in the run-up to the 2008/09 recession. Even as sales recover in 2021, they are expected to remain below 2019 levels. Beyond 2022 the market faces headwinds from the continued spotlight on environmental issues and competition from other soft drinks and refills, with volume sales predicted to broadly stagnate. The market is predicted to reach £2.14 billion in 2024, up 4% against 2019.

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