

## Bottled Water - UK - March 2013

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*"Features such as purity, low calorie content and sourcing/origins are all strengths for the bottled water market and operators should not marginalise these in their efforts to make water a more exciting and adventurous market."*

– Chris Wisson, Senior Drinks Analyst

### In this report we answer the key questions:

- What added value features resonate most with users?
- How can bottled water boost its usage over 'non-peak' months?
- Are health considerations a threat to the flavoured water segment?
- How can bottled water become a more popular part of kids' diets?

Despite the continued woes of the UK economy and the threat of consumers cutting back on non-essential groceries, the bottled water market has proved resilient and has continued to achieve moderate but continuous sales growth in recent years. Associations with hydration, convenience and a comparatively healthy positioning have all worked in bottled water's favour and helped it to remain competitive against other soft drink categories.

While unflavoured still water remains the market's engine room, flavoured and functional waters are showing encouraging signs of growth and are helping consumers to justify spending money on bottled water instead of resorting to the considerably cheaper tap water. Further developments in portability, environmentally friendly bottles and efforts to drive greater brand engagement driven by an increase in above and below the line adspend could help the market to continue to defy expectations that bottled water would be one of the first types of soft drinks to be cut back on while budgets remain so stretched.

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