

Bottled Water - UK - March 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

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



"Bottled water has enjoyed robust growth, benefiting as a low-cost option on the go while incomes were squeezed and boosted by good weather and its sugar-free credentials. The slow growth in real incomes should facilitate growth in spending. However, bottled water risks this prompting trading up to other drinks, highlighting the need for New Product Development to drive engagement."

Anita Winther, Food and Drink Analyst

This report looks at the following areas:

- Functional water has growth potential among Millennials
- Convenience continues to warrant focus
- Flavoured water suffers from doubts over healthiness

What you need to know

Bottled water has enjoyed robust growth for a number of years, benefiting as a low-cost option on the go while consumer incomes were squeezed and boosted by good weather. As the sugar-free alternative, it should also have benefited from the ongoing focus on sugar as the latest health 'foe'.

Products covered in this Report

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, 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.

Water for water coolers is also included in the market size.

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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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