

## Bottled Water - UK - March 2014

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“There is a lot of scope for packaging innovation, to increase the convenience of these products for users, make them more visually appealing and give them standout. Importantly, this would help position the company as being more innovative and forward-thinking than its competitors.”

– Emma Clifford, Senior Food Analyst

### This report looks at the following areas:

- How can companies overcome bottled water's reliance on the hot summer weather?
- Could packaging innovation grow the appeal of bottled water?
- How can flavoured bottled water compete more effectively with other soft drinks?

Highlighting the influence weather has on the bottled water market, 2013 was an exceptional year for off-trade sales. The hot, dry weather, the like of which has not been seen since 2006 – and in particular the prolonged July heat wave – saw volume sales jump by 10% year on year. This saw bottled water outperform the wider soft drinks market by a clear margin, with usage boosted by the widespread perception that these products offer superior hydration to other drinks.

The bottled water market also benefits from favourable comparisons to rival categories in terms of health. This is particularly the case given that the high sugar content of food and drink is a hot topic in both the media and political spheres at the moment, with CSDs often singled out as among the worst offenders.

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