

The Grocer

Focus On: Bottled Water by Ash O'Mahony (Ashleigh.OMahony@wrbm.com)

Publishing: 16 March

Advertising deadline: 1 March

Submissions deadline: 25 February

Online Listicle to go live on 17 March: What are the main innovations & how are they shaping the market

The Story

Tap water is making a comeback. Thanks to the rise of trendy water bottles – alongside innovations designed for tap water – the nation's mistrust of our water supply is waning. So although sales of bottled water are still looking healthy these figures have been bolstered by the rapid growth of the sparkling market. So amid fears over the plastic packaging and unnecessary emissions associated with bottled water, could there be a mass migration back to the tap?

Key themes:

Consumer habits: To what extent are consumers drinking more tap water? What is the motivation behind their drinking habits?

Tap water innovation: Water bottles have become the latest fashion accessory, as evidenced by the love for the Love Island water bottle last year. So to what extent are the likes of S'well and Chilly making tap water cool again? How about innovations designed to be paired with tap water?

Ethical water brands: How are brands fighting back against sustainability concerns? What are the latest packaging innovations? And are there ethical considerations at play e.g. giving back to communities, using local water to cut back on transport.

Sparkling vs still: Flavoured sparkling water has emerged as the standout player of the past year. Could this be the ultimate beneficiary of the soft drinks levy? And will it be resistant to the impact of tap water by offering something so different?

The latest packaging innovations: From Jaden Smith venture Just Water, which uses paper, plant-based plastic and aluminium, to 100% recyclable bottles, what are the latest innovations in sustainable packaging?

Kantar data: Using Kantar commentary, we explain the reasons behind the rise and fall of the different sub-categories.

Nielsen data: Using Nielsen commentary, we explain the reasons behind the rise and fall of the top 10 brands.

Innovations:

We identify four new products that ideally have not appeared in The Grocer before. including launch date, image and RSP.