

The Grocer

Focus On: Bottled Water by Daniel Selwood

daniel.selwood@thegrocer.co.uk

Publishing: 20 March 2021
Advertising deadline: 5 March 2021
Submissions deadline: 26 February 2021

The Story

Bottled water is taking a serious look at itself in the mirror. Before the pandemic, it was struggling with a downturn in sales. In 2020, that downturn accelerated sharply as on-the-go occasions all but disappeared. This year, things could be looking up once Covid restrictions are finally eased. So how can bottled water brands tempt shoppers back? Will environmental credentials prove a winning tactic? And what role will added benefits play in determining the winners and losers in the new climate?

Key themes:

Sustainable packaging: Bottled water heavyweights are taking sustainability seriously by leading the way with recycled plastic. How are manufacturers innovating with sustainable materials and to what degree are environmental claims bringing retailers and consumers on board? Or are consumers instead migrating towards reusable bottles?

Added value: Alkaline-ionised bottled water, vitamin rich ranges and fruit flavoured waters caught consumers attention last year. How are manufacturers using 'added-value' benefits to stand out on shelves?

Marketing: Last year CCEP invested £3m of marketing spend into its 100% rPET Smartwater range. What are its rivals doing in terms of campaigns for the year ahead? Which campaigns have made a difference?

Kantar data: Using Kantar commentary, we explain the reasons behind the rise and fall of the different areas of the bottled water market.

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

4 x innovations: We identify four new products or product ranges that have ideally not appeared in The Grocer before including launch date, RSP and a hi-res picture of each.

Self-serve: Last year, Pepsico-owned Sodastream launched Jet sparking water machines in Asda and Sainsbury's to inject flavour and help consumers ditch single-use plastic. To what extent is self-serve fizz impacting the bottled water category? Who else is innovating and how?