

The Grocer

Focus On: Bottled Water

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The UK's thirst for bottled water seems unquenchable. Sales have surged by 13.4% in value and 12.8% in volume in the past year, making it one of grocery's fastest growing categories. Given the popularity of reusable bottles and sustainability concerns around plastic, what's driving continued water purchases?

- Why are people still buying so much bottled water? Is this tied to health trends?
- How much of the work are flavoured waters doing?
- How has inflation and tighter budgets affected bottled water sales?
- Which brands are winning and losing in bottled water?
- And how might incoming tighter regulations around plastic waste affect this category?

Bog standard vs flavoured

- How have flavoured waters performed in the past year relative to plain or sparkling waters?
- Which flavours are gaining popularity?
- Which are losing favour?
- What innovations have been launched?

Deposit Return Scheme

- How does the looming DRS affect the category?
- What can be done to increase recycling rates?
- How much rPET is used in the UK market?
- How many people in the UK use refillable water bottles?
- How is that changing?
- Which refillable water bottles brands are in strongest growth?
- Where does Extended Producer Responsibility fit into the picture?

Packaging

- To what extent does bottle size and cap type influence consumer choice?
- What innovations have there been in terms of packaging types?
- Do consumers really care about single-use disposable plastic packaging?
- How much of it is recycled?

Innovation

- We will profile four new products or ranges. We need launch date, rsp, and a hi-res picture of each.