

The Grocer: A Thirst for Bottled Water?

Research on behalf of The Grocer – July 2019

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Two-thirds of consumers drink bottled water weekly or more often, with 36% of consumers drinking bottled water everyday. The majority of consumers drink tap water weekly or more often, with almost 7 in 10 people drinking it everyday.

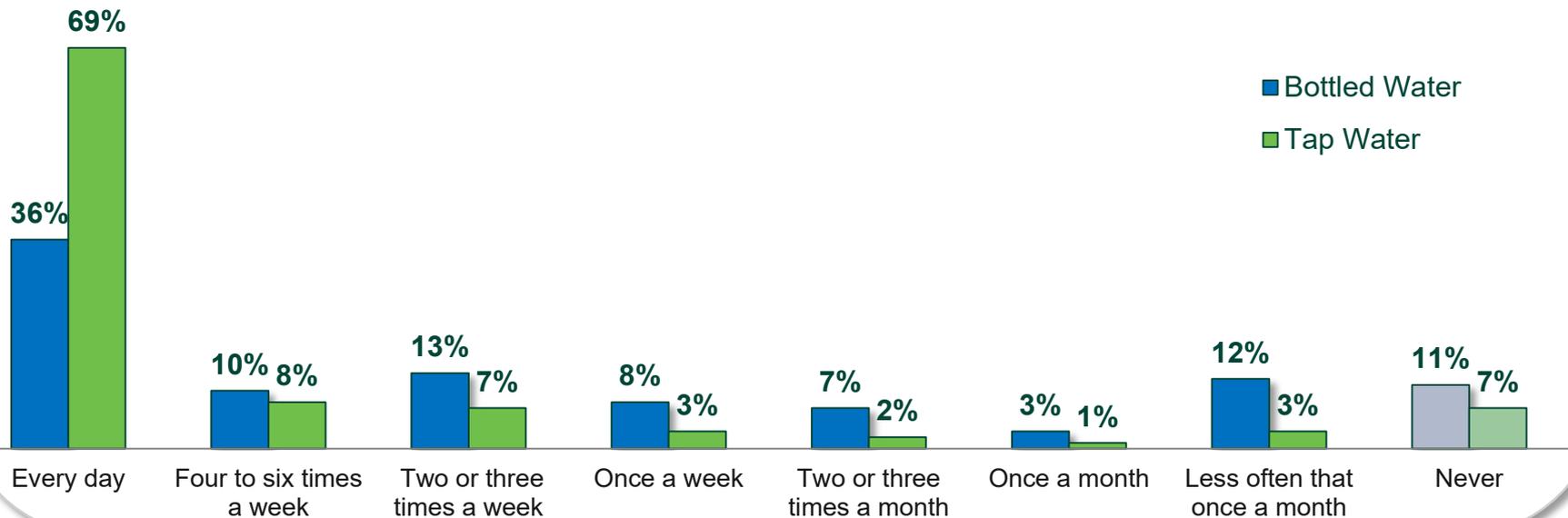
How often do you drink water?

NET weekly or more often:
Bottled water: **67%**
Tap water: **87%**



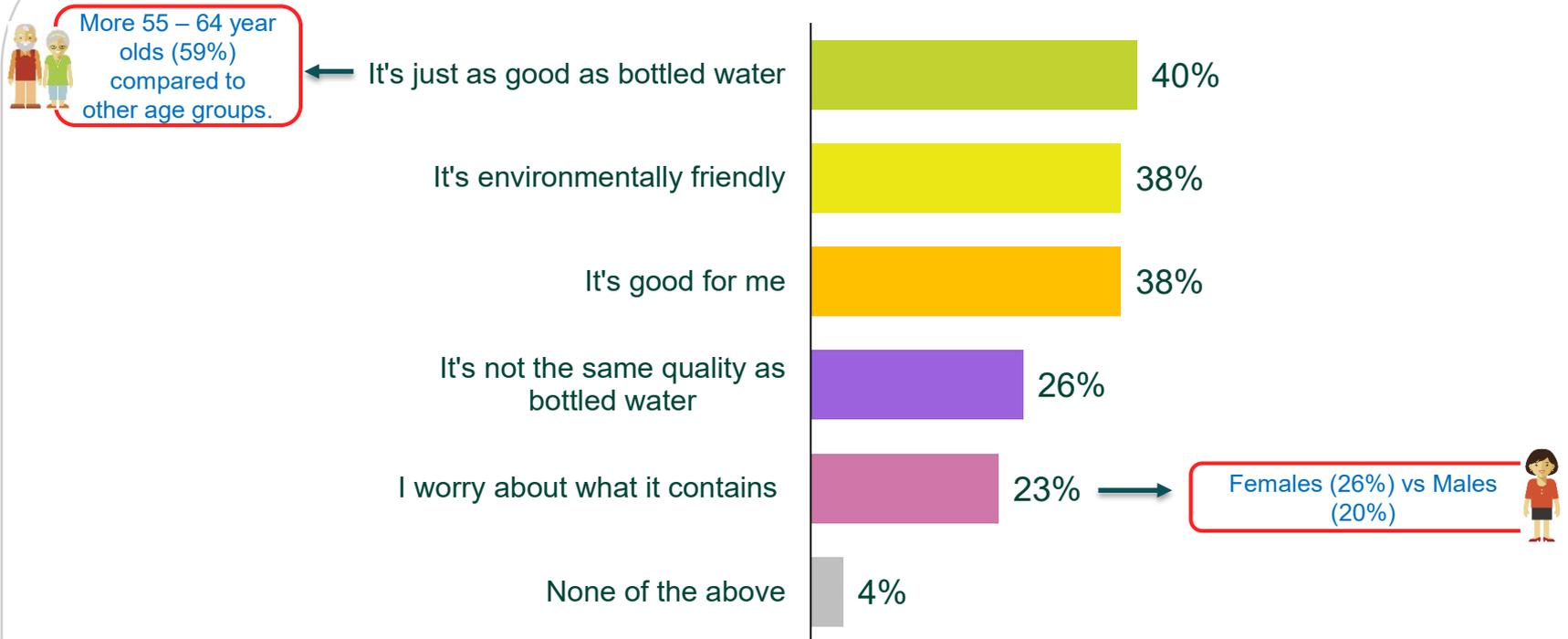
More Males (71%) than females (64%) drink bottled water weekly or more often.

18 – 44 year olds are more likely to drink bottled water weekly or more often, compared to 45 – 64 year olds.



Two-fifths of consumers agree that tap water is just as good as bottled water, with a similar proportion agreeing that tap water is environmentally friendly. Around a quarter of consumers are concerned about what tap water contains and feel it is not the same quality as bottled water.

When it comes to tap water, which of the following statements do you agree with?

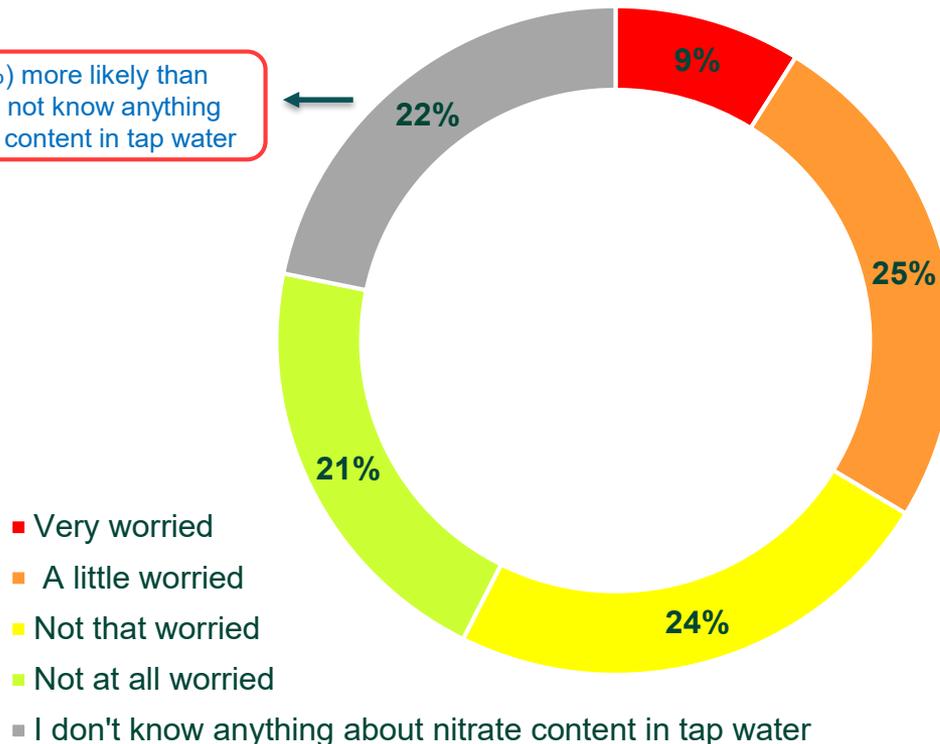


A third of consumers are very / a little worried about the nitrate content in tap water. 22% don't know anything about nitrate content in tap water.

To what extent are you worried about nitrate content in tap water?

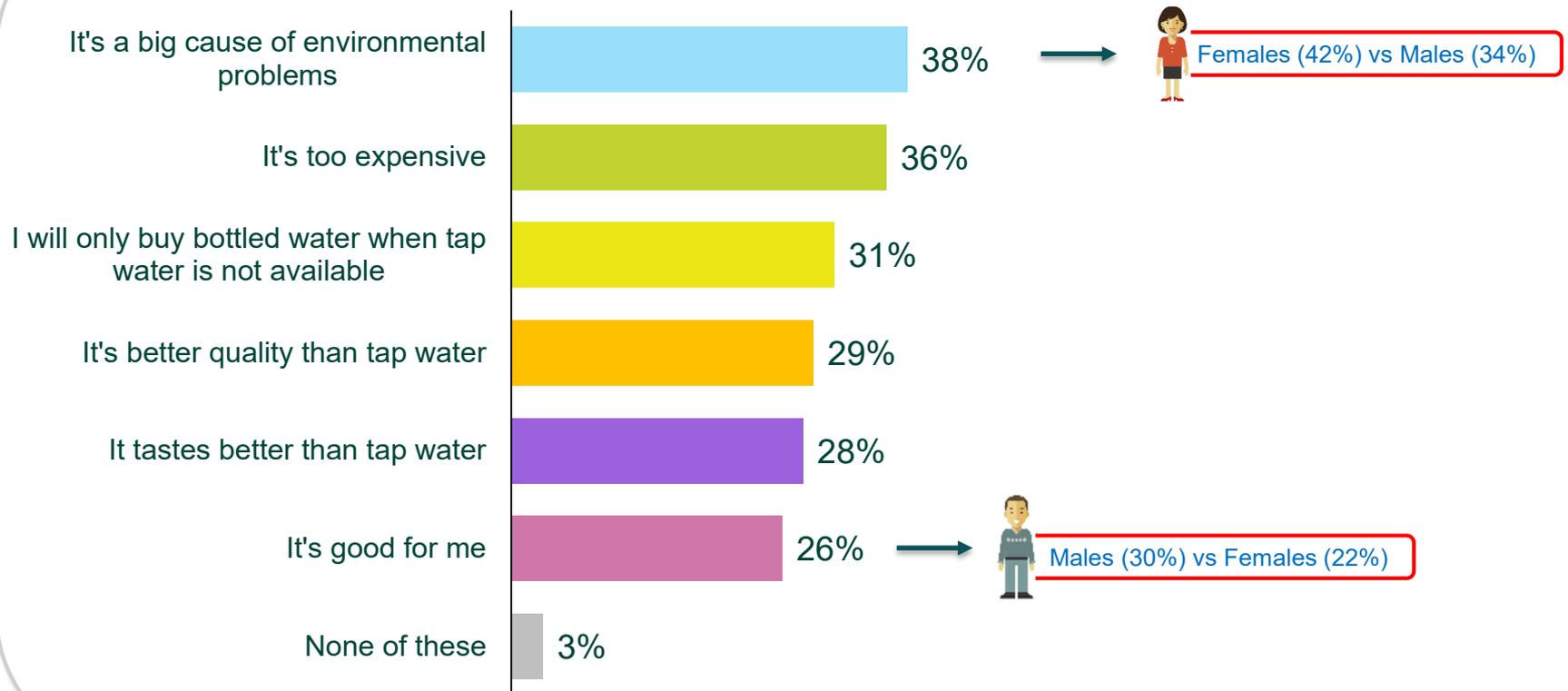


Females (24%) more likely than males (19%) to not know anything about the nitrate content in tap water



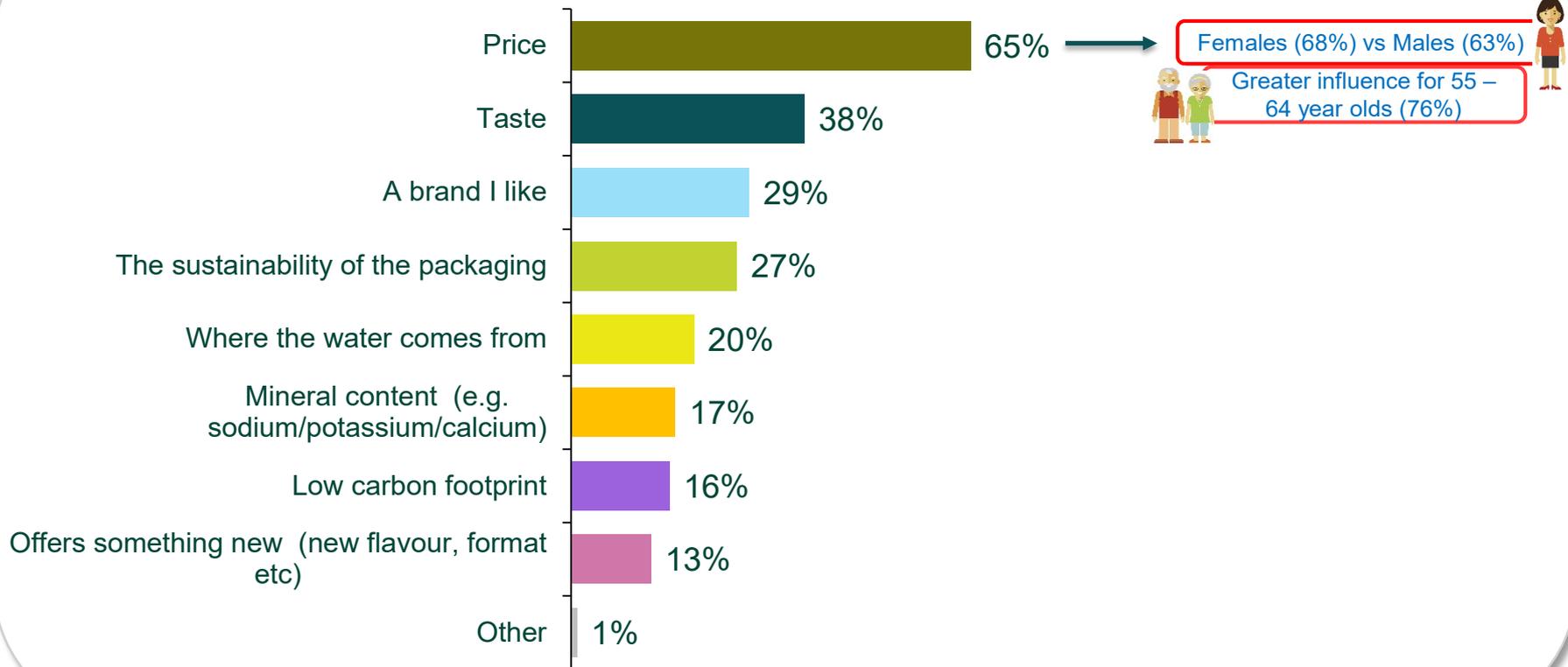
The majority of consumers (38%) agree that bottled water is a big cause of environmental problems and a similar proportion (36%) of consumers agreed that it's too expensive.

When it comes to bottled water, which of the following statements do you agree with?



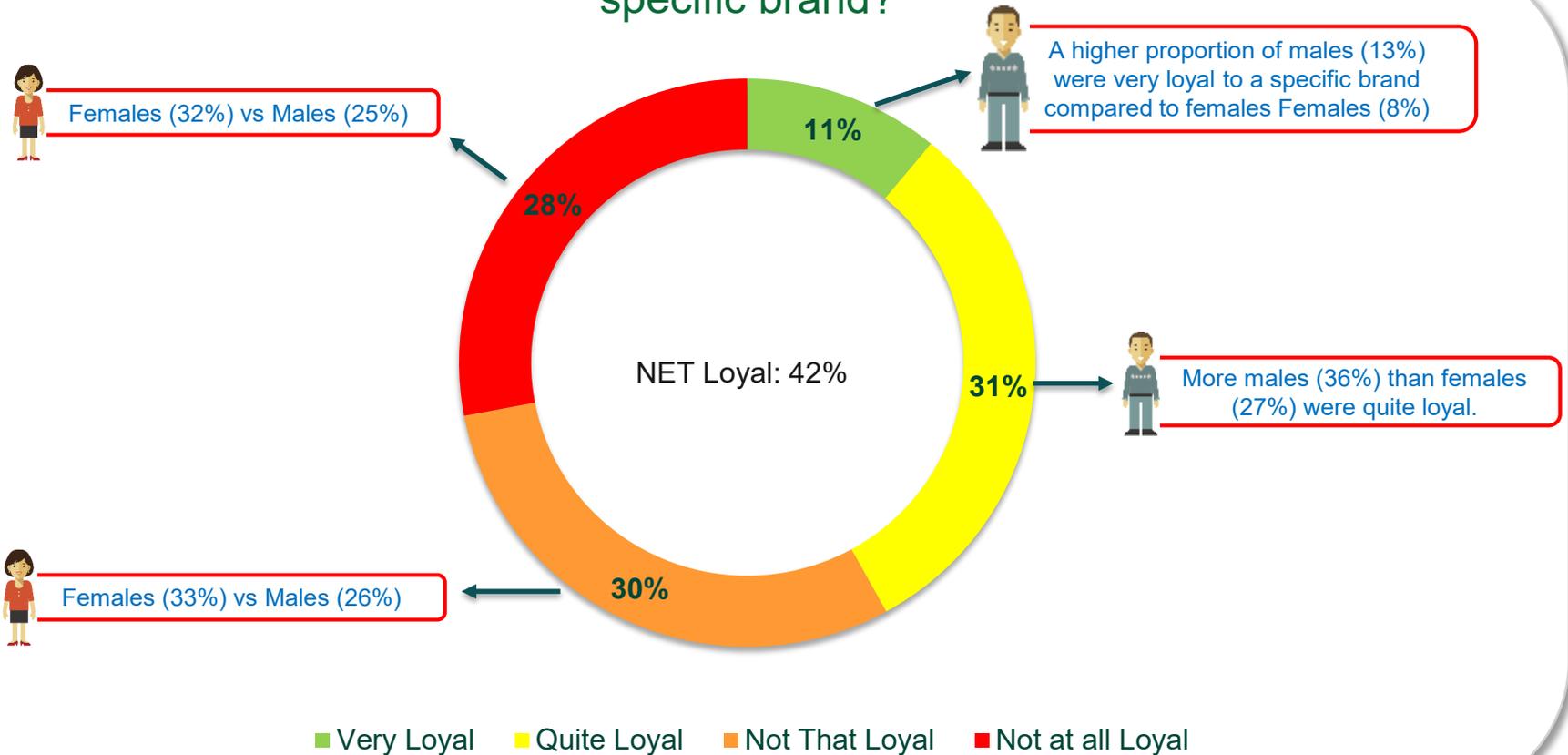
Around two-thirds of bottled water buyers (65%) think price is the biggest influencer on them when buying bottled water. The next biggest influence on the bottled water buyers is taste (38%).

Which of the following factors influence you when buying bottled water?



Less than half of bottled water buyers (42%) are loyal to buying a specific brand of bottled water, whilst 28% claim they are not at all loyal to a specific brand.

When buying bottled water, how loyal are you to a specific brand?



3 out of 10 bottled water buyers never read the label to see the mineral content.

How often do you read the label on bottled water to see the mineral content?

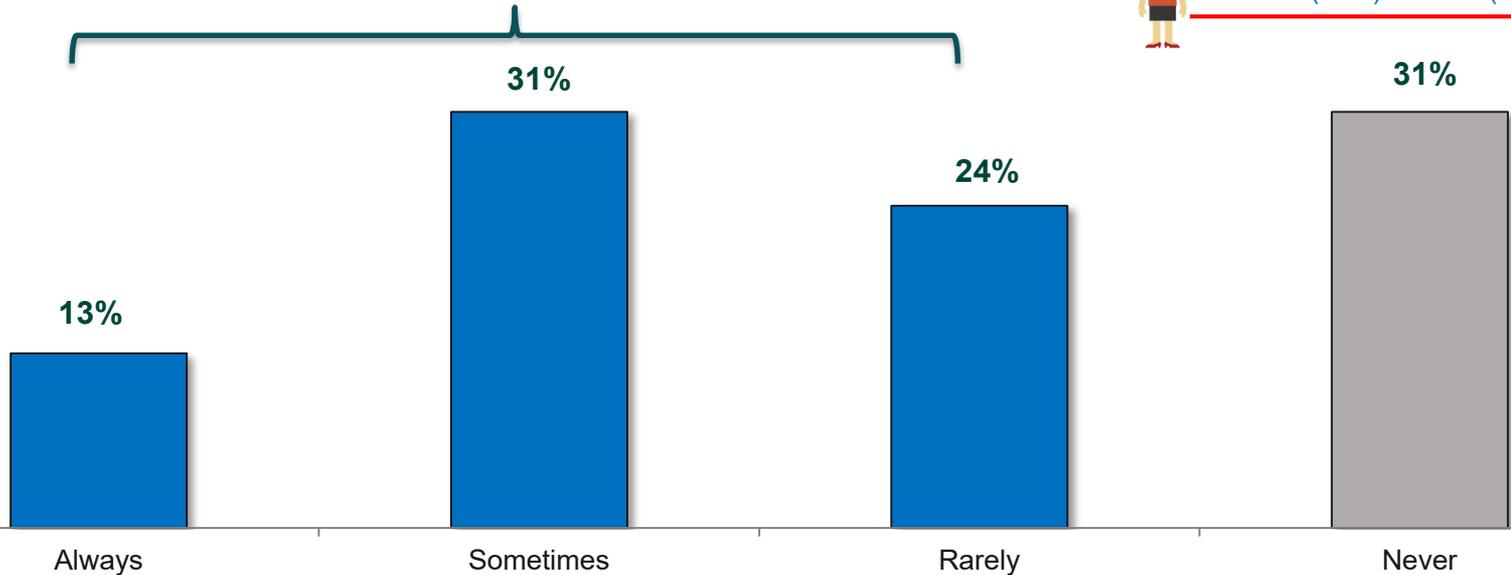


More males (73%) read the label compared to females (64%).

NET read the label: 69%

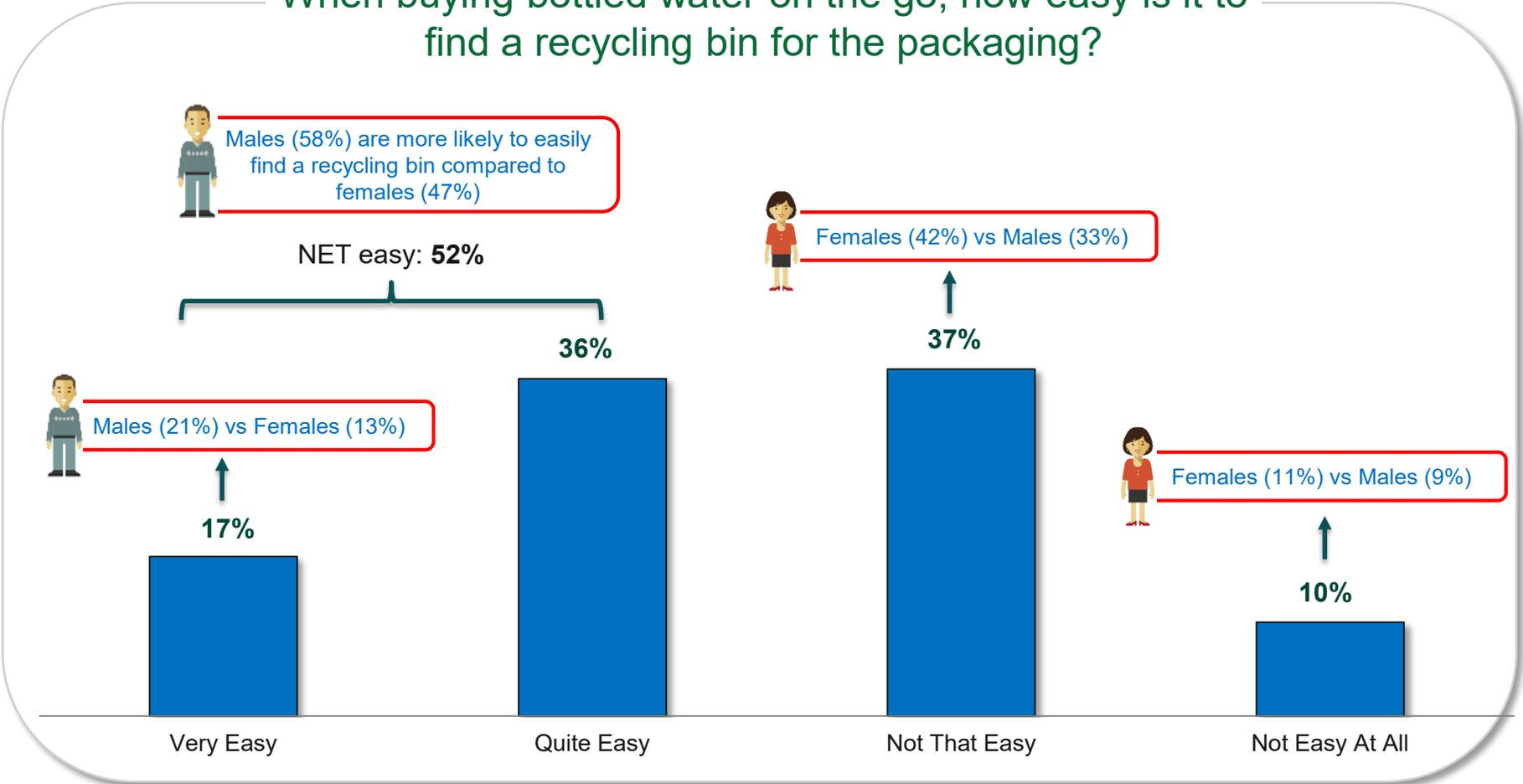


Female (36%) vs Male (27%)



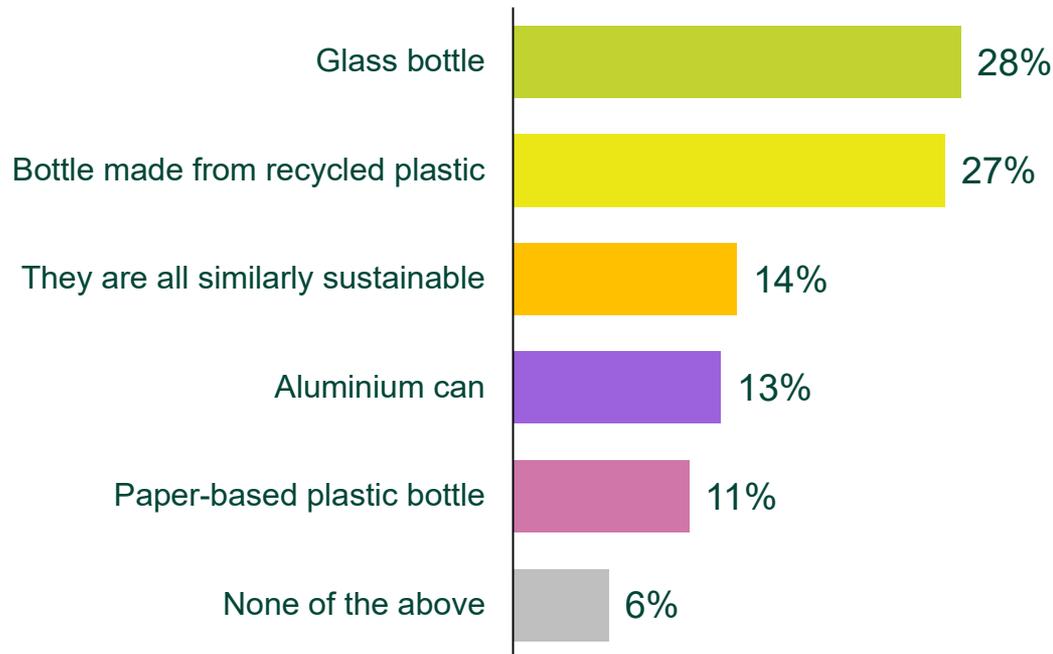
Consumers are split on whether it is easy to find a recycling bin for their bottled water.

When buying bottled water on the go, how easy is it to find a recycling bin for the packaging?

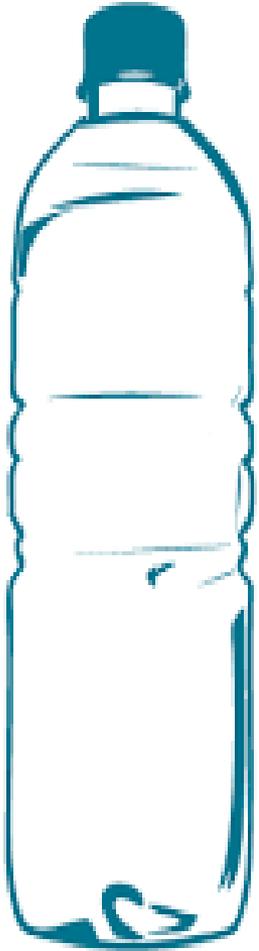


When asked which option is most sustainable, bottles made from glass (28%) or recycled plastic (27%) are most commonly chosen. Paper-based plastic bottle scored lowest (11%).

In your opinion, which ONE of the following packaging options for soft drinks is most sustainable?



Key Take Outs...



- Overall, the majority of respondents drink bottled water and tap water on a weekly basis, however this proportion is higher for tap water.
- 55-64 years olds are the least likely to drink bottled water everyday, with 25-34 year olds being the most likely.
- Two-fifths of consumers agree that tap water tastes just as good as bottled water, with most of these consumers aged 55-64 years old.
- Only 9% of consumers are very worried about the nitrate content in tap water, however 22% of consumers admitted they did not know anything about the nitrate content in tap water
- Around two-fifths of consumers saw bottled water as a big cause of environmental concerns, this was a greater concern for females and those aged 55-64.
- Two-thirds of bottled water drinkers consider price as the biggest influencer when buying bottled water.
- Around 1 in 10 bottled water drinkers were very loyal to a specific brand of bottled water, this proportion was higher in males.
- Around half of bottled water drinkers found it easy to find a recycling bin for their packaging, this percentage was higher amongst males.
- The most popular choice for the most sustainable soft drinks packaging was a glass bottle, this was closely followed by recycled plastic.

Appendix

Approach & Demographics



Approach and Panel

- We conducted an *online survey* with **1053 adults** aged **18+** across **England, Northern Ireland, Scotland, and Wales** between **16th July -22nd July 2019**.
- The survey took place using our sister-company **toluna.com online panel** which consists of members of the **general public** who have opted in and voluntarily agreed to participate in online research studies.
 - Through careful recruitment and management, **we are able to rapidly survey large numbers of the general population** and accurately **represent the views of the nation**.

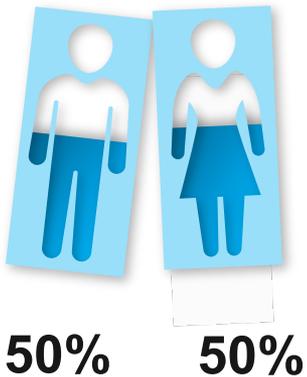


Demographics

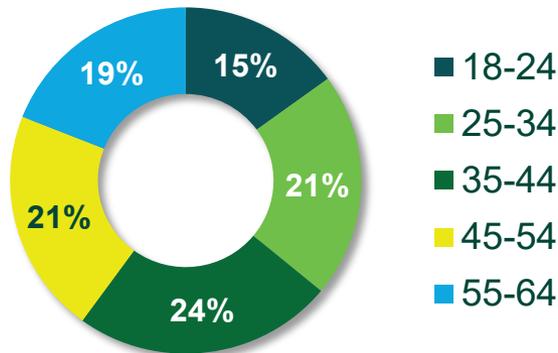
A Representative Sample

- The results of the study were weighted to best reflect the size and shape of the population of the UK
- This means that the results in this report reflect an audience that is as true as possible of the GB population with the same age, gender and regional profile. The audience profile is detailed below.

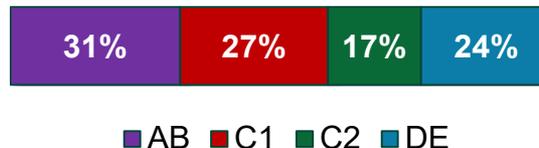
Gender



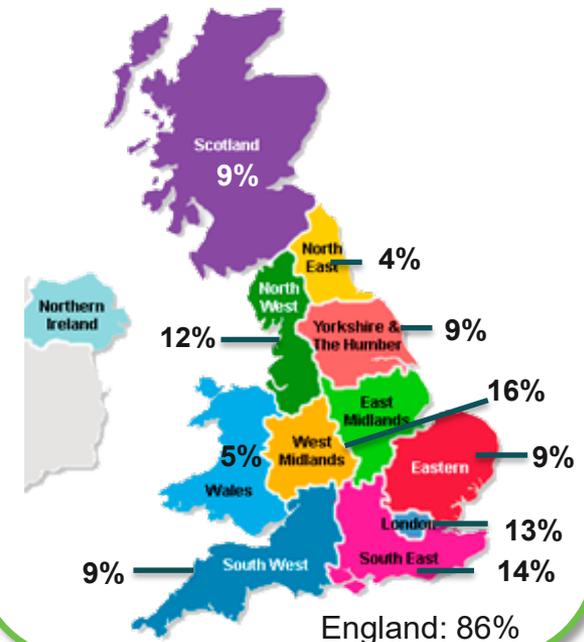
Age



Social Grade



Region



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