

# SCOTTISH GROCER FEATURE SYNOPSIS

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## BOTTLED WATER FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Monday, July 29th, 2019**

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information (for example market share, market trends and details of brand activity)*
- *It always very useful to receive images - 300 dpi if possible. Good images include product shots, pictures of people quoted in the copy, and pictures of advertising and marketing activity*
- *And please feel free to provide anything else you think is relevant*

Last summer's prolonged heatwave did wonders for sales of bottled water. With this year's weather more mixed, and concerns about plastic ever-present, we will look at how retailers can ensure sales of bottled water stay buoyant. We would welcome your views on the following:

- With consumers increasingly concerned about their health, how can retailers use the bottled water category to capitalise on this? How can they push the healthy hydration message to their customers?
- The Scottish Government has set out its plans for a deposit return scheme, but many people are trying to cut down on the amount of plastic that they buy. What are bottled water producers doing to address concerns about plastic pollution and sustainability?
- With more and more public places offering free water refills, what is the long term future for the bottled water category? Will there always be demand for bottled water?
- Sparkling water offers a real point of difference from tap water, but how does it perform in Scottish c-stores? How can retailers encourage their customers to pick up a bottle of bubbles?
- How important is it to ensure that water is kept in the chiller? How else should retailers merchandise their bottled water range?

- How are flavoured and sparkling water SKUs performing in Scotland? What approach should retailers take to ranging sparkling and flavoured waters in soft drinks chillers where space is at a premium.
- Is there any NPD you want retailers to know about?