



Bottled Water in the United Kingdom

November 2025

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Bottled Water in the United Kingdom - Category analysis

KEY DATA FINDINGS

2025 PERFORMANCE

Need for healthy and affordable hydration fuels strong demand for bottled water

INDUSTRY PERFORMANCE

Health concerns around tap water boost sales of bottled water in 2025

Flavoured and functional bottled water products benefit from focus on healthy indulgence

WHAT'S NEXT?

Health and sustainability set to remain a key focus of growth and innovation in bottled water

Diversified distribution and convenience trends support category expansion

UK bottled water producers face tighter controls on water sourcing, safety, and sustainability

COMPETITIVE LANDSCAPE

Nestlé Waters UK retains the lead in 2025 but faces growing competition

Affordability and value remain a key influence on the market

CHANNELS

Supermarkets and hypermarkets dominate as they continue to expand their offering

E-commerce continues to show potential as a convenient option

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Soft Drinks in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

Sales of soft drinks rise in 2025 with the focus on health and affordability

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Ongoing price pressures push players to innovate to maintain demand

Health, wellness and sustainability prominent drivers of new product development

Guilt-free indulgence a key trend in 2025

WHAT'S NEXT?

New product development and innovation likely to remain key growth drivers

Players set to lean on digital technology in a rapidly evolving market

New and forthcoming regulation set to impact company strategies within soft drinks

COMPETITIVE LANDSCAPE

Coca-Cola retains a strong lead in soft drinks thanks to its broad brand portfolio

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