

Discover your *edge*

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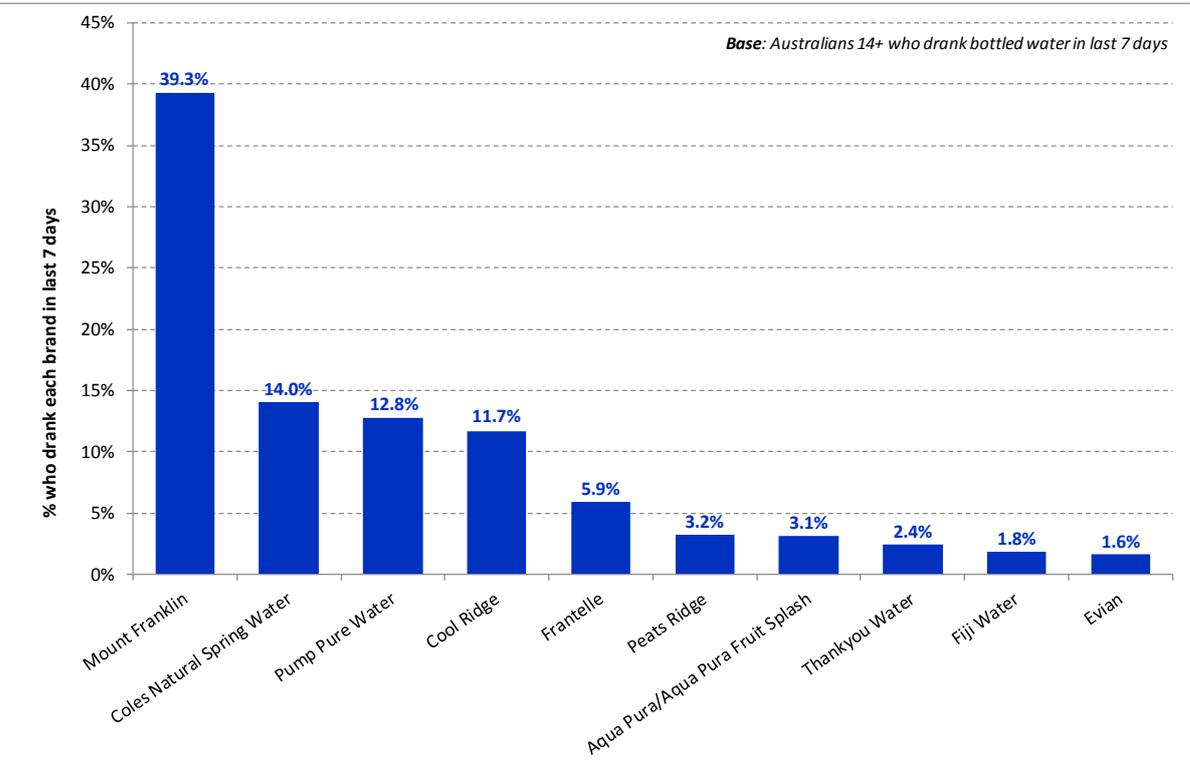
# Bottled water consumption booming

Some consider it a dazzling marketing achievement, others consider it an outrage: selling bottled water to consumers when there is perfectly good tap water to be had for free. Whatever the case, there is no denying that bottled water is a bona fide hit in Australia, as the latest findings from Roy Morgan Research reveal.

In 2015, some 5.3 million people (or 27.1% of Aussies 14+) drank bottled water in any given seven days -- an increase on 2014, when 4.9 million Australians drank it in the same period. The most popular brand by far is Mount Franklin, consumed by nearly 40% of all bottled-water drinkers in an average seven days. Coles Natural Spring Water is a very distant second (14.0%), just ahead of Pump Pure Water (12.8%).

Despite its fame for being used by supermodels and Hollywood actresses to wash their hair, Evian is only the tenth-most popular bottled water in Australia, consumed by 1.6% of the population in an average seven days.

## Bottled water consumption in Australia: our 10 most popular brands



Source: Roy Morgan Single Source (Australia), January–December 2015 (n=3,662).

Overall, a greater proportion of Australian women (29.7%) than men (24.5%) drink bottled water in an average seven days, and this pattern is evident across most of the top 10 brands.

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Cool Ridge and Fiji Water have the most pronounced gender skew towards women, while only Peats Ridge is consumed by slightly more men than women.

Australians under 50 are markedly more likely than older Aussies to drink bottled water, with its popularity peaking among the 25-34 year-old bracket (a third of whom drink it in an average week).

Around the country, bottled water consumption is most widespread in Western Australia, where 30.2% of residents drink it in an average seven days. NSW is close behind (29.0%), whereas Tasmanians are below average at 22.3%.

**Andrew Price, General Manager – Consumer Products, Roy Morgan Research, says:**

*“A theme emerges pretty quickly when we look at Australia’s 10 most widely consumed bottled waters: brand names that evoke images of nature (Mount Franklin, Cool Ridge, Peats Ridge, Fiji Water) or purity (Aqua Pura, Coles Natural Spring Water). Selling something we can drink for free from the tap is a big ask, but by emphasising the natural and untouched quality of their water, these brands are implying (without stating outright) that they are better for the consumer than tap water.*

*“This message appears to be resonating with more women than men: not only do they drink more of it, as explained above, but slightly more of them (2.2 million women vs 2 million men) agree that ‘bottled water is better to drink than tap water’. Mind you, Cool Ridge’s particular success with women (who comprise 64% of all Cool Ridge drinkers) may also have something to do with its ultra-cute advertising campaign featuring puppets of native fauna brainstorming ideas to market their brand!*

*“The challenge for brands in such a crowded market is to stand out on a shelf full of blue plastic bottles with similar labels and virtually indistinguishable contents – to distinguish themselves from a sea of competitors. That’s where Roy Morgan Single Source comes in, providing in-depth consumer data that allows brands to understand who exactly is most likely to drink their water and to tailor their marketing accordingly.”*

**For comments or more information about Roy Morgan Research’s consumer products data, please contact:**

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**Related research findings**

View our range of [Bottled Water Drinker profiles](#), including our [Mount Franklin Drinker profile](#) and the [Cool Ridge Drinker profile](#).

Compiled with data from Roy Morgan’s Single Source survey (the largest of its kind in the world, with 50,000 respondents p.a), these ready-made profiles provide a broad understanding of the target audience, in terms of demographics, attitudes, activities and media usage in Australia.

## About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years' experience in collecting objective, independent information on consumers.

## Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2