



In 2010, over 2 billion litres of UK produced bottled water were consumed in this country.

1

10 FACTS ABOUT BOTTLED WATER

5

63% of the UK adult population choose water over other soft drinks with 78% choosing still water most often.

Convenience is the no.1 factor influencing peoples' purchasing decisions while buying bottled water.

2



275,000 Tonnes

OR **15 MILLION**

275,000 tonnes of plastic are used each year in the UK to package bottled water - that's about 15 million bottles every day.

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4

It takes 162g of oil and 7 litres of water just to manufacture a 1 litre bottle. The equivalent to 10 balloons full of greenhouse gases.

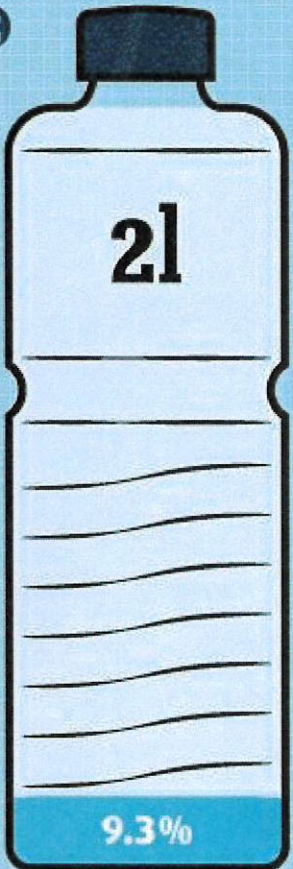


100 200 300 400



10

Each plastic bottle can take more than 400 years to decompose.



£1.34 Billion

Spend £3's



2009

As a nation Brits spend £1.34 billion a year on bottled water (as of 2009).

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7

Only 9.3% of adults drink the recommended 2 litres of water a day.

8

UK bottled water packaging in 2010 was made up of 93% plastic 7% glass or other.



Only 10% of plastic water bottles are recycled.

9

10%