



# GetWaterSmart & GetWaterFit

Unlocking High-Purchase Intent  
Sustainable Shoppers

---

Discover the key to winning price and  
sustainability-conscious customers.







In the UK, we rely on water in our daily lives, often without realising the amount we consume. We each use an average of around 140 litres a day, and although it seems like it rains all the time, this is a huge amount of water. And when we factor in the changing climate, weather patterns, and population growth, this means the UK has less available water per person than countries like Spain or Portugal.

We all expect high-quality, treated drinking water to flow from our taps consistently without giving much thought to how it gets to our homes. However, water is a precious and finite resource, and it is essential that it be used more wisely to ensure sustainable supply for the future.

That's why the Unified Water Label (UWLA) has partnered with UK water efficiency experts Save Water Save Money to introduce the Unified Water Label GetWaterSmart Directory with the GetWaterFit digital tool.

The tool helps inform customers how they can be more water-savvy and recommends relevant, personalised products to help mitigate water wastage.

Brands, manufacturers and retailers of Unified Water Label and Smart Drop Certified products can feature them on the Directory, bringing their brands closer to high-purchase intent customers than ever before.

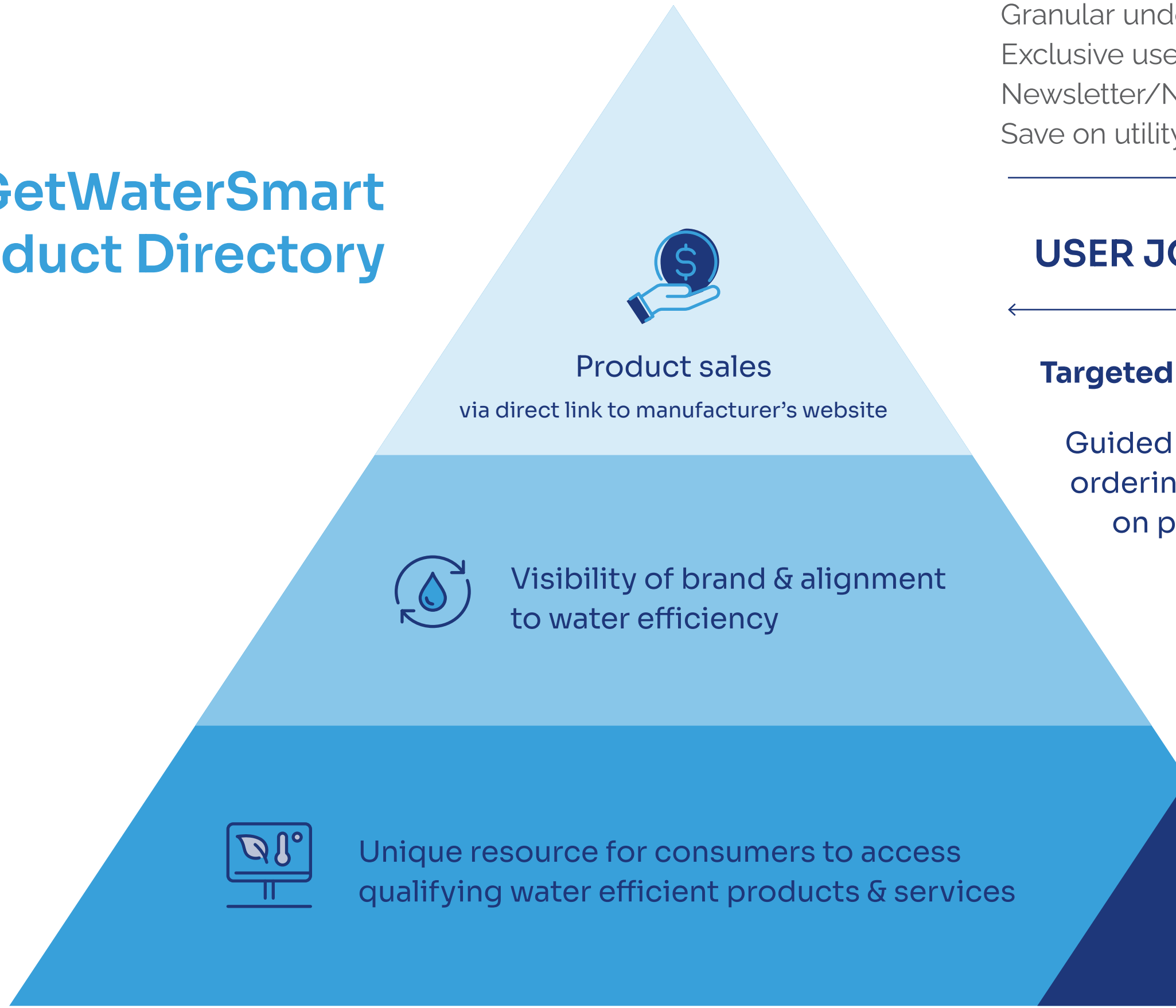
Customers can find the GetWaterSmart Directory either directly via Google, where they can browse for indoor and outdoor qualified and accredited products, or via the GetWaterFit tool, where they will be recommended products according to their household or business premises profile.

To date, Save Water Save Money's GetWaterFit tool has over one million users in the United Kingdom alone.

**This report will explore how customer sentiment is changing around sustainability and how retail media has evolved to a point where brands must innovate to ensure competitive market positions, even in sustainable industries. We will also highlight how British appliance brands and retailers can unlock greater sales with the brand-new GetWaterSmart Directory and complementary GetWaterFit digital tool proposition.**



# GetWaterSmart Product Directory



## Browse & Buy

Featured listings of exclusively certified water efficient products

Google indexed, organic traffic

## User Acquisition

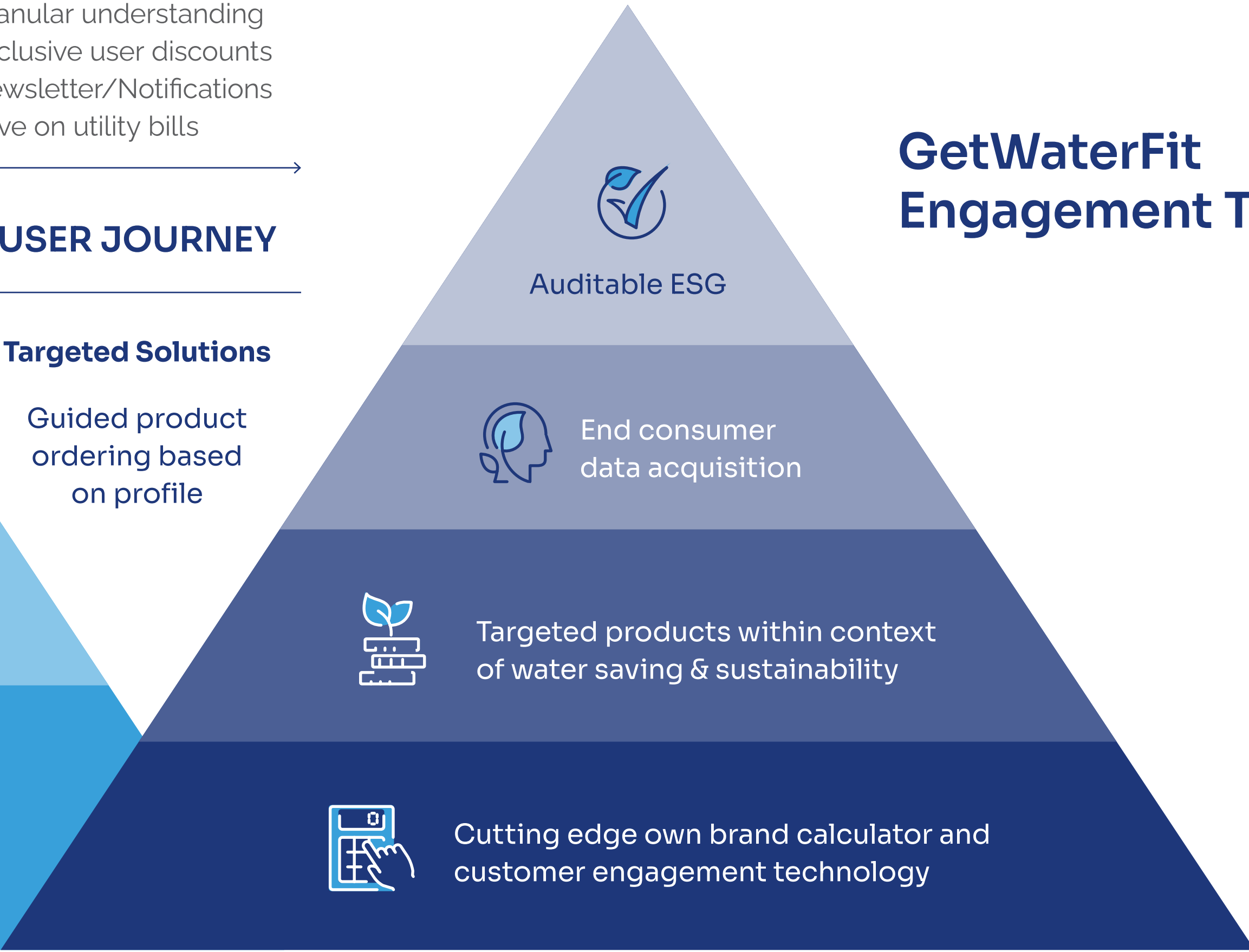
Granular understanding  
Exclusive user discounts  
Newsletter/Notifications  
Save on utility bills

## USER JOURNEY

## Targeted Solutions

Guided product ordering based on profile

# GetWaterFit Engagement Tool



## Guided Purchasing

Personalised actions to save water including tailored product recommendations

Option for advertiser-led promotions via UTM links



# Environmental Challenges

Water stress, droughts, floods and population growth are significant challenges facing the UK's water supply. On top of this, the effects of climate change are intensifying these issues, impacting water availability and infrastructure.

It might seem like it rains all the time, but parts of the UK are classed as semi-arid, and in recent years there have been droughts from Cornwall to the North of Scotland. By 2050 the UK will have a shortfall of 5 billion litres of water per day, and we are already seeing failures in supply meaning no water for towns and businesses.

Prolonged periods of drought, exacerbated by rising temperatures, reduce water supplies from catchments, placing pressure on urban water systems to meet growing demands. Conversely, extreme weather events, including floods, can overwhelm stormwater and wastewater systems, leading to infrastructure damage and public health risks.

The UK is adapting by developing more resilient water supply systems, incorporating strategies like water recycling, stormwater harvesting and even desalination. However, effective management of water stress requires a multifaceted approach, balancing demand reduction with the development of diverse water sources.

These challenges mean we will all need to take action to ensure the sustainability of the UK's water supply. The bathroom industry has developed water saving products to help households use water more efficiently, and consumers are keen to adopt more sustainable shopping habits. The question is, how can we help consumers make the right choices to maximise water conservation.







## Consumer Sentiment

In recent years, sustainability has become a significant consideration for UK consumers. A survey by PwC in 2024 revealed that 80% of consumers are willing to pay more for sustainably produced or sourced goods, with an average premium of 9.7% ([pwc.com](https://www.pwc.com)). Similarly, research by YouGov indicates that 64% of British consumers are prepared to pay up to 10% extra for sustainably packaged foods and drinks ([business.yougov.com](https://business.yougov.com)).

The sentiment around sustainability in the UK remains overwhelmingly positive, with a growing number of consumers actively seeking out environmentally friendly products. A 2023 study by Deloitte found that 46% of UK consumers had recently chosen brands based on their sustainability credentials, with younger generations driving the demand for eco-conscious options ([deloitte.com](https://www.deloitte.com)). Additionally, research from the Fairtrade Foundation shows that UK shoppers increasingly value ethical and sustainable sourcing, contributing to a rise in Fairtrade product sales despite broader economic pressures ([fairtrade.org.uk](https://www.fairtrade.org.uk)).

To build on this momentum, brands must ensure their sustainability initiatives are seen as both authentic and impactful. While consumer enthusiasm for sustainable products is high, transparency and credibility remain key to securing long-term trust. Partnering with reputable institutions and clearly communicating sustainability efforts can help brands avoid perceptions of 'greenwashing' and strengthen consumer confidence in their eco-friendly offerings.



# The State of Retail Media and a Sustainable Solution



Over the last five years, retail media has been a dominant force in the advertising landscape, with brands collectively investing billions in the promise of targeted, high-impact advertising. However, as we march through 2025, the effectiveness and true return on investment (ROI) of these efforts are under a harsher microscope than ever before. With every major player in the market employing similar strategies, there's a growing concern that the collective impact of these efforts is being diluted. The question arises: as countless brands pursue similar marketing strategies, are they simply neutralising each other's efforts?

There's also a growing concern that much of retail media might be targeting high-intent customers who would have made purchases anyway, cannibalising organic sales rather than driving true growth.

The crux of the issue now revolves around achieving true incrementality. This has prompted brands to reassess their media and marketing expenditures, with a keen eye on uncovering areas that can yield authentic incremental shoppers. One area gaining traction is the sustainable market. Historically, this segment may have been considered overlooked, partly due to the assumption that environmentally-conscious consumers are resistant to traditional marketing tactics. However, this subset is experiencing rapid growth. According to recent studies, the global market for sustainable products is **projected to grow from USD\$28.6 billion in 2024 to USD\$134.9 billion by 2030**, reflecting a significant shift in either customer sentiment or an underestimation of the shopper's desire to buy more environmentally-friendly goods.



## The New Era of Customer Engagement

Loyalty is also absolutely foundational, and building a positive emotional relationship with your customers is incredibly valuable. A **2018 study** discovered that emotionally connected customers have a 306% higher lifetime value. Sustainability initiatives are particularly effective at garnering brand loyalty. As **Marketing Week** put it: "Brands that prioritise sustainability demonstrate their commitment to making a positive impact on the world, aligning with the values of socially and environmentally conscious consumers."

At the same time, these moves are a reflection of a brand's commitment to transparency and integrity. In a world of organisations seemingly determined to become more guarded and secretive, shoppers resonate with businesses willing to prioritise sustainability and act responsibly.

The Unified Water Label's GetWaterSmart & GetWaterFit proposition provides a new opportunity for brands and retailers to attract environmentally- and price-conscious consumers. Customers can find the GetWaterSmart Directory via search engines - usually when they know what they are looking for. For more discerning customers for whom sustainability is important, users fill out the short GetWaterFit survey about how they use water in the home and are provided with strategies and product recommendations that can help cut their usage (and costs). Through direct links, users can find exclusively certified water-efficient products for inside and outside the home, including showerheads, toilets, leak detectors, washing machines and soil conditioners that enable users to reduce their water consumption in both homes and commercial premises.

While brands still compete, GetWaterSmart ensures a level playing field by only featuring products that genuinely meet water efficiency standards— helping users make informed choices without misleading claims.

The GetWaterFit tool puts your items directly in front of the customers who've demonstrated an active desire to make their lives more sustainable, and the results are clear. Forty percent of the one million British GetWaterFit users click through to the directory from the tool. The platform's user-friendly interface and comprehensive data analytics enable them to make more informed decisions about their water consumption and make the product suggestions feel more like recommendations than a pushy, direct sales approach.

A common challenge advertisers face in modern marketing is understanding exactly where their investment goes in their sales returns. This is partly due to the omnichannel nature of modern marketing (making it difficult to get a holistic measurement of your total ad spend) and partly due to RMNs making their data inaccessible or hard to access. On our platform, advertisers get access to valuable customer water usage & intervention data (anonymised), better informing their decision-making in the marketing process and enabling them to get more out of their advertising dollars.

Manufacturers and Retailers participating with the Unified Water Label can enjoy the following benefits:

- **Reach high-purchase intent customers:** Position your products directly in front of customers who actively desire to better understand and improve their water efficiency.
- **Data insights:** Access to detailed data on customer water usage enables better advertising resource management and decision-making.
- **Tangible measurement of incremental sales:** If your product sells through our Directory, you can pinpoint the source of the sale and learn more about the customer's journey to purchase.
- **Aligns with CSR goals:** As well as being an excellent marketing tool, The tool is a great opportunity to reinforce your CSR goals and enhance your reputation.



# Conclusion

While British shoppers are sharing their growing interest in more ecological and sustainable products and habits, businesses often still need help generating demand for these products.

The evolving retail media landscape requires brands to innovate and differentiate themselves effectively. The Unified Water Label's GetWaterSmart Directory and GetWaterFit digital tool offer a solution by helping brands engage sustainability-conscious consumers through tools that monitor and reduce water usage.

GetWaterFit has helped brands across the UK reach more than one million consumers, and with an opt in rate of 70%, offers an opportunity to reach sustainable shoppers directly. Now as the Unified Water Label's initiative, we're confident of the same success, and invite you to be one of the first names to join as an initial sponsor.







Get in touch and discover  
how we can help you.

 [Unified Water Label GetWaterFit tool](#)

 [uwla.directory@savewatersavemoney.com](mailto:uwla.directory@savewatersavemoney.com)

