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Independent Sales Health Check – Powered by SalesOut

August 2009 – Category Health Check – Soft Drinks plus Sports & Energy Drinks

The column is based on data for:
5,000 independent stores
3,000 of which are symbol stores

The table shows:
Top selling products in the Sports & Energy Drinks category for the year ending July 2009

SALESOUT CATEGORY HEALTH CHECK

SPORTS & ENERGY DRINKS

OCCASION	PRODUCT
IMPULSE	RED BULL 250ML
IMPULSE	RED BULL SUGAR FREE 250ML
IMPULSE	OWN LABEL/VALUE ENERGY DRINK 500ML
IMPULSE	OWN LABEL/VALUE 250ML
IMPULSE	LUCOZADE ENERGY APPLE 500ML/380ML
IMPULSE	LUCOZADE ENERGY ORANGE 500ML/380ML
IMPULSE	LUCOZADE ENERGY ORIGINAL 500ML/380ML
IMPULSE	LUCOZADE SPORT HYDRATION 500ML
IMPULSE	LUCOZADE SPORT ORANGE 500ML
IMPULSE	LUCOZADE SPORT RASPBERRY 500ML
IMPULSE	LUCOZADE SPORT TROPICAL 500ML
IMPULSE	MONSTER ENERGY DRINK 500ML
IMPULSE	POWERADE BERRY & TROPICAL FRT 500ML
IMPULSE	RELENTLE ENERGY DRINK CAN 500ML
TAKE HOME	OWN LABEL/VALUE ENERGY DRINK 1LTR
TAKE HOME	LUCOZADE ENERGY ORANGE 1LTR
TAKE HOME	LUCOZADE ENERGY ORIGINAL 1LTR
TAKE HOME	LUCOZADE ENERGY ORANGE 6X380M
TAKE HOME	LUCOZADE ENERGY ORIGINAL 6X380M
TAKE HOME	RED BULL 4X250M

Steve Collins, Commercial Director, SalesOut

The independent sector saw 9.7% growth in like for like sales in July, despite a deterioration in the weather but underpinning a consumer trend towards shopping more locally.

Having recently learnt that soft drinks and fresh foods drove a 6.6% rise in trading in the multiples in the month to 11 July, SalesOut has analysed the sales data for soft drinks in the independent sector and can report a staggering 17.4% growth in sales for the same period.

The Sports & Energy sub-category is performing extremely well, with 23% growth in the month to July 18th and 19% growth in the last 52 weeks. It is an essential category for the independent sector, accounting for 25% of total sales of soft drinks whilst demanding only a small amount of shelf space.

With this in mind, SalesOut has created a Category Health Check of the Top 20 Sports & Energy drinks that independent retailers must stock, which includes lines from Red Bull, Lucozade, Monster, Powerade and Relentless and can be read online at thegrocer.co.uk/independents. If space permits, the range of Sports & Energy drinks should be supported by own-label or value products – such as

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Euro Shopper and Boost – which have made their way into the Top 20 as consumers become more frugal in the recession.

Lucozade, a long-established brand, has managed to adapt to retain its category share and is the top-selling brand in the SalesOut Category Health Check.

While independent stores have by definition historically been associated with impulse purchases, SalesOut can report that sales of “take home” soft drinks have outperformed “impulse”, supporting the predilection for consumers to shop more locally in the recession. Take home Lemonade is performing particularly well, with a 36% rise in sales in the last 52 weeks. Cola is in resurgence after a difficult period, particularly in “take home” which saw a 23% rise in sales from June to 24th July largely owing to BBQs and the school holidays.

Contrasting this positive performance, total sales of fruit juice are in significant decline, which could be attributed to a decline in at-home breakfasting.

ENDS