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Wholesale News

February 2010 – Hot Beverages

This column is based on data for over 11,000 independent stores 5,000 of which are symbol stores.

HOT BEVERAGES	MAT 52 WEEKS		
	TY	LY	% CHANGE
NESCAFE ORIGINAL 100G			Down
TETLEY TEA BAGS 80'S			UP
PG TIPS TEA BAGS 80'S			Down
NESCAFE GOLD BLEND 100G			Down
NESCAFE ORIGINAL 200G			UP
NESCAFE ORIGINAL 50G			Down
KENCO REALLY SMOOTH 100G			UP
PG TIPS TEA BAGS 40'S			UP
TETLEY TEA BAG 40'S			UP
KENCO REALLY RICH 100G			UP
TETLEY TEA BAGS 160'S			UP
NESCAFE GOLD BLEND 200G			UP
PG TIPS TEA BAGS 160'S			Down
TAYLORS YORKSHIRE TEA BAGS 80'S			UP
KENCO RAPPOR 100G			UP
MAXWELL HOUSE COFFEE GRANULES 100G			UP
TYPHOO TEA BAGS 80'S			UP
NESCAFE CAPPUCCINO ORIGINAL 10'S			Down
CADBURY DRINKING CHOCOLATE 250G			UP
TETLEY TEA BAGS 240'S			UP
CATEGORY TOTAL	£49,376,115	£54,417,477	10.2%

Steve Collins, Commercial Director, SalesOut

The Hot Beverages category has seen an impressive 10.2% growth in like for like sales year on year, ahead of the independent sector as a whole which is currently growing at a rate of 6.6%.

An impressive 14 of the top 20 selling hot beverages are in significant growth, suggesting that people are spending more time at home and less money on hot beverages out and about, in coffee shops and at the end of their meals. It is also likely that people are returning to the British tradition of a cup of tea at home, as they feel vulnerable in the recession.

Nescafe Cappuccino Original 10s has seen a small decline in sales; however it maintains a position in the top 20 selling products at number 18. While traditional coffees are more popular, there is certainly demand for these new sachet-based products and convenience stores are encouraged to make ranging decisions based on local demand.

Again, while there are no fruit or herbal teas in the top 20 sellers list, the range must be determined by the local population.

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All sizes of product saw their share of sales and growth, from 40 to 240 tea bags and from 50g to 250g of coffee. Wholesalers need to make sure that a full range of sizes is available, to cater for everyone's needs. Whereas some people will buy hot beverages on impulse, SalesOut has noticed an increase in consumers looking for a wider range of groceries in their local convenience store, in a bid to save money in the recession.

The category continues to be dominated by tea and coffee, however Cadbury Drinking Chocolate 250g has crept into the top 20 sellers list at number 19. In terms of growth, it is outperforming the category as a whole and the product shows signs of remaining the nation's favourite drinking chocolate.

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