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Wholesale News

May 2010 – Soft Drinks

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

RANK VALUE	RANK GROWTH	SOFT DRINKS			
85	1	RIBENA STRAWBERRY DRINK 500ML			
99	2	MONSTER ENERGY RIPPER DRINK 500ML			
91	3	RELENTLESS JUICED BERRY 500ML			
17	4	OWN LABEL ENERGY DRINK 500ML			
44	5	MONSTER ENERGY DRINK 500ML			
76	6	COKE 1.5LTR			
59	7	OWN LABEL ENERGY 380ML			
39	8	COKE 10x330ML			
98	9	BOOST ENERGY 500ML			
56	10	BOOST ENERGY 1LTR			
48	11	COKE DIET 10x330ML			
54	12	7UP 2LTR			
52	13	EVIAN MINERAL WATER 2LTR			
89	14	LUCOZADE SPORT ORANGE 4x500ML			
46	15	EVIAN MINERAL WATER 750ML			
5	16	OWN LABEL ENERGY DRINK 250ML			
23	17	DR PEPPER 2LTR			
92	18	VIMTO FIZZY 500ML			
41	19	VOLVIC MINERAL WATER 1.5LTR			
71	20	OWN LABEL APPLE JUICE 1LTR			
			MAT 52 WEEKS LY	MAT 52 WEEKS TY	% CHANGE
		CATEGORY TOTAL	**295,906,032**	**323,927,323**	**9.5%**

This month, SalesOut has looked at the top 100 selling products in the Soft Drinks category for the 52 weeks ending 9th April 2010. Soft Drinks is an extensive category with around 1,500 SKUs, making this a highly competitive area for suppliers, and one where customer performance can really differ depending on how relevant their purchases are to consumer demand.

The Soft Drinks category continues to perform well (+9.5%). Energy drinks is the biggest driver accounting for 9 of the top 20 fastest growing products and collectively growing at 18.8%. Own label is the biggest contributor to this, accounting for 38% of sub-category growth, reflecting consumer demand for a cheaper alternative in the current economic climate. Lucozade is the top selling Energy drinks brand, with Red Bull in second place. The fastest growing brand is Monster putting it at number seven, with Rockstar and Relentless also showing strong positive growth.

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Cola, which dominates the category with 32% of total sales, is growing at 5%. It will be interesting to see how far Energy Drinks can go towards closing this gap. Carbonated drinks including Pressés and Sparkling Fruit drinks is also growing, currently at 19.2%.

Fruit Juice sales are down by 5.2%, with Smoothies also reporting a downward trend, while Juice Drinks are up 2.7% mostly accounted for by Ribena 500ml and in particular the introduction of a Strawberry variation. While Fruit Juices and Smoothies are promoted as a healthy choice, it could be that consumers are looking for cheaper alternatives.

Lemonades (which SalesOut defines as traditional lemonades and other “pops” including Fanta and Dr Pepper) are up 12.8%, with 7UP growing at the fastest rate and Dr Pepper and Sprite also showing strong positive growth.

Water is up 14.8%, where Volvic is the top selling brand followed by Evian, which looks set to overtake Volvic, and Highland Spring. In the ‘Water Plus’ sector, the top selling product by far is Volvic Touch of Fruit but uptake of the recently launched Britvic Juicy Drench has been strong making this one to watch.

Mixers are also showing double digit growth (+12.4%) reflecting a trend towards home-based entertainment to save money on drinking in pubs and bars in the current economic climate.

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