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Independent Sales Health Check – Powered by SalesOut

June 2010 – Beer & Cider

The column is based on data for:
Over 11,000 independent stores
5,000 of which are symbol stores

The table shows:
Fastest growing brands in the Beer, Lager and Cider categories for the 52 wks to 21 May 2010
Individual category sales values and growth.

RANK	BRAND	PREV 52W	CURR 52WK	CHANGE
1	FOSTERS			20.1%
2	CARLING			-15.8%
3	STELLA ARTOIS			-8.0%
4	CARLSBERG			23.4%
5	STRONGBOW			13.7%
6	OWN LABEL LAGER			-28.9%
7	BUDWEISER			11.1%
8	CARLSBERG EXPORT			3.9%
9	OWN LABEL CIDER			0.7%
10	FROSTY JACKS			55.4%
11	KRONENBOURG			-6.2%
12	TENNENTS			1.5%
13	GUINNESS			-3.5%
14	MAGNERS			37.2%
15	JOHN SMITH			-1.8%
16	CARLSBERG SPEC BREW			-14.7%
17	STELLA ARTOIS 4%			244.9%
18	GROLSCH			-39.1%
19	GAYMERS			1.5%
20	BULMERS			15.7%
	Grand Total	215,858,586	217,781,620	0.9%
	BEER	18,675,207	18,542,197	-0.7%
	CIDER	43,990,713	49,942,840	13.5%
	LAGER	153,192,666	149,296,584	-2.5%

Steve Collins, Commercial Director at SalesOut
With all eyes on the World Cup, SalesOut has looked at the performance of Ales, Lager and Cider in the convenience retail sector to help shop owners to maximise sales in these categories.

While Ales and Lager have suffered a loss in sales, currently down 0.7% and 2.5% respectively for the 52 wks to 21 May 2010, Cider is still striding ahead with 13.5% growth. With Cider now accounting for 25.1% of total sales (up from 22.3) it is vital that retailers devote sufficient space to this buoyant category.

Overall, Beer and Cider have recorded a sales growth of just 0.9% which is significantly below the total independent sector growth. This is most likely caused by heavy promoting by the multiples, often below cost, and the continuing effects of duty fraud. The categories have also lost some sales due to the late arrival of summer this year.

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Despite this, Cider has benefited from a year of new product variants, new brands, media advertising and promotions that have targeted a wider audience, possibly stealing sales from Beer and Lager.

With consumers due to gather around the TV to watch the World Cup, and with a general trend towards home-based entertainment in the current economic climate to save money on drinking in pubs and bars, retailers must keep an eye on what is selling locally and equip themselves with the means to make the best ranging decisions.

Strongbow is by far the largest brand in the Cider category, accounting for more than a third of sales and growing just above the category as a whole. Own label is popular, but Frosty Jacks and Magners are gaining apace with strong growth over the period. Bulmers also saw above category growth.

Conversely, own label Beers are losing popularity, suggesting that convenience stores should stock more well-known brands.

The decline in performance of premium lagers such as Stella Artois is being offset by the rise in popularity of standard larger alternatives, such as the lower strength Stella Artois 4% which has seen massive take up since its launch in 2008.

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