

# FINAL APPROVED

## Wholesale News

### December 2009 – Soft drinks

SOFT DRINKS	MAT 52 WEEKS		
	TY	LY	% CHANGE
COKE 2LTR (inc Twin Pack)			UP
RED BULL 250ML			Down
LUCOZADE ENERGY ORANGE 380/500ML			Down
COKE 500ML			UP
COKE DIET 2LTR (inc Twin Pack)			Down
OWN LABEL ENERGY DRINK 250ML			UP
COKE DIET 500ML			UP
COKE 330ML			UP
LUCOZADE ENERGY ORANGE 1LTR			UP
DR PEPPER 500ML			UP
<b>CATEGORY TOTAL</b>	<b>£263,134,877</b>	<b>£242,933,218</b>	<b>8.30%</b>

#### Steve Collins, Commercial Director, SalesOut

The soft drinks category has experienced an encouraging 8.3% growth in like for like sales in the last year, which is ahead of the 5.3% Moving Annual Total (MAT) growth in independent sales.

Take home drinks continue to be dominated by Cola products, with noticeable increases in sales of Lucozade Energy and Schweppes Lemonade. All but one of the top ten selling products are recording an increase in year on year sales, and this is likely to be driven by a summer with below average rainfall and more occasions for people to eat out e.g. picnics, garden parties and BBQs.

Also of note is an increase in multipack sales, driven by a propensity for consumers to shop locally in the recession and expand their local purchases to a wider range of groceries, to save money and reduce fresh food wastage. The recession-driven trend of purchasing non-perishable items in bulk will also have had an effect.

The 'on the go' category is also performing well, lead by a continually buoyant energy drinks market. Indeed, this market is still expanding with the recent launch of shot products including Red Bull, Relentless and Lucozade, which are forming a sub-category of their own.

Sales of 500ml bottles are growing more rapidly than cans. Wholesalers and retailers should align their sales and marketing to address these latest trends in category sales, to increase supplier investment and improve the service they deliver to customers.

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