



SOFT DRINKS REVIEW

DATA TABLES

BRITVIČ

Grocery Data

Soft Drinks Segments Performance in Grocery

	Value Sales (£)	Value % Chg YA	Value Abs Diff vs YA	Volume Sales (Litres)	Volume % Chg YA	Volume Abs Diff vs YA
Total Soft Drinks	5,492,346,328	-0.9	-49,246,920.0	5,929,647,336	1.2	68,972,848.0
Cola	1,126,427,630	-1.2	-13,756,350.2	1,360,727,457	0.6	7,788,061.8
Pure Juice	917,319,373	-5.8	-56,733,650.8	678,174,659	-4.7	-33,564,850.6
Water	524,430,188	11.7	54,812,276.9	1,321,027,165	10.8	128,609,526.3
Juice Drinks	499,248,590	-4.1	-21,486,900.2	398,974,433	-2.3	-9,413,217.0
Energy Drinks	456,412,318	4.6	20,077,166.3	244,042,467	6.0	13,791,106.9
Squashes	433,143,355	-7.6	-35,410,772.4	367,797,108	-5.1	-19,590,274.1
Fruit Carbonates	384,810,747	-0.9	-3,301,783.1	411,243,406	-1.9	-7,779,480.6
Dairy	367,758,274	2.6	9,431,620.8	162,654,147	1.4	2,265,488.8
Water Plus	167,129,813	4.2	6,782,607.5	274,113,298	4.3	11,376,564.3
Smoothies	135,214,020	-1.0	-1,353,429.6	42,454,687	-3.5	-1,547,431.2
Mixers	131,443,077	5.4	6,729,777.5	168,964,991	3.9	6,365,253.9
Non Fruit Carbonates	113,027,851	-2.7	-3,085,384.0	146,351,192	-3.8	-5,795,928.2
Lemonade	107,719,541	-9.3	-11,064,031.3	285,114,552	-7.0	-21,543,215.4
Sports Drinks	71,339,046	-9.5	-7,489,277.0	51,499,430	-7.6	-4,222,131.6
Iced Tea & Coffee	56,922,561	13.1	6,601,167.4	16,508,518	15.6	2,233,393.9

Nielsen Scantrack data Grocery Multiples 52 weeks to 09.01.16

Full Sugar Versus Low Calorie Performance Across Grocery

	Value Sales	Value % Chg YA	Value Abs Diff vs YA	Volume Sales (Litres)	Volume % Chg YA	Volume Abs Diff vs YA
Full Sugar	4,012,905,123	-2.0	-81,972,221.4	4,187,234,453	0.4	17,326,639.0
Low Calorie	1,479,441,342	2.3	32,725,246.6	1,742,413,349	3.1	51,646,246.6

Leading Manufacturers in Grocery

	Value Sales	Value % Chg YA
Coca-Cola Enterprises	1,326,527,822	-2.4
Private Label	1,268,963,276	-5.7
Britvic	659,546,495	-0.5
Lucozade Ribena Suntory	321,966,313	1.1
Danone	270,839,885	8.0
Tropicana UK	264,208,010	-9.4
Innocent	202,212,017	1.7
Nestle Waters	160,424,018	16.7
Barrs	113,637,093	-2.2
Red Bull	111,930,998	3.3

Grocery Data

Leading brands in Grocery

	Value Sales (£)	Value % Chg YA	Value Abs Diff vs YA	Volume Sales (Litres)	Volume % Chg YA	Volume Abs Diff vs YA
Private Label	1,270,083,297	-5.7	-77,332,574.0	2,112,305,436	-0.8	-17,285,908.6
Coca-Cola	788,806,654	-2.6	-20,825,563.0	828,060,404	0.8	6,211,818.0
Pepsi	304,907,805	4.1	12,021,670.0	428,335,471	4.3	17,562,281.0
Lucozade	228,605,848	4.0	8,687,062.4	157,915,637	6.4	9,467,915.9
Robinsons	221,949,854	-6.4	-15,278,106.8	179,054,887	0.7	1,237,246.7
Schweppes Beverages	103,841,847	-6.6	-7,303,001.7	115,583,454	-7.0	-8,744,266.5
Evian	88,146,195	7.7	6,280,353.7	154,134,210	7.0	10,055,666.3
Volvic	83,349,500	8.0	6,173,471.8	122,918,769	7.1	8,184,115.9
Buxton	71,098,638	10.9	6,973,940.6	142,816,059	9.0	11,779,017.8
Highland Spring	69,053,883	5.5	3,599,618.8	135,269,966	8.6	10,742,049.6

* Coca Cola includes Coca Cola Regular, Diet Cola, Coke Zero And Coca Cola Life And Pepsi Includes Pepsi Regular, Diet Pepsi, Pepsi Max

Going for Growth in Grocery

	Value Sales (£)	Value % Chg YA	Value Abs Diff vs YA	Volume Sales (Litres)	Volume % Chg YA	Volume Abs Diff vs YA
Pure Life	42,150,678	25.1	8,449,892.3	113,501,932	27.7	24,639,297.6
Monster	65,525,218	14.9	8,502,820.3	31,149,902	16.2	4,346,898.2
Buxton	71,098,638	10.9	6,973,940.6	142,816,059	9.0	11,779,017.8
Volvic	83,349,500	8.0	6,173,471.8	122,918,769	7.1	8,184,115.9
Actimel	93,245,983	7.7	6,683,058.2	37,308,720	7.0	2,426,743.7
Evian	88,146,195	7.7	6,280,353.7	154,134,210	7.0	10,055,666.3
Highland Spring	69,053,883	5.5	3,599,618.8	135,269,966	8.6	10,742,049.6
PespiCo	304,907,805	4.1	12,021,670.0	428,335,471	4.3	17,562,281.0
Lucozade	228,605,848	4.0	8,687,062.4	157,915,637	6.4	9,467,915.9

Licensed Data

Licensed - Total Soft Drinks

	Value £m			Volume 000's Litres		
	Value Sales	Value % Chg YA	Value Abs Diff vs YA	Volume Sales	Volume % Chg YA	Volume Abs Diff vs YA
Total Soft Drinks	4,128.2	4.30	170.0	730,289	-1.92	-14,298
Total Soft Drinks (Draught)	2,078.2	3.13	63.0	425,340	-2.39	-10,397
Total Soft Drinks (Packaged)	2,050.0	5.51	107.0	304,949	-1.26	-3,902

Soft Drink Segments in Licensed

	Value £m			Volume 000's Litres		
	Value Sales	Value % Chg YA	Value Abs Diff vs YA	Volume Sales	Volume % Chg YA	Volume Abs Diff vs YA
Cola	1,752.5	2.29	39.3	312,832	-2.37	-7,609
Lemonade	554.5	4.16	22.1	108,727	-5.17	-5,928
Juice Drinks	377.0	15.36	50.2	51,451	10.77	5,003
Mixers	305.4	11.01	30.3	31,917	3.44	1,061
Water	291.2	-1.56	-4.6	56,894	-7.12	-4,361
Pure Juice	234.4	19.64	38.5	29,118	15.91	3,998
Squash	219.0	6.69	13.7	81,242	2.04	1,623
Energy Drinks	217.3	-3.44	-7.7	26,096	-13.00	-3,900
Flavoured Carbs	176.8	-6.25	-11.8	32,012	-11.56	-4,184

Licensed Data from CGA Brand Index Data to w/e 26/12/2015

Leading Manufacturers in Licensed

	Value £m			Volume 000's Litres		
	Value Sales	Value % Chg YA	Value Abs Diff vs YA	Volume Sales	Volume % Chg YA	Volume Abs Diff vs YA
Coca-Cola Enterprises	1,690.0	3.25	53.2	302,810	-1.27	-3,910
Britvic	1,482.5	1.77	25.8	269,294	-4.22	-11,866
Red Bull	162.0	5.81	8.9	16,404	0.03	4
Barrs	119.0	12.78	13.5	24,099	8.97	1,984
Gerber	65.7	59.69	24.6	9,928	43.67	3,018
Lucozade Ribena	41.8	-14.64	-7.2	9,293	-20.93	-2,460
Suntory						
J N Nichols	35.4	-16.56	-7.0	7,907	-28.71	-3,184
Nestle	27.6	22.88	5.1	4,867	19.79	804
Hartridges	22.3	6.62	1.4	4,759	10.03	434
Cott Beverages	15.8	-16.44	-3.1	3,924	-24.40	-1,266

Licensed Data

Leading brands in Licensed

	Value £m			Volume 000's Litres		
	Value Sales	Value % Chg YA	Value Abs Diff vs YA	Volume Sales	Volume % Chg YA	Volume Abs Diff vs YA
Coca Cola	564.2	0.24	1.3	97,426	-2.88	-2,889
Pepsi	462.6	1.15	5.2	80,568	-7.35	-6,394
Diet Coke	406.4	3.20	12.6	69,200	2.89	1,944
Schweppes	246.3	14.35	30.9	46,511	-0.17	-78
Diet Pepsi	232.8	3.39	7.6	46,744	-5.62	-2,786
R Whites	229.3	2.02	4.5	46,582	-2.34	-1,116
Britvic J20	220.7	6.53	13.5	27,897	3.45	929
Red Bull	159.3	4.56	6.9	16,135	-1.19	-194
Schweppes (mixers)	113.1	3.64	4.0	12,073	-2.27	-281
Schweppes (squash)	110.9	0.74	0.8	42,999	-2.40	-1,059

Full sugar versus low calorie performance in Licensed

	Value £m			Volume 000's Litres		
	Value Sales	Value % Chg YA	Value Abs Diff vs YA	Volume Sales	Volume % Chg YA	Volume Abs Diff vs YA
Full Sugar	3,014.5	4.57	131.8	530,757	-2.28	-12,374
Low Calorie	1,113.8	3.55	38.2	199,532	-0.96	-1,924

Licensed Data from CGA Brand Index Data to w/e 26/12/2015

Leisure Data

Leisure - Total Soft Drinks

	Value £m			Volume 000's Litres		
	Value Sales	Value % Chg YA	Value Abs Diff vs YA	Volume Sales	Volume % Chg YA	Volume Abs Diff vs YA
Total Soft Drinks	2,626.5	10.58	251.3	1,163,076	6.66	72,656
Total Soft Drinks (Draught)	779.2	17.79	117.7	259,274	19.57	42,427
Total Soft Drinks (Packaged)	1,847.3	7.80	133.6	903,802	3.46	30,229

Soft Drink Segments in Leisure

	Value £m			Volume 000's Litres		
	Value Sales	Value % Chg YA	Value Abs Diff vs YA	Volume Sales	Volume % Chg YA	Volume Abs Diff vs YA
Cola	1,086.0	10.14	100.0	384,123	9.59	33,627
Flavoured Carbs	434.9	17.52	64.8	156,000	16.43	22,018
Water	340.1	9.07	28.3	159,889	10.81	15,593
Pure Juice	294.6	7.88	21.5	113,975	-0.59	-672
Juice Drinks	283.5	10.97	28.0	98,102	11.13	9,824
Energy Drinks	106.6	4.60	4.7	25,778	2.11	532
Lemonade	26.5	21.07	4.6	9,707	18.30	1,502
Mixers	13.0	23.55	2.5	1,737	18.47	271
Squash	41.4	-7.08	-3.2	213,763	-4.49	-10,040

Leisure Data

Leading Manufacturers in Leisure

	Value £m			Volume 000's Litres		
	Value Sales	Value % Chg YA	Value Abs Diff vs YA	Volume Sales	Volume % Chg YA	Volume Abs Diff vs YA
Coca-Cola Enterprises	1,385.1	13.36	163.3	478,002	13.08	55,284
Britvic	283.5	10.35	26.6	110,141	2.48	2,662
Lucozade Ribena Suntory	107.7	-22.35	-31.0	37,259	-24.44	-12,051
Gerber	66.2	108.51	34.4	44,282	111.22	23,317
Nestle	65.5	75.05	28.1	24,829	90.82	11,817
Danone	42.0	9.58	3.7	16,230	6.81	1,034
Red Bull	37.8	5.20	1.9	5,312	2.85	147
Barrs	30.3	3.78	1.1	12,099	3.13	367
J N Nichols	8.8	-2.07	-0.2	3,336	-0.22	-7
Bottle Green	7.9	21.79	1.4	1,482	21.82	265

Leisure Data from CGA Food Service Data to w/e 31/10/2015

Leading brands in Leisure

	Value £m			Volume 000's Litres		
	Value Sales	Value % Chg YA	Value Abs Diff vs YA	Volume Sales	Volume % Chg YA	Volume Abs Diff vs YA
Coca Cola	666.9	7.47	46.4	230,688	6.92	14,924
Diet Coke	243.3	15.64	32.9	85,740	15.23	11,333
Fanta	143.8	26.35	30.0	50,576	27.09	10,781
Pepsi	97.0	12.95	11.1	38,253	11.25	3,869
Sunpride	57.5	110.74	30.2	36,649	113.05	19,447
Sprite	54.8	12.36	6.0	19,544	10.99	1,936
Calypso	51.1	-4.31	-2.3	27,285	-1.89	-525
Capri Sun	50.6	37.42	13.8	12,091	36.18	3,213
Oasis	49.0	29.91	11.3	17,620	28.62	3,920
Tropicana	36.7	4.40	1.5	7,366	2.42	174

Full sugar versus low calorie performance in Leisure

	Value £m			Volume 000's Litres		
	Value Sales	Value % Chg YA	Value Abs Diff vs YA	Volume Sales	Volume % Chg YA	Volume Abs Diff vs YA
Full Sugar	1,909.8	9.20	160.9	857,978	4.53	37,146
Low Calorie	716.7	14.44	90.4	305,097	13.17	35,510

Convenience Data

Soft Drinks Segments Performance in Convenience

	Value Sales	Value % Chg Ya	Value Abs Diff Vs Ya	Volume Sales	Volume % Chg Ya	Volume Abs Diff Vs Ya
Total Soft Drinks	2,090,184,906	0.1	3,116,082.0	1,287,927,808	0.2	2,860,632.0
Energy Drinks	538,074,918.0	0.9	4,827,756.0	218,464,344.0	0.1	218,398.8
Cola	485,518,556.0	-0.8	-3,899,156.0	343,981,752.0	0.3	1,058,347.5
Water	216,102,164.0	6.7	13,508,210.9	197,384,324.0	3.8	7,310,954.5
Fruit Carbonates	204,139,645.0	0.6	1,172,287.7	135,073,783.0	0.9	1,149,309.3
Juice Drinks	185,278,745.0	-2.2	-4,126,009.8	86,559,963.0	-0.1	-103,156.6
Sports Drinks	78,926,912.0	-9.0	-7,841,865.1	48,871,104.0	-8.0	-4,276,938.6
Water Plus	77,061,354.0	4.8	3,535,294.5	52,340,534.0	6.5	3,193,427.0
Pure Juice	67,335,766.0	-5.9	-4,201,218.2	34,866,545.0	-5.2	-1,921,193.1
Dairy Drinks	64,657,318.0	3.2	1,989,829.3	25,927,478.0	2.1	528,011.4
Non Fruit Carbonates	54,140,687.0	-5.9	-3,411,633.8	46,101,318.0	-3.0	-1,420,417.3
Squashes	38,065,791.0	-6.3	-2,570,277.9	27,610,827.0	-6.7	-1,979,474.3
Lemonade	27,692,883.0	-4.5	-1,319,709.7	46,913,818.0	-5.6	-2,798,516.5
Ice Tea & Coffee	21,502,015.0	17.4	3,184,614.0	6,768,565.0	17.9	1,025,476.5
Smoothies	17,341,996.0	11.4	1,779,895.5	4,046,641.0	11.6	421,977.8
Mixers	14,346,179.0	3.5	488,060.0	13,016,808.0	3.6	454,417.3

Nielsen Scantrack data Total Impulse 52 weeks to 09.01.16

Leading Manufacturers in Convenience

	Value Sales	Value % Chg Ya	Value Abs Diff Vs Ya	Volume Sales	Volume % Chg Ya	Volume Abs Diff Vs Ya
Coca-Cola Enterprises	661,812,148	-1.0	-6,493,262.0	385,209,522	0.5	1,913,227.5
Lucozade Ribena Suntory	263,479,853	-6.0	-16,815,060.7	117,132,803	-6.0	-7,507,003.8
Britvic	230,306,344	7.6	16,327,530.4	170,698,627	8.2	12,953,486.8
Danone	175,519,088	3.4	5,850,162.0	138,196,453	2.3	3,101,471.1
Red Bull	161,191,076	3.9	6,001,872.9	32,238,265	6.8	2,059,520.3
Barrs	120,672,085	-2.0	-2,461,949.2	92,971,732	-1.3	-1,184,790.6
Euroshopper	64,799,197	-4.8	-3,265,384.7	51,580,804	-8.3	-4,643,807.6
Private Label	58,512,731	-2.7	-1,596,819.3	66,523,097	-4.0	-2,787,341.2
Nestle Waters	39,149,136	12.2	4,260,512.4	26,221,779	13.3	3,079,496.6
Campina	27,624,999	1.5	413,419.5	13,273,543	-0.7	-91,725.3

Convenience Data

Top 10 Brand Performance in Convenience

	Value Sales	Value % Chg Ya	Value Abs Diff Vs Ya	Volume Sales	Volume % Chg Ya	Volume Abs Diff Vs Ya
Coca Cola	356,676,480	-3.5	-12,907,571.0	222,716,333	-2.2	-4,983,401.4
Lucozade	198,079,886	-4.2	-8,654,211.4	89,147,141	-4.4	-4,077,902.8
Red Bull	161,191,076	3.9	6,001,872.9	32,238,265	6.8	2,059,520.2
Pepsi	118,572,095	9.8	10,631,832.6	105,118,126	8.8	8,498,884.2
Volvic	109,450,551	2.5	2,655,437.9	87,447,400	2.6	2,227,382.9
Euroshopper	66,106,470	-4.4	-3,054,749.7	53,180,938	-7.7	-4,445,570.4
Evian	64,537,487	4.6	2,861,328.5	50,109,968	1.5	742,680.1
Monster	61,116,161	13.3	7,175,655.1	24,289,862	16.9	3,505,879.5
Ribena	60,605,053	-13.0	-9,043,434.3	26,387,194	-12.2	-3,650,181.6
Private Label	58,512,730	-2.7	-1,596,819.4	66,523,097	-4.0	-2,787,340.3

* Coca Cola includes Coca Cola Regular, Diet Cola, Coke Zero And Coca Cola Life And Pepsi Includes Pepsi Regular, Diet Pepsi, Pepsi Max

Nielsen Scantrack data Total Impulse 52 weeks to 09.01.16

Total Soft Drinks Pack Group

	Value Sales	Value % Chg Ya	Value Abs Diff Vs Ya	Volume Sales	Volume % Chg Ya	Volume Abs Diff Vs Ya
Multiserve	456,765,617	-1.0	-4,420,217.5	509,568,537	-0.8	-4,054,547.0
Single	1,563,765,056	0.3	4,258,538.0	726,595,658	0.7	4,792,665.0
Single Multipack	69,654,250	4.9	3,277,756.6	51,763,605	4.3	2,122,500.8

Low Calorie Versus Full Sugar

	Value Sales	Value % Chg YA	Value Abs Diff vs YA	Volume Sales	Volume % Chg YA	Volume Abs Diff vs YA
Full Sugar	1,728,391,327	-0.5	-8,291,009.9	1,040,406,410	-0.3	-3,643,795.4
Low Calorie	361,793,774	3.3	11,407,067.5	247,521,670	2.7	6,504,409.0

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