

Consumer attitudes

Drinks in cans are part of everyday life for the 66% of UK consumers who buy carbonated soft drinks and the 48% who buy packaged beer. Indeed as a nation we use around 8 billion cans a year for soft drinks and beer which equates to 22 million cans every day.

Independent research conducted for the Can Makers in November 2004, shows that the choice of pack for both soft drinks and beer does not appear to be linked to gender, age or socio-economic group. Some of the reasons behind consumers' purchases of drinks cans are set out here.

The overall strengths which consumers identify with cans are:

- Drink feels cold and stays fresh
- More volume in a can
- Unbreakable/safe
- Easy to dispose of/crushable
- Value for money
- Easy to open
- Easy to store and stack

▶ Consumers regard cans as good packs for drinks for themselves and for family and friends.

"I buy beer in cans for myself and for friends...it's a hospitable thing." - male aged 18-25

▶ The convenience of cans applies to shopping trips to the supermarket where people buy bulk packs.

"It's just part of my shopping trip." - female aged 36-55

▶ Cold drinks are important to consumers and whilst they will chill cans bought from the supermarket in the fridge, they also want the convenience of cold drinks from the corner shop or off licence.

"The drinks feel more chilled in a can."

- male aged 36-55



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- ▶ The quality of the drinking experience and whether the drink is chilled and fresh, is an area where the can receives favourable mentions by all groups. It is also regarded as a convenient means of quenching thirst.

"If I want a quick drink then I'll grab a can." - male aged 18-25

- ▶ Value for money is also seen as an advantage for drinks in cans.

"There's often a good deal on 4-pack cans." - female aged 36-55

- ▶ The size of drinks cans is something mentioned by people buying beer and soft drinks, in terms of convenience and enjoyment of their drink. Comments from beer drinkers included;

"A can is perfect... it won't go flat and get warm." - male aged 18-25

- ▶ Likewise for carbonated soft drinks.

"The can is a handy size... it fits in a pocket and isn't heavy." - female 36-55

- ▶ Many consumers mentioned storage, particularly with multi-packs, ease of opening, and even safety when listing the factors which make the can a convenient pack for soft drinks and beer.



"I think they store a bit better... I feel safer stacking them on top of each other... I worry about smashing bottles." - female aged 26-35

Finally when looking forward, most consumers spontaneously mentioned a long list of products they would like to see more of in cans. These included fresh fruit juice, milkshakes, coffee, and sparkling water and, providing the proportions were 'correct', premixed spirits.