

Drinks cans deliver strong market growth in UK for first half 2010

Market grows 7.4% year on year to end of June

London, 9th September 2010 – Can Makers, the body representing the UK manufacturers of beer and carbonated soft drinks cans, has today revealed the industry delivered market growth of 7.4% in the first six months of the year (Jan – June). A total of 4,579 million empty cans were shipped, up 315 million from the same period in 2009. The UK remains the largest beverage can market in Europe.

Whilst many other industries were still recovering from the effects of the recession both the CSD (carbonated soft drinks) and alcohol sector shipments grew: CSD is up 10.5% year on year to 2,317 million, representing 220 million more cans; alcohol delivered a 4.4% increase to 2,261 million, up 95 million cans.

Vince Major, chairman of the Can Makers, said: "We are extremely pleased with the figures for the first six months, given the continuing tough economic climate. The rise in the soft drinks market is primarily due to the growth of energy drinks in the UK and continuing promotions by the mega brands. Consumers are choosing these over the more costly juices, smoothies and bottled water alternatives. The alcohol sector has benefited from the support of supermarket promotions, the continuing trend to drink at home and, of course, The World Cup."

The latest Nielson reports (July 2010) also reflect the trends for beverage can sales in the UK. The CSD 25cl can category in particular shows a 16.4% increase year on year to July 2010, whilst sales of cans for all CSD categories rose 7% in volume terms for the same period. Canned beer data highlights the effect of the World Cup on sales rising 11% by volume in 2010 compared to the same four weeks ending 10th July 2009.

Note to editors: Other first half highlights for Can Makers

The first half of 2010 also saw the launch of the results of a study conducted by Incept* to understand the impact of packaging choices on both cost and CO₂ emissions in the take home beer supply chain in the UK. The study, which found that tangible cost and CO₂ savings can be made when transporting beer multipacks through the supply chain, comes at a time when fillers, retailers and consumers alike seek to address the cost and environmental impact of their packaging choices.

Messaging has also been a focus. As part of its commitment to addressing industry-wide issues such as sustainability, Beverage Can Makers Europe (BCME), Can Makers parent organisation, commissioned IPERA to



carry out research to identify the most compelling messages to promote drinks cans as a sustainable beverage pack to consumers. Using quantitative and qualitative research in UK, France and Germany, the strongest message was identified as: "100% recyclability, 100% reusability – every can counts." This message clearly lays out the evidence as to why recycling cans is worthwhile: post consumption, 100% of the can is recyclable and, coming out of the recycling process, 100% of the metal is reusable. The aim is to introduce this research to stakeholders and encourage them to adopt its learnings to reassure consumers that recycling drinks cans really does make a difference.

The Can Makers also continues to support the [Every Can Counts](#) Programme a scheme that offers organisations the opportunity to set up and promote recycling of cans. The programme demonstrates the commitment of the metal packaging sector to maximising the collection of beverage cans for recycling. Highlights in the first half of 2010 include: working with the National Union of Students, as part of the [Degrees Cooler](#) Programme, to improve recycling on 20 university campuses; expanding can collection to support more beaches including Bournemouth, Woolacombe and Eastbourne; introducing can recycling to key summer festivals such as Isle of White, V Festival and Bestival; and new corporates and other organisations joining the programme.

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UK Can Makers

Members of The Can Makers work together specifically to promote the benefits of the drinks can and aid communications between the industry and its customers: the brewers and soft drinks manufacturers and the retailers, as well as the packaging industry, the media and consumers.

The Can Makers Information Service acts as the reference point for data and advice on the beverage can and the can manufacturing industry. Amongst its services is the issue of a regular newsletter and the publication of special reports on research activities. Consumer opinion and industry research forms an important part of the Can Makers programme.

The Can Makers was the first organisation in Europe formed to promote drinks cans. It is now part of a European network set up under the auspices of Beverage Can Makers Europe (BCME), which includes similar organisations in France, Germany and Spain.