

Drinks cans shipments increase by 2% in first half 2012

London, 6th September 2012 – The Can Makers, the body representing the UK manufacturers of beverage cans, has today revealed that total can market shipments in the first half of 2012 have grown almost 2% to 4,699 million cans in total, a creditable achievement given the challenging economic climate and poor early summer weather.

Shipments of beer and cider cans were up in January to June 2012 by 2.4%, an increase of 51 million, with 2,159 million cans shipped in total. Growth was due, in part, to demand being stimulated by the Queen's Jubilee and the 2012 UEFA European Football Championship in the summer, as well as anticipation of the Olympics.

In the Nielsen universe, there has been significant growth in 10 packs at the expense of 6, 8 and 12 packs – no doubt due to marketing initiatives. There has also been substantial growth in 18 and 24 packs, due again to a summer of sport and consumers buying larger packs for gatherings of family and friends.

Empty can shipments for carbonated soft drinks also saw growth of 1.5% in January to June 2012, with 37 million more units shipped in 2012 than 2011. In total, 2,540 million cans for soft drinks were shipped in the first half of 2012.

According to Nielsen, 500ml cans are still seeing the strongest growth, largely driven by the energy drinks category. Single cans continue to increase share of all canned sales, due to the growing need for consumer convenience and low unit purchase price. 6 and 8 multipacks now have the biggest share of the category, with these packs offering value for money and a lower unit price.

Geoff Courtney, chairman of the Can Makers, said: "It is encouraging to see that can sales have grown in 2012. The statistics show that cans continue to do well despite a tough economic market and bad summer weather, due to consumer convenience and competitive retail prices. Overall, we are pleased to see that cans are still a preferred pack of choice in the UK".

- **Ends** -



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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.