



Beer and Cider stand strong in the UK Drinks Can Market

The Can Makers, the body representing the UK manufacturers of beverage cans, has today revealed empty beer and cider drinks can deliveries to June 2013 reached 2,157 million. Despite the coldest spring since 1962, according to the Met Office, and continued economic challenges, can deliveries for beer and cider have almost equalled those of the first half of 2012.

Nielsen report that of the different beer and cider can offerings, it's the smaller sizes e.g. 33cl, which are performing well with an increase of 12%. For multipacks, there has been growth in 18 packs, 15 packs, and 10 packs.

In the carbonated soft drink (CSD) market, empty can deliveries reached 2,411 million (-5.1%) for the first half of 2013, with energy drinks continuing to shine. Nielsen figures show another consecutive year of growth for 50cl cans, driven by energy drinks, which grew by 18%. Overall, total can deliveries reached 4,568 million across the UK, a decline of less than 3%.

While the first half of this year was affected by the late spring and cold weather, recent hot weather has undoubtedly boosted drinks sales with a host of al-fresco events such as garden parties, picnics and barbeques.

Geoff Courtney, Chairman of the UK Can Makers comments: "While the beer and cider market performance is encouraging, first half numbers reveal the significant impact that weather has had on the can market. As the UK has enjoyed some much-needed summer sun, the early signs for the drinks market are positive. We hope that the hot weather and retail promotions continue, encouraging more outdoor occasions where drinks in cans are consumed."

- 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 Central and Eastern Europe.