

UK Drinks Can Market Tops 9.5bn for the First Time

- Beer and Cider increase to 4,440m cans
- CSDs increase to 5,149m cans

The Can Makers, the body representing the UK manufacturers of beverage cans, have revealed a strong second half for 2013, boosting the UK drinks can market to over 9,590 million empty can deliveries for the whole of 2013, up 2.2% on 2012.

In a year which has seen the warmest, driest and sunniest summer since 2006 and despite the coldest spring since 1962, according to the Met Office, both beer and cider and carbonated soft drinks (CSD) can markets grew.

Within the beer and cider category, empty can deliveries were up by almost 5%, bringing the total to 4,440 million. In the Nielsen universe, though the lager and ale markets were relatively flat, the market for cider in cans increased by 11%. For cider, smaller can multipacks were particularly popular, with four packs increasing by 8%, accounting for over a quarter of the market. Within the overall sector, the smaller sized cans, e.g. 33cl, increased by 10% and larger multipacks also performed well.

In the CSD market 5,149 million empty cans were delivered, up marginally on 2012. According to Nielsen, 50cl cans, driven predominantly by energy drinks, remain the jewel in the CSD crown. This size continued to grow faster than the category as a whole, up 21% on 2012. CSDs in the impulse sector showed the strongest performance as on the go consumption continued to rise in popularity, up 3%. Across the board, the rate of smaller pack growth overtook the larger multipacks, with single can sales and four packs both up 7%, reflecting the continued impact of the economic situation on buying habits and on the go consumption. In grocery multiples, where 87% of can sales were in multipacks, 10 packs continued to be the fastest growing pack size.

Graham Fenton, Chairman of the UK Can Makers commented, "I am delighted that the can market has topped 9.5bn, it shows that the drinks can remains a pack of choice for brewers and soft drink companies, retailers and consumers alike. It's a real achievement in a year which has lacked the stimulus of big sporting events and saw the UK still suffering from tough economic times.

"Though the year got off to a cold start, a good British summer has undoubtedly given the market a much-needed lift, bringing more opportunity to enjoy picnics, barbeques and other 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 part of a European network set up under the auspices of Beverage Can Makers Europe (BCME), which includes similar country organisations across Europe.