

UK Drinks Can Market exceeds 4.8bn in strong first half of 2014

- Beer and cider reaches 2.278bn cans
- Soft drinks grow to 2.557bn cans

The Can Makers, the industry trade body representing the UK manufacturers of drinks cans, have revealed a record 4.835 billion can deliveries were made in the first half of 2014. This is a 7.1% increase across the UK drinks can markets as the economy rose and the nation enjoyed one of the warmest springs on record and a summer of sport.

Beer and cider can deliveries reached 2.278 billion, representing growth of 8.2% and an increase of over 170m units.

According to Nielsen, beer and cider sales in cans grew by 9% in the six months to June. This was faster growth than the category as a whole, as the UK basked in good weather and felt the positive impact from the World Cup. Led by the continued success of fruit flavours, cider in cans performed particularly well, increasing by 17% compared to 2013. Cans of lager also showed strong comparative growth with an increase of 9%.

Soft drink can deliveries increased to 2.557bn, up 6.0% and 145m units compared to the same period last year.

The latest Nielsen sales data shows that carbonated soft drinks (CSDs) in cans grew by 4.9% in the first half of 2014, ahead of the CSD market. All can sizes enjoyed growth, led by energy drinks, where large cans are up by 23.1%, on top of the 18% over the same period last year.

Graham Fenton, Chairman of the UK Can Makers comments, "The UK beverage can market continues to perform well, with higher growth in the first half of 2014 than any similar period in the past decade. This is no doubt boosted by the UK's economic growth, good weather, sporting interest and increased marketing support around events like the World Cup."

- Ends -

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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.