

Record Year as UK Drinks Can Market Grows to 9.8bn in 2014

- CSDs grow 2.8% to 5.296bn cans
- Beer and cider up 1.9% to 4.523bn cans

As the nation enjoyed the warmest year since 1910, the Can Makers, the industry trade body representing UK drinks can manufacturers, have reported another year of record growth in 2014. Drinks can deliveries reached 9.819bn for the first time, an increase of 228m units, up 2.4% on 2013 across the combined beer and cider and carbonated soft drink (CSD) can markets.

Growth for CSDs was strong, with can deliveries up 146m units to 5.296bn, representing an increase of 2.8% compared to the previous year.

In the Nielsen universe, sales of CSDs in cans continued to flourish in 2014. Share of the overall CSD packaging mix for drinks cans increased by 2.3% in volume terms (up to 29.7% from 27.4% in 2013), taking share from PET bottles. All CSD can sizes enjoyed growth over the year, with 50cl cans, led by energy drinks, growing by 14.6% compared to 2013.

Full year results show strong performance for beer and cider can deliveries which reached 4.523bn, up 1.9% on 2013.

According to Nielsen, beer and cider in cans outperformed the overall market. In the lead up to the festive period, the beer and cider category as a whole enjoyed strong sales, driven by a 1.1% decline in the price of lager in the 12 weeks to Christmas, compared with 2013. Particularly strong performance was reported for cider in cans over the year, which increased by 7% compared to 2013, as fruit flavours continued to prove popular with consumers' developing tastes.

Martin Constable, Chairman of the UK Can Makers comments, "Overall, 2014 has been a positive year. Drinks cans continue to resonate with consumers and brands alike, with increases across the board, helped by warm weather which provided stimulus to the market throughout the summer."

- Ends -

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.