

Drinks can market bolstered by strong CSD performance in the first half of 2015

- CSD can deliveries increase to almost 2.6bn
- Alcohol can deliveries reach 2.2bn

The Can Makers, the industry trade body representing manufacturers of beverage cans in the UK, have revealed strong performance from carbonated soft drinks (CSDs) in the first half of 2015. Cans for CSDs reached 2.592bn deliveries, representing an increase of 1.7% and over 400m units compared to the same period last year.

Nielsen data, which shows year to date retail sales to June 20th 2015, has revealed can growth of 7.1% by volume, well ahead of the total CSD market, which increased by 1.3%. Cans have increased total market share in the CSD sector, while PET saw decline driven by the poor performance of larger sizes.

While beer and cider results for the same period in 2014 were influenced heavily by the World Cup, a lack of large-scale sporting events in 2015 has had an impact on performance for all pack types.

Nielsen report that volume sales of beer and cider in cans, year to date to the 20th of June, echoed the decline in the overall market of 3% over the period. However, smaller sizes e.g. 330ml cans, a pack of choice for independently brewed beers in the UK, are proving popular, increasing by 18% across the Nielsen universe.

Looking at the overall market, total can deliveries reached 4.806bn in the first half of 2015, though figures give a slightly distorted view of the market when compared with the same period last year. The effect from the lack of sporting stimulus in 2015 has been a slight decline of less than 1% where last year's World Cup provided a significant boost for take-home consumption of all canned drinks.

Martin Constable, Chairman of the Can Makers comments, "It's fantastic to see an increase for canned CSDs so far this year and a resilient market, despite the lack of big sporting events which bolster sales.

"Strong performance of 330ml cans for beers is also encouraging. It proves that the unique benefits of the drinks can are being recognised by brewers and consumers alike. Since the Indie Beer Can Festival in 2014, we've seen a huge increase in the number of beers in cans as more lines and mobile canning facilities open up the many possibilities to discerning audiences."

- 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.