

Strong Canned Drink Sales Reported Despite Small Dip in Can Market

Following a year of unpredictable weather and the UK's wettest summer for three years, the Can Makers, the industry trade body representing UK drinks can manufacturers, have reported a dip in UK can deliveries. Drinks can deliveries were 9.628bn, a fall of 1.9% on 2014. The sector was affected by the lack of a global sporting event on the scale of the 2014 Football World Cup, as well as an increase in the number of carbonated soft drink (CSDs) and beer cans filled abroad and imported to UK for retail sale

Deliveries of cans for beer and cider were 4,454 million, a reduction on 2014 of 1.5%, however Nielsen report retail sales of cans of beer and cider, level with 2014, and strong growth in retail sales of cider in cans. This was led by the performance of fruit cider in 33cl cans which grew by 50% year on year. Craft beer in cans also performed well in 2015, with many new labels now established on off trade and on supermarket shelves.

In the soft drinks sector, shipments of cans were 5,174 million a reduction of 2.3%, but Nielsen report retail sales of cans of soft drinks growing by 4.5% in 2015, with cans taking 1% market share from PET bottles. In both the soft drinks and beer sectors, there has been an emphasis in 2015 on 18+ size multi packs, no doubt reflecting the attractive retail propositions on offer.

Martin Constable, Chairman of the UK Can Makers comments: "Despite the unpredictable weather, cans have performed well in the retail market in 2015 with brand owners and consumers recognising their benefits for beer, cider and soft drinks."

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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.