

Drinks cans deliver strong market growth in UK for 2010

Market grows 7% year on year

London, February 2011 – Can Makers, the body representing the UK manufacturers of beverage cans, has today revealed the industry delivered market growth of 7% in 2010. A total of 9,399 million empty cans were shipped, up 687 million from 2009 despite a recession and falling consumer confidence. Overall the CSD (carbonated soft drinks) sector grew by 12.3% and alcohol by 2% year on year. The UK remains the largest beverage can market in Europe.

CSD

The CSD sector was the star performer in 2010 with shipments of 4,845 million cans- an increase of 12.3% on 2009. The dynamism of the UK CSD market is illustrated by the fact that can volumes have increased by 1 billion since 2008- two years of stupendous growth. In 2010 CSDs represented over 50% of drinks can shipments for the first time since 2002.

Within the overall soft drinks market, CSDs outperformed other soft drinks in 2010 with Fruit carbonates up 9% and Cola up 8%. From a small base, Energy drinks and Sports drinks showed the biggest growth with increases of 18% and 10% respectively. *

In the grocery sector, promotional focus on bigger pack sizes such as multipacks of 8 plus cans has driven can sales.

Alcohol

Alcohol in cans in the UK is primarily beer and cider, with a small but growing wine sector. In 2010 the volume of cans shipped increased to 4,554 million, up 91 million over 2009. This growth of 2% made up circa 40% of the market decrease in 2009.

The long term trend favouring take home beer over consumption in pubs has increased during the recession as consumers are attracted to “value for money” offers. In these circumstances the promotional deals on beer and cider in the supermarkets are a big stimulus to sales. Indeed in the pre Christmas period 85% of beer and cider sales were made through multiple grocers.

Once again cider, with its strong appeal to young people, has been the best performing sector of the market with the volume of cider sold in cans up 9% year on year.



Cans had a 67% pack share for beer and cider in 2010 and in the important four weeks build up to the Christmas period they took market share from glass bottles. Multipacks continue to be the main sales tool, with 12s the fastest growing pack size and 4s and 15s the most popular.

Geoff Courtney, chairman of the Can Makers, said: "We are delighted by the overall figures for 2010, especially given the continuing tough economic climate. The impressive growth of 12.3% in the CSD sector, higher than the 10.5% growth shown at the half year point, is fantastic to see. The alcohol sector also continued to benefit from the support of supermarket promotions of multipacks, the continuing trend to drink at home, and, of course, The World Cup and Christmas. Consumers, brand owners and retailers are continuing to reap the benefits of the beverage can as not only a convenient and well loved form of packaging, but continuing technological development, sustainable benefits and cost implications have also made it one of the most popular choices."

The unflagging performance of both the CSD and beer and cider markets in 2010 and hence can sales, was in large part due to the major brand owners and retailers commitment to meeting consumer expectations in a difficult trading environment.

*Sales value- year on year to Oct 2010- source Nielsen

Note to editors: Other first half highlights for Can Makers

Last year also saw the launch of the results of a study conducted by Incept* to understand the impact of packaging choices on both cost and CO2 emissions in the take home beer supply chain in the UK. The study, which found that tangible cost and CO2 savings can be made when transporting beer multipacks through the supply chain, comes at a time when fillers, retailers and consumers alike seek to address the cost and environmental impact of their packaging choices.

Messaging has also been a focus. As part of its commitment to addressing industry-wide issues such as sustainability, Beverage Can Makers Europe (BCME), Can Makers parent organisation, commissioned IPERA to carry out research to identify the most compelling messages to promote drinks cans as a sustainable beverage pack to consumers. Using quantitative and qualitative research in UK, France and Germany, the strongest message was identified as: "100% recyclability, 100% reusability – every can counts." This message clearly lays out the evidence as to why recycling cans is worthwhile: post consumption, 100% of the can is recyclable and, coming out of the recycling process, 100% of the metal is reusable. The aim is to introduce this research to stakeholders and encourage them to adopt its learnings to reassure consumers that recycling drinks cans really does make a difference.

The Can Makers also continues to support the [Every Can Counts](#) Programme a scheme that offers organisations the opportunity to set up and promote recycling of cans. The programme demonstrates the commitment of the metal packaging sector to maximising the collection of beverage cans for recycling. Highlights in 2010 include: working with the National Union of Students, as part of the [Degrees Cooler](#) Programme, to improve recycling on 20 university campuses; expanding can collection to support more beaches including Bournemouth,



Woolacombe and Eastbourne; introducing can recycling to key summer festivals such as Isle of White, V Festival and Bestival; and new corporates and other organisations joining the programme.

*For more information, please contact Imran Majid or Sartika Thatcher at onechocolate communications

E: canmakers@onechocolatecomms.co.uk

T: 020 7437 0227

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 now part of a European network set up under the auspices of Beverage Can Makers Europe (BCME), which includes similar organisations in France, Germany and Spain.