



share, but they continue to be a growing profit opportunity as consumer demand rises, says Sterratt at Lucozade Ribena Suntory.

"Price-marked soft drinks have a faster rate of sale for independents and symbols than their non-PMP equivalents and this rate of sale is increasing, up 5.5% in the last year," he says. "Clearly, shoppers are looking for ways to spend

less without compromising on quality and PMPs represent value."

Lucozade Ribena Suntory has a PMP option available on its major brands. "We know how important the £1 price point is from retailer research as well as consumer insight. 63% of retailers say they would rather have a £1 PMP than a "two for £1.50" PMP and 36% of retailers would be more likely to stock a PMP if it had a rounded price point."

Fisher at Red Bull says price-marked soft drinks are delivering 26% more value than plain packs and are driving growth by 6%. "In a study, Red Bull discovered that 98% of shoppers would buy a price-marked soft drink, but only 80% of retailers stock PMPs."

Red Bull recommends that retailers stock PMPs across best-sellers at all times, to demonstrate range and offer shoppers choice, while driving cash rate-of-sale.

PMPs are a "particularly effective" way to encourage consumers to trial new products, says Burgess at CCEP, and research shows that almost half (43%) of shoppers claim that they would be more likely to try a new line if it was sold in a PMP. "Retailers are at the heart of our price-marking strategy. PMPs are provided at a price that offers a fair and competitive margin, which helps to increase consumer appeal by offering a great perception of value, while allowing our customers to reap the full benefits of increased sales."

Adult soft drinks

Statistics show 21% of adults do not drink alcohol at all and the adult soft drinks sector is helping to provide alternatives for consumers. Burgess says: "The health and wellness trend will continue to be a key driver of innovation



21%

of adults do not drink alcohol

£2.87

average price per litre of adult soft drinks

89%

of households buy chilled fruit juices



in the soft drinks category this year. As well as delivering on taste and refreshment, adult soft drinks offer consumers a sophisticated alternative to alcohol that they are happy to consume while others may be drinking beer, wine or cocktails." CCEP markets the Schweppes Sparkling Juice Drinks and Appletiser brands in the adult soft drinks category.

Jo Sykes, marketing director for alcohol and soft drinks at SHS Drinks, which sells the Shloer sparkling adult soft drink, says: "The adult soft drinks (ASD) category, which generates more than £6m-worth of revenue for impulse retailers, provides a great opportunity to trade shoppers up, particularly when they are purchasing drinks for social occasions. Not only are

shoppers now buying adult soft drinks more frequently in impulse stores, they also have an average price of £2.87 per litre versus the average £1.48 for soft drinks."

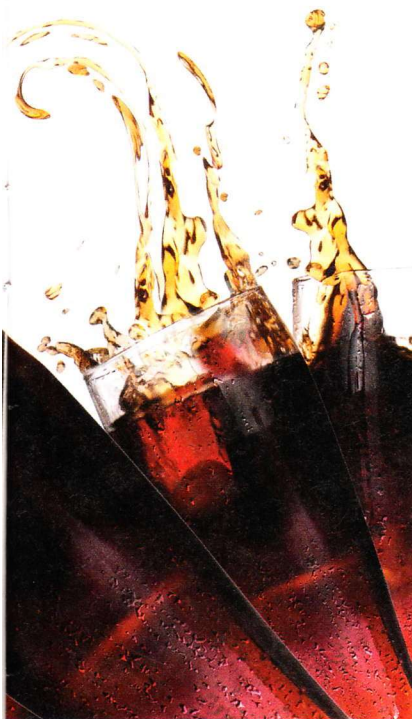
The summer is the biggest sales period of the year for impulse stores' sales of adult soft drinks, says

Sykes, because they are often purchased for consumption on social occasions.

Adult soft drinks are also tapping into consumer demand for more "interesting and unusual flavours", particularly during the summer according to Graham Carr-Smith, creator of the Qcumber adult soft drink, which includes a 250ml can pack.

"Depending on the weather and location, independents can expect in the region of a 15% to 20% uplifts in the summer months. Stores near summer attractions or in holiday areas will fare much better than that, and those near colleges, for example, might fare worse," he says.





"Single-serve sizes are key, of course," says Carr-Smith, "as many people purchase for immediate consumption, but larger sharing bottle sizes undoubtedly play a more significant role in the summer months compared to other times of the year. Chilling is essential for any convenience retailer who is serious about maximising summer soft drink sales. Soft drinks need to be available chilled for immediate consumption. Obviously, this applies primarily to single-serve sizes, but some sharing bottles also warrant being available chilled, depending on the local customer base."

Jones at Vimto, which has the Feel Good Drinks range in its portfolio, says premium soft

drinks in particular are having an increasing impact on the trade with distribution rising by 34% year-on-year. "There's a growing choice for retailers as the market adapts to the trend of craft and artisan soft drinks, but having too many SKUs can make it confusing for consumers.

"It's important to provide enough variety to suit the taste preferences of a range of consumers, including healthy options for those who want them," he says.

Mixing it up

The mixers market is in something of a revival, helped by the growing cocktail scene and increased consumer interest in spirits, in particular the fast-expanding gin market.

Burgess at CCEP, which markets the Schweppes range, says mixers grew by 13.6% growth over the past year, and are popular whether mixed with alcohol or served on their own.

The Schweppes range was given a revamp last year and a marketing campaign is celebrating the brand's 225th anniversary throughout the summer.



The demand for "lighter options" in the juice drinks sector has seen CCEP launch Oasis Zero in 500ml bottles, with its Capri-Sun No Added Sugar range also tapping into this trend, including the new Orange-Lemon flavour in 330ml pouches. "This new addition ▶

