

# CATEGORY ADVICE 2023

## SOFT DRINKS



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# Market Insight

CATEGORY ADVICE  
2023

**The Soft Drinks category within Independents & Symbol stores are worth £1.99bn, which is 20.5% of the total market sales. The category is growing at +9.6%, adding an additional +£175m from last year.**

Ensure you're continually listing the Top SKUs in the market to follow the market growth rates.

**Energy & Colas account for 61% of total Soft Drink sales, and combined make up 59% of total Soft Drinks sales.**

Functional Energy makes up 76% of total Sports & Energy value and has contributed an incremental £63m to the category vs last year, accounting for 82% of total Sports & Energy value growth. Weight the SKU count in favour of the segments that are driving the higher value.

**Drink Now represents 70% of Total Symbols and Indies Soft Drinks value, growing at +12% vs last year.**

Ensure your range reflects this share.

**The fastest growing segment is Ready to Drink Coffee, up +30.0%, contributing +£9.9m incremental value to the category.**

Sports & Energy sees the largest absolute growth up +£77m, followed by water, up +£39m, then Cola, up +£25.5m. Listing products across all segments will cater to the larger amount of shoppers.

**For every degree celsius increase in temperature, between 18-24 degrees, we see 4x growth in Soft Drink sales.**

Make sure extra space is allocated to Soft Drinks in the summer period.

(IRI Data Total Market Soft Drinks 2018, 2019, 2020 & Planalytics & Metoffice).

**Regular Soft Drinks grow ahead of Sugar Free Soft Drinks, +12.2% vs. +6.9%. This trend continues within Cola with regular Cola outperforming Sugar Free, however in Sports and Energy Sugar Free outperforms Full Sugar, +23.1% vs +14.1%.**

Growth in the low sugar alternatives will likely accelerate with the introduction of the HFSS legislation, so ensure you have the right range to cater for this.

NPD's 813649 - Lucozade Sport Zero Raspberry & Passionfruit £1.39 500ml and 813648 - Lucozade Sport Zero Orange & Peach £1.39 500ml



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**The proportion of shoppers purchasing on promotion has increased by +3ppts in the 12we 26/06/2022, with shoppers feeling the strain of the rising cost of living.**

PMP purchasing has increased for soft drinks by +2ppts, with shoppers seeking out PMPs as a reassurance they are receiving the best possible prices.

(Lumina Intelligence CTP 2022)

**NPD is important for sales growth and attracting new shoppers.**

NPD has accounted for 26% of Total Single Serve Soft Drinks category growth in the last year. Ensure to have these on your shelves first.

(Nielsen ScanTrack, Total Symbols & Independents w.e. 28.01.23)



815170  
Red Bull  
Juneberry  
PM £1.45 250ml



813183  
Monster  
Aussie Lemonade  
PM £1.49 500ml

Information correct at time of print.



**The proportion of baskets containing soft drinks has grown from 21% to 25%.**

The soft drink increase has been driven by more food and drink to go occasions in the latest period. Retailers should place soft drinks on the end of aisles and in till areas to encourage extra spend.

Food to go missions have increased +2ppts and drink to go occasions are up +1ppt, growing as shoppers use convenience stores more for affordable meal, snack and drink solutions on the go.  
(Lumina Intelligence CTP 2022)

Ensure to stock a range of regular and reduced sugar products. As the HFSS legislation will stop the placement of regular soft drinks in areas of the store that drive impulse purchase, ensure sugar-free alternatives are available as a replacement.

**68% of consumers say that they are concerned about the sugar content in soft drinks.**



**1 in 5 shoppers will abandon their purchase or shop somewhere else if their desired product is not available in store.**

If the product is out of stock, the shopper is x2.5 more likely to go to another store for their whole shop.

(Lumina Intelligence CTP 2022)



# Must Stock Lines

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These are the 'Must Stock' lines which shoppers expect to see in a convenience store.  
By stocking these lines, you will be meeting your shoppers' needs and therefore they will visit your store again.

COLA											FLAVOURED CARBONATES																	
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22							
SPORTS & ENERGY																												
23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43								
JUICES & SQUASH														STILL & SPARKLING WATER														
44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59													
FLAVOURED WATER						MIXER						TEA & COFFEE																
60	61	62	63	64	65	66	67	68	69																			



# Must Stock Lines

CATEGORY ADVICE  
2023

1



**COCA COLA PM £4.25**  
**6 X 330ML**  
SKU CODE: 811272

**DIET COKE PM 85P**  
**330ML**  
SKU CODE: 811284

2



**COCA COLA CHERRY PM 95P**  
**330ML**  
SKU CODE: 811305

3



**COCA COLA PM 95P**  
**330ML**  
SKU CODE: 811309

**COCA COLA CHERRY ZERO SUGAR**  
**PM £1.10 500ML**  
SKU CODE: 811290

4



**DIET COKE PM £1.25**  
**500ML**  
SKU CODE: 811283

**COCA COLA PM £1.50**  
**500ML**  
SKU CODE: 811273

5



**COCA COLA ZERO SUGAR PM £1.10**  
**500ML**  
SKU CODE: 811306

6



**PEPSI MAX PM £1.25**  
**500ML**  
SKU CODE: 811822

**PEPSI PM £1.25**  
**500ML**  
SKU CODE: 790607



# Must Stock Lines

CATEGORY ADVICE  
2023

7



**PEPSI MAX CHERRY PM £1.25**  
**500ML**  
SKU CODE: 811826

10



**PEPSI PM £2.39**  
**6 X 1.5LTR**  
SKU CODE: 814609

8



**COCA COLA PM £2.49**  
**1.75LTR**  
SKU CODE: 811271

11



**PEPSI MAX PM £2.09**  
**6 X 2LTR**  
SKU CODE: 811820

9



**DIET COKE PM £1.99**  
**1.75LTR**  
SKU CODE: 811291

**COCA COLA ZERO SUGAR PM £1.99**  
**1.75LTR**  
SKU CODE: 811274

12



**DR PEPPER PM 75P**  
**330ML**  
SKU CODE: 811287

**DR PEPPER PM £1.20**  
**500ML**  
SKU CODE: 811288



# Must Stock Lines

CATEGORY ADVICE  
2023

13



**DR PEPPER PM £1.99**  
**2LTR**  
SKU CODE: 811285

16



**FANTA FRUIT TWIST PM £1.20**  
**500ML**  
SKU CODE: 811308

**FANTA FRUIT TWIST PM £1.99**  
**2LTR**  
SKU CODE: 811298

14



**FANTA ORANGE PM £1.20**  
**500ML**  
SKU CODE: 811301

**FANTA ORANGE PM £1.99**  
**2LTR**  
SKU CODE: 811299

17



**SCHWEPES LEMONADE PM £1.75**  
**2LTR**  
SKU CODE: 811405

**SCHWEPES SLIMLINE LEMONADE**  
**PM £1.75 2LTR**  
SKU CODE: 811380

15



**FANTA LEMON**  
**500ML**  
SKU CODE: 981727

18



**MOUNTAIN DEW CITRUS BLAST**  
**PM £1.39 500ML**  
SKU CODE: 811816



# Must Stock Lines

CATEGORY ADVICE  
2023

19



**IRN BRU XTRA PM 69P  
330ML**  
SKU CODE: 688884

22



**BEST-ONE CHERRYADE PM 95P  
2LTR**  
SKU CODE: 772163

20



**IRN BRU PM £1  
500ML**  
SKU CODE: 772206

**IRN BRU XTRA PM £1  
500ML**  
SKU CODE: 772196

23



**RED BULL PM £1.45  
250ML**  
SKU CODE: 811083

21



**IRN BRU PM £1.59  
2LTR**  
SKU CODE: 812174

24



**RED BULL SUGAR FREE PM £1.39  
250ML**  
SKU CODE: 811068





# Must Stock Lines

CATEGORY ADVICE  
2023

25



**RED BULL PM £4.99**  
**250ML 4 PACK**  
SKU CODE: 811079

29



**MONSTER MANGO LOCO PM £1.49**  
**500ML**  
SKU CODE: 775090

26



**RED BULL PM £1.85**  
**355ML**  
SKU CODE: 811063

30



**MONSTER PIPELINE PUNCH PM £1.49**  
**500ML**  
SKU CODE: 776018

27



**RED BULL PM £2.35**  
**473ML**  
SKU CODE: 811064

31



**MONSTER MONARCH PM £1.49**  
**500ML**  
SKU CODE: 776007

28



**MONSTER PM £1.49**  
**500ML**  
SKU CODE: 774202

32



**MONSTER ZERO SUGAR PM £1.39**  
**500ML**  
SKU CODE: 774302



# Must Stock Lines

CATEGORY ADVICE  
2023

33



**MONSTER LEWIS HAMILTON  
ZERO SUGAR PM £1.39 500ML**  
SKU CODE: 811646

34



**MONSTER ULTRA ZERO PM £1.39  
500ML**  
SKU CODE: 774324

35



**MONSTER ULTRA FIESTA PM £1.39  
500ML**  
SKU CODE: 798055

36



**RELENTLESS ORIGIN PM £1.19  
500ML**  
SKU CODE: 811746

37



**LUCOZADE ENERGY ORIGINAL PM £1.25  
380ML**  
SKU CODE: 775311

38



**LUCOZADE ENERGY ORANGE PM £1.25  
500ML**  
SKU CODE: 775300

39



**LUCOZADE SPORT ORANGE PM £1.39  
500ML**  
SKU CODE: 812555

40



**LUCOZADE SPORT RASPBERRY PM £1.39  
500ML**  
SKU CODE: 812556



# Must Stock Lines

CATEGORY ADVICE  
2023

41



**LUCOZADE ENERGY ORIGINAL PM £2**  
**900ML**  
SKU CODE: 812171

42



**LUCOZADE ENERGY ORANGE PM £2**  
**900ML**  
SKU CODE: 812170

43



**BOOST ENERGY ORIGINAL PM 65P**  
**250ML**  
SKU CODE: 782633

44



**RIBENA BLACKCURRANT PM 65P**  
**250ML**  
SKU CODE: 779145

45



**RIBENA BLACKCURRANT PM £1.25**  
**500ML**  
SKU CODE: 812553

46



**OASIS CITRUS PUNCH PM £1.20**  
**500ML**  
SKU CODE: 811315

47



**OASIS SUMMER FRUITS PM £1.20**  
**500ML**  
SKU CODE: 811310

48



**CAPRI SUN ORANGE PM £1.09**  
**330ML**  
SKU CODE: 811279



# Must Stock Lines

CATEGORY ADVICE  
2023

49



**ROBINSONS ORANGE NO ADDED SUGAR**  
**PM £1.59 900ML**  
SKU CODE: 785047

50



**ROBINSONS APPLE & BLACKCURRANT**  
**NO ADDED SUGAR PMP £1.59 900ML**  
SKU CODE: 785036

51



**VIMTO PM £1.49**  
**725ML**  
SKU CODE: 237185

52



**BEST-ONE ORANGE JUICE PM £1.20**  
**1LTR**  
SKU CODE: 811178

53



**BEST-ONE APPLE JUICE PM £1.20**  
**1LTR**  
SKU CODE: 811183

54



**VOLVIC**  
**1LTR**  
SKU CODE: 523525

55



**VOLVIC**  
**1.5LTR**  
SKU CODE: 484852

56



**EVIAN**  
**750ML**  
SKU CODE: 504514



# Must Stock Lines

CATEGORY ADVICE  
2023

57



**EVIAN**  
**1.5LTR**  
SKU CODE: 612484

58



**HIGHLAND SPRING SPARKLING**  
**1.5LTR**  
SKU CODE: 363576

59



**MOUNT AQUA SPRING WATER**  
**500ML**  
SKU CODE: 812307

60



**VOLVIC TOUCH OF FRUIT STRAWBERRY**  
**LOW SUGAR 500ML**  
SKU CODE: 421221

61



**VOLVIC TOUCH OF FRUIT STRAWBERRY**  
**LOW SUGAR 1.5LTR**  
SKU CODE: 111366

62



**VOLVIC TOUCH OF FRUIT SUMMER FRUITS**  
**LOW SUGAR 1.5LTR**  
SKU CODE: 111432

63



**SCHWEPPE'S SLIMLINE TONIC WATER**  
**1LTR**  
SKU CODE: 253024

64



**SCHWEPPE'S TONIC WATER**  
**1LTR**  
SKU CODE: 253002



# Must Stock Lines

CATEGORY ADVICE  
2023

65



**BEST-ONE TONIC WATER PM 75P**  
**1LTR**  
SKU CODE: 800876

68



**STARBUCKS DISCOVERIES CAFFÈ LATTE**  
**220ML**  
SKU CODE: 810624

66



**BEST-ONE SODA WATER PM 70P**  
**1LTR**  
SKU CODE: 800854

69



**STARBUCKS COFFEE FRAPPUCCINO**  
**250ML**  
SKU CODE: 810621

67



**LIPTON ICE TEA PEACH PM £1.09**  
**500ML**  
SKU CODE: 801774



**For more information including planograms  
and advice on other key ranges, go to  
[www.bestwaywholesale.co.uk/categoryadvice](http://www.bestwaywholesale.co.uk/categoryadvice)**