

BOOST

***SOFT DRINKS
CATEGORY REVIEW***

AUGUST 2024

BOOST

***MARKET OVERVIEW AND
SHOPPER INSIGHTS***

BOOST

MACRO TRENDS



IMPROVING CONFIDENCE

Confidence is still fragile however ongoing improvements bring potential trade up opportunities



RELAXING PLANNING HABITS

relaxing of shopping habits bring increasing opportunities to influence



TOP UP MISSIONS

Increased “little and often” shopping habits drive opportunity to drive impulse and incremental purchases



CHANNEL HOPPING

As top up missions increase we see channel switching; key to understand shopper need by channel to ensure conversion



QUALITY VS VALUE

Money saving remains key however quality is becoming more important as the balance of saving vs quality starts to continue to shift.



BRAND CHOICE IN DISCOUNT

Financial confidence highest with variety discount and online shoppers; opportunity to tap into trade up potential in these channels



UK standard of living improving throughout 2024 but cost of living pressure remains



Shoppers response to cost-of-living challenges by balancing consumption
Eg cutting down out of home, increasing frozen to avoid waste



Shopping around and mixing channels also offers ways to manage spend

SOFT DRINKS TRENDS

HEALTH & WELLNESS



Growing consciousness about the quantity of sugar and sweeteners in drinks

Functional Drinks evolution as consumer seek out “healthier” options and more natural boosts

Added benefits and natural ingredients call outs to drive permissible treat purchases

SUSTAINABILITY



A trend that will only continue to grow as consumer behaviours and mind sets change along with increased regulation and legislation developments.

Packaging, sourcing and carbon impact are all starting to influence our decision making when it comes to food and drink

INDIVIDUAL TASTES



Consumers are increasingly looking for personalisation to cater to individual tastes and needs. Products, flavours and formats in soft drinks help to meet these needs.

Convenient on-the-go solutions, innovation and bringing fun to the familiar help to keep audiences interested in the category.

PREMIUM EXPERIENCES

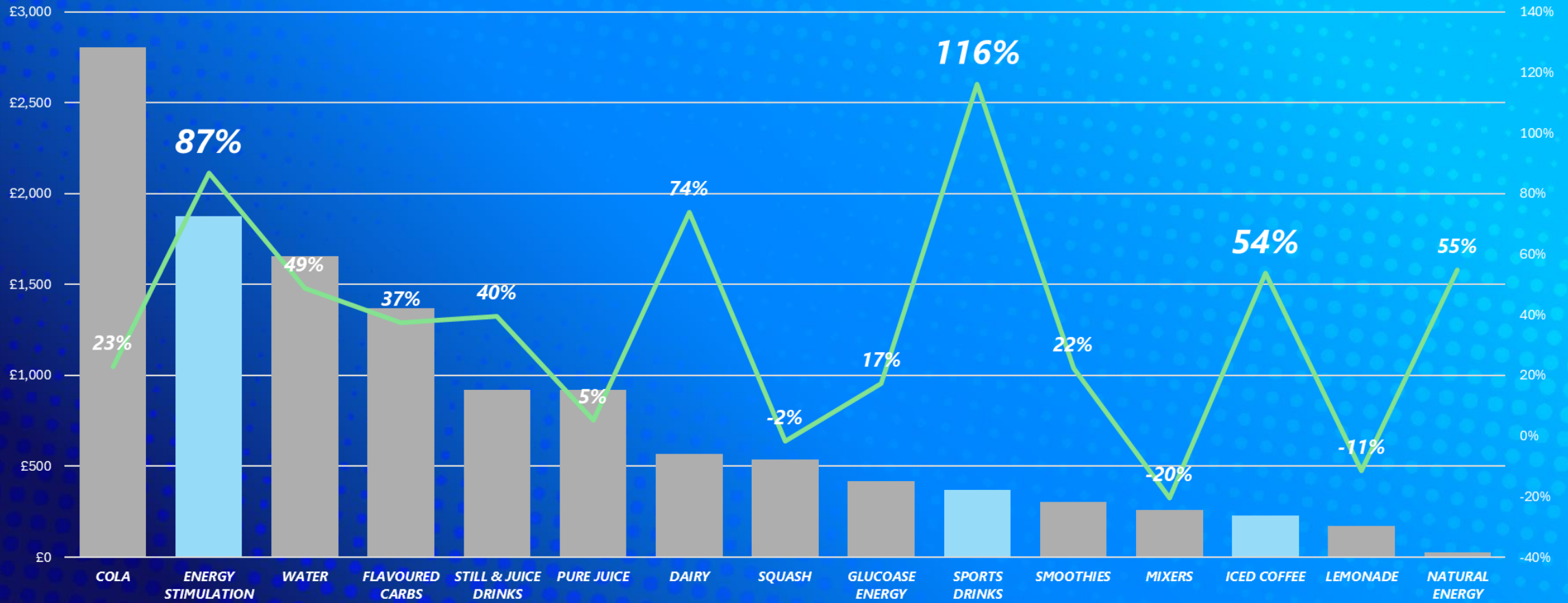


Even as we continue scale back spend the “lipstick effect” sees consumers seeking out little treats and cost effective “pick me ups”

Craft, artisan and unique creations encourage trade up. Ltd Editions encourage trial and bring the opportunity to drive trade up; “try it before it’s gone”

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FUNCTIONAL DRINKS ARE SOME OF THE BIGGEST AND FASTEST GROWING SECTORS IN SOFT DRINKS



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CATEGORY INSIGHTS

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Energy Stimulation remains key for the S&I Channel and drives category growth



£12.5bn

Total Soft Drinks
Market Value

+5% YoY growth



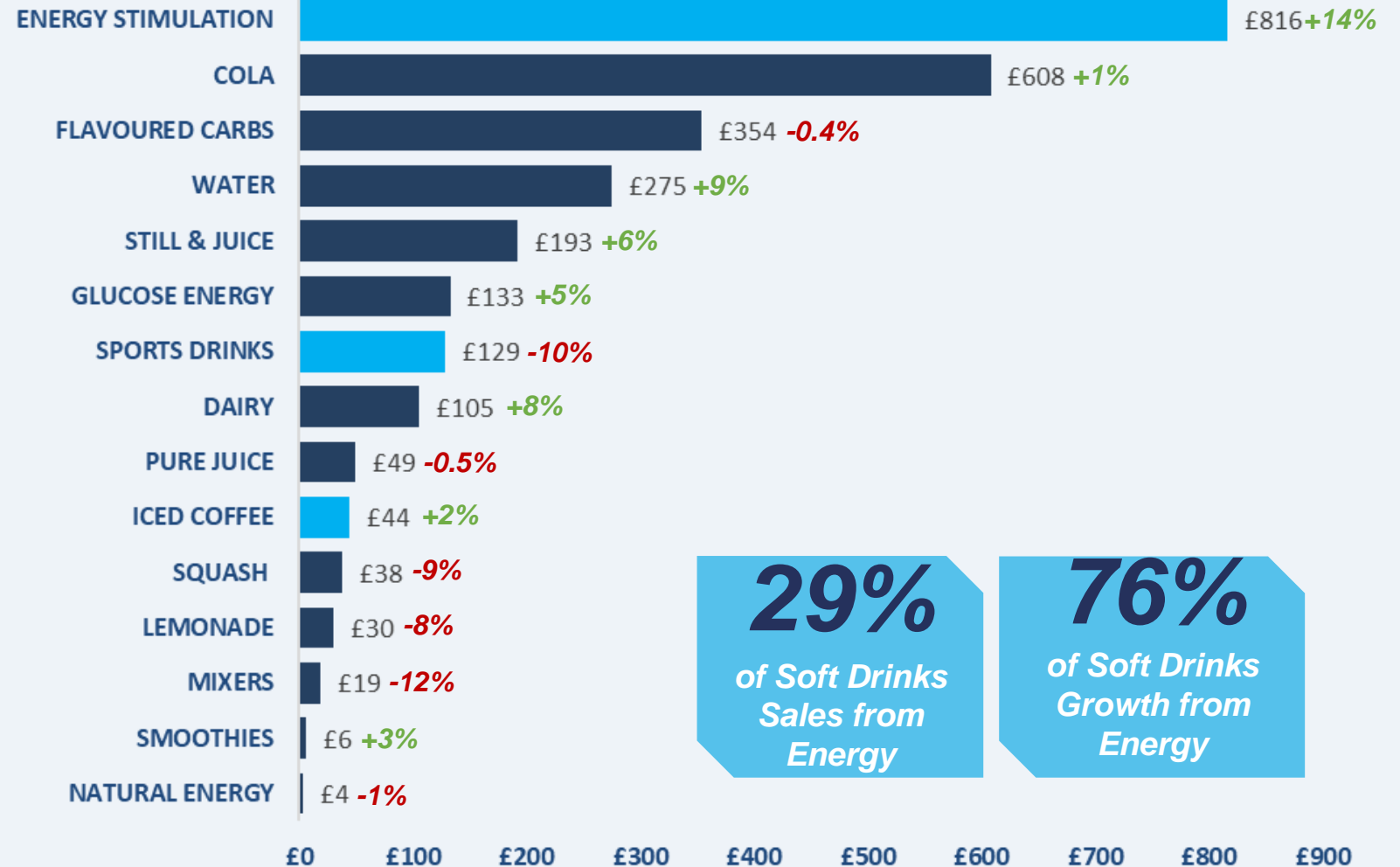
£2.8bn

Symbols & Indies
Soft Drinks

+5% YoY growth

7

Symbols & Independents Soft Drinks Sales by Category (£m)



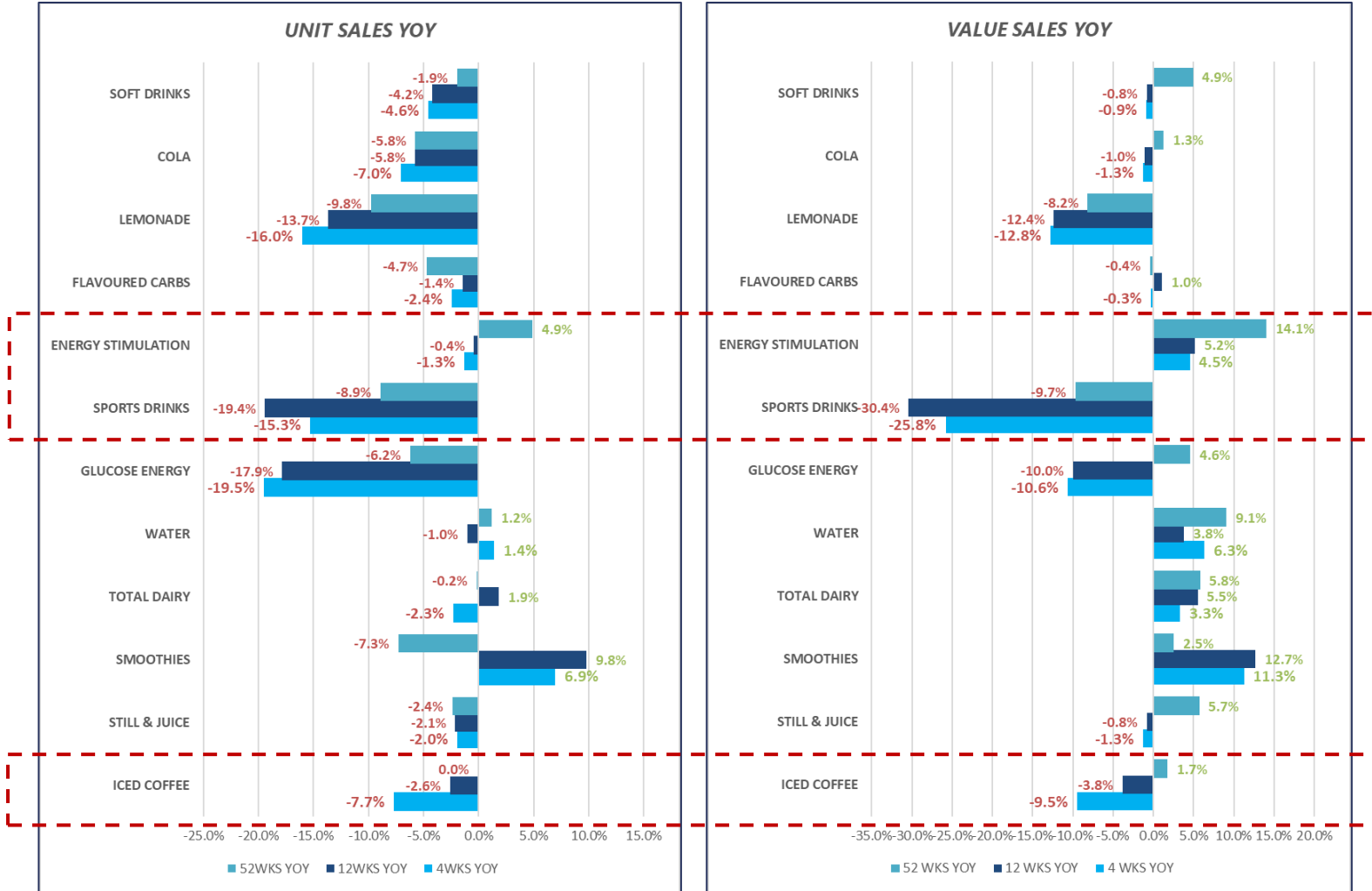
29%

of Soft Drinks
Sales from
Energy

76%

of Soft Drinks
Growth from
Energy

Unit sales impacted in latest period as we return to annualisation against warm weather period



Energy Stimulation moves back into unit decline in the latest 4wks while value continues to outperform the channel in all periods

Sports Drinks continue to see significant decline in 12 and 4wks as the category is hit by Lucozade supply, Prime annualisation and weather

Iced Coffee moves back into unit decline in the latest period as seasonality of the category starts to impact again

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WINNING IN FUNCTIONAL



ENERGY STIMULATION

#1

**BIGGEST CATEGORY IN SOFT DRINKS
FASTEST GROWING SOFT DRINKS CATEGORY**

FLAVOUR AND FORMAT IS KEY...

+98% **GROWTH OF BIG CAN ENERGY SINCE 2020!**

32% **OF ENERGY DRINKS ARE FLAVOURED SKUS**

STOCKING ORIGINAL, SUGAR FREE AND FLAVOURED SKUS IN A RANGE OF SIZES IS KEY TO MAXIMISE SALES



SPORTS DRINKS

+74%

GROWTH OF SPORTS DRINKS SINCE 2020!

£9.6m

OF SPORTS DRINKS SALES DRIVEN BY NEW LAUNCHES IN 2023

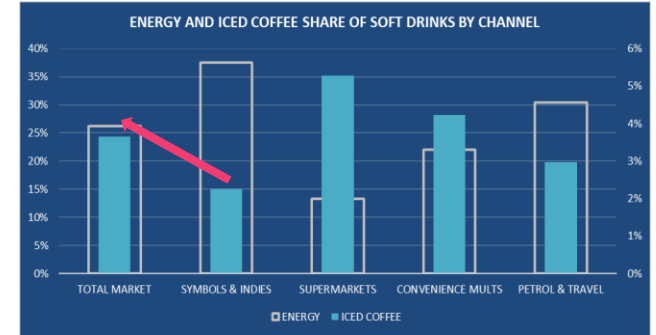
NPD AND LIMITED EDITION FLAVOURS KEY TO MAINTAIN INTEREST IN THIS EMERGING CATEGORY

DEDICATE SPACE TO NEWNESS AND USE SIGNPOSTIG/POS TO RAISE AWARENESS



ICED COFFEE

ICED COFFEE CURRENTLY UNDER TRADES IN S&I WHILE ENERGY OVER TRADES IN THE CHANNEL



FURTHER OPPORTUNITY FOR ICED COFFEE TO GROW IN THIS CHANNEL...

41% **SALES UPLIFT DURING SUMMER**

TAP INTO PEAK SELLING PERIOD BE ENHANCING FIXTURE SPACE DURING KEY SUMMER MONTHS

82% OF SYMBOLS & INDEPENDENTS FUNCTIONAL DRINKS SALES ARE PRICE MARKED PACKS OFFERING AYR VALUE MESSAGING AND CONSUMER TRUST AT FIXTURE

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WHY BOOST?

A TOP SELLING BRAND IN OUR KEY CATEGORIES



#3

**ENERGY
STIMULATION
BRAND**



#2

**SPORTS
DRINK
BRAND**



#4

**ICED
COFFEE
BRAND**



TOP SELLING SKUS FROM THE #3 ENERGY DRINKS BRAND...

#1

BOOST RED BERRY 250ML IS THE FASTEST SELLING FLAVOURED ENERGY SKU IN SYMBOLS & INDEPENDENTS



#1

BOOST ORIGINAL SUGAR FREE 250ML IS THE FASTEST SELLING SUGAR FREE SKU IN SYMBOLS & INDEPENDENTS



#1

BOOST ORIGINAL 1 LITRE IS THE FASTEST SELLING 1 LITRE ENERGY SKU IN SYMBOLS & INDEPENDENTS



OFFERING SHOPPERS EVERYDAY VALUE WHILE DRIVING CATEGORY VALUE GROWTH

THE ONLY ENERGY DRINK BRAND WITH A FORMAT FOR EVERY OCCASION





TAP INTO SPORTS CATEGORY GROWTH WITH THE #2 SPORTS DRINKS BRAND...

24% BOOST SHARE OF SPORTS DRINKS IN SYMBOLS & INDEPENDENTS

+184% GROWTH OF BOOST SPORT IN THE LAST 3 YEARS

£1.8m CONTRIBUTION TO CATEGORY GROWTH THIS YEAR

BOOST MANGO & RASPBERRY WAS IN THE TOP 5 NPD LAUNCHES OF 2023



ORANGE, MIXED BERRY AND TROPICAL RANK IN THE TOP 10 FASTEST SELLING SKUS IN SYMBOLS & INDEPENDENTS

LTD EDITION LAUNCHES TAPPING INTO LATEST FLAVOUR TRENDS AND DRIVING INTEREST AT FIXTURE





DRIVE SEASONAL SALES WITH THE #4 ICED COFFEE BRAND...

10% BOOST SHARE OF ICED COFFEE IN SYMBOLS & INDEPENDENTS

+80% GROWTH OF BOOST ICED COFFEE IN THE LAST 3 YEARS

250ML 52% OF ICED COFFEE SALES COME FROM 250ML FORMAT



MADE WITH REAL MILK...75% MILK CONTENT

ICED COFFEE TAPS INTO "LITTLE TREATS" AS CONSUMER SPENDING REMAINS CAUTIOUS
SEASONALITY IS KEY TO THE CATEGORY (+41% UPLIFT). ALLOCATE SEASONAL SPACE TO TAP INTO CORE SALES PERIOD

