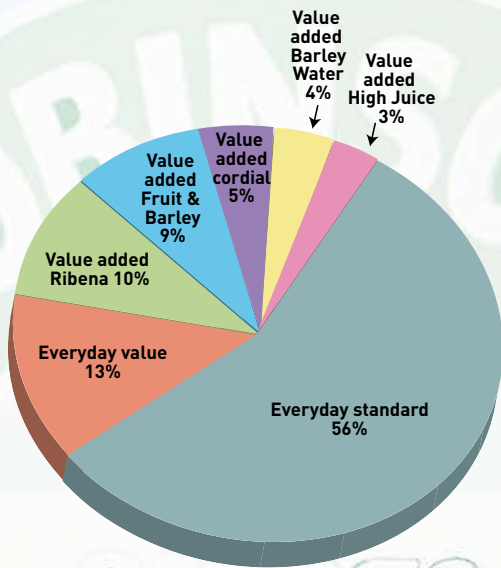


# Category Healthcheck: Squash

Squash (dilutables) is worth £66m in the impulse sector, growing at +7% year-on-year

## Value market share of squash by type (Impulse Sector)\*



Source: ACNielsen Scantrack, Total GB Impulse, Value Sales, 52 w/e 27th January 2007

- When diluted, squash is the largest take home soft drinks type (volume sales)\*\*
- Squash is consumed by the whole family - 94% of households with children buy squash \*\*\*
- Low calorie dilutables are driving category growth as consumers increasingly seek "better for you" soft drinks\*
- Brands are key to dilutables category growth - own label sales are in decline in the impulse sector\*

## Top 10 Dilutables

P&H Code	Product	Pack	Type	Check
9434	Robinsons NAS Orange 1Ltr	12	Everyday standard	
8850	Robinsons Fruit Squash Orange 1Ltr	12	Everyday standard	
9458	Robinsons Fruit Squash Apple & Blackcurrant	12	Everyday standard	
2519	Robinsons NAS Apple & Blackcurrant 1Ltr	12	Everyday standard	
6270	Robinsons NAS Lemon 1Ltr	12	Everyday standard	
49437	Robinsons Barley Lemon 1 Ltr	8	Value added Barley Water	
8750	Ribena Blackcurrant 600ml	12	Value added Ribena	
49436	Robinsons Barley Orange 1 Ltr	8	Value added Barley Water	
29352	Robinsons Fruit & Barley Orange PM	8	Value added Fruit & Barley	
29354	Robinsons Fruit & Barley Summer Fruits	8	Value added Fruit & Barley	

## Merchandising Dilutables



- Blocking by category tier (ie everyday/added value) helps communicate differences on fixture and makes shopping easier

## Palmer and Harvey PROFIT Principles

- P**romote using PoS to drive sales instore
- R**ange – check the recommended range list to make sure you're stocking the best sellers
- O**ut of stocks = lost sales
- F**ocus on your display – use planograms to maximise sales
- I**nnovate – stay up to date with the latest market trends and new products
- T**alk to your Palmer and Harvey sales representative to get the best advice for your store