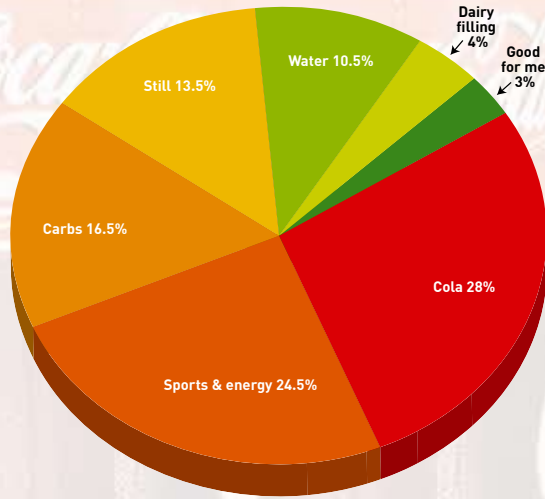


# Category Healthcheck: Impulse Soft Drinks

With a value of over £6 billion annually, soft drinks are one of the fastest growing impulse categories (+8.9%). Maximise your sales with this guide

## Top 10 Impulse Soft Drinks

P&H code	Product	Type	Check
4566	Red Bull 250ml	Sports & energy	
8734	Coca Cola Can 500ml	Cola	
8732	Diet Coke 500ml	Cola	
43942	Lucozade Energy Orange 500ml	Sports & energy	
9216	Volvic 1Ltr	Waters	
43943	Lucozade Energy Original 500ml	Sports & energy	
24517	Lucozade Sport Orange 500ml	Sports & energy	
25812	Evian 750ml	Water	
8803	Volvic 500ml	Water	
24502	Ribena Original 500ml	Still	



Source: AC Nielsen Drink Now Soft Drinks Data to 24th March 2007

- Soft drinks are growing by almost +6% annually in the independent sector
- The key trend driving growth is health, with segments such as Water (+8.8%), Sports & energy and Still (+14.6%) showing strong growth
- In an average day 70% of people consume a soft drink with the average person drinking 800 per annum

## 1.8m Impulse Soft Drinks Planogram (Chiller)



Source: AC Nielsen Drink Now Soft Drinks Data to 24th March 2007

## Merchandising Tips

- Selling drinks chilled is key and can increase sales by 60%
- Boost impulse sales by making soft drinks more visible to shoppers – use clear signage and secondary sites, such as with sandwiches and snacks, where possible

## 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