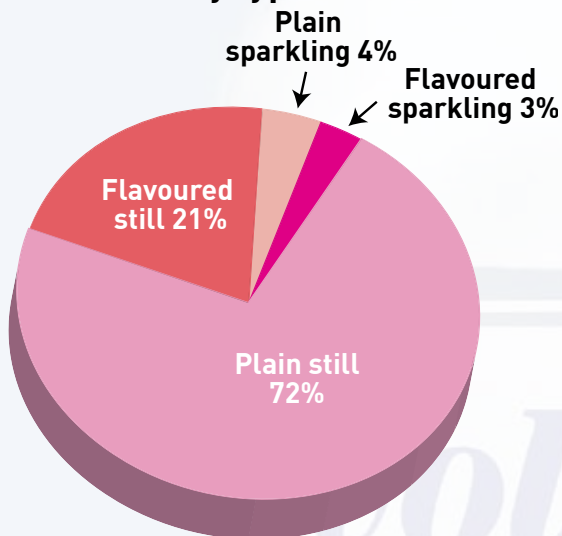


Category Healthcheck: Water

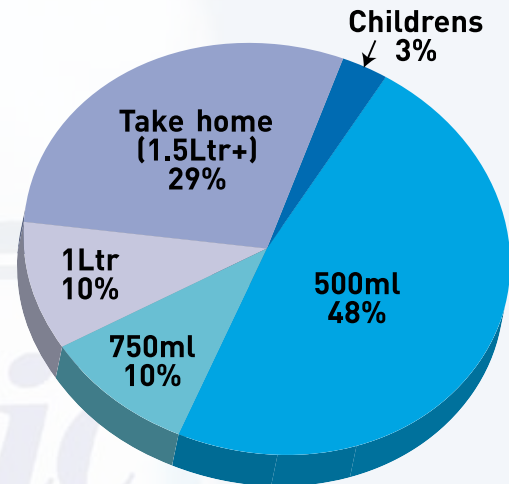
The bottled water sector is worth £221m annually in the impulse* sector, showing strong growth of 10% year-on-year.

Water value sales by type



Source: AC Nielsen Total Impulse - 52we 13/01/07

Bottled water value sales by pack size



Source: AC Nielsen Total Impulse - 52we 23/9/06

- Water is the second fastest growing category in the soft drinks sector in impulse after chilled juice
- All channels within the impulse sector grew water sales in 2006 with independent grocers and high street the top performers
- Still plain water was the main driver of growth in 2006 adding £19m to value sales
- Of all P&H soft drinks sales Volvic 500ml is No. 5 with another eight waters within the top 20
- Flavoured water is growing at 15% year on year in the impulse sector, faster than any other segment of total bottled water market

Recommended Range

P&H Code	Product	Type	Check
500ml			
8803	Volvic	Plain still	
9289	Evian	Plain still	
9895	Highland Spring Sportscap	Plain still	
8330	Touch of Fruit Strawberry	Flavoured still	
8473	Touch of Fruit Lemon & Lime	Flavoured still	
24493	Lucozade HydroActive Citrus	Flavoured still	
750ml / 1Ltr Sportscap			
9216	Volvic 1Ltr	Plain still	
25812	Evian 750ml	Plain still	
1.5Ltr			
2316	Volvic	Plain still	
9072	Evian	Plain still	

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