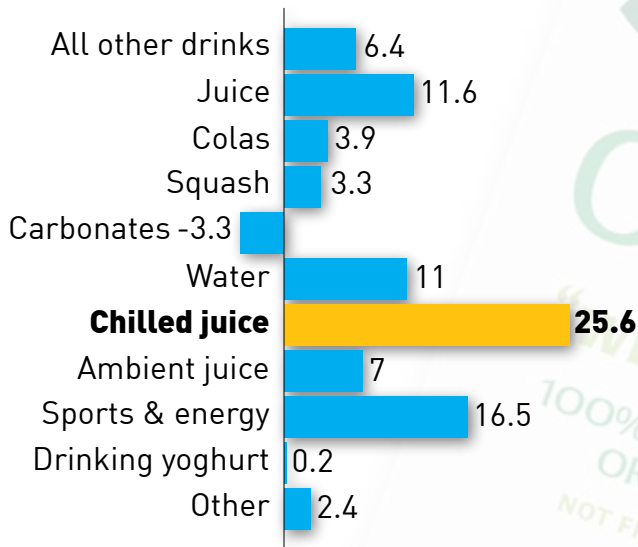


# Category Healthcheck: Chilled Juice

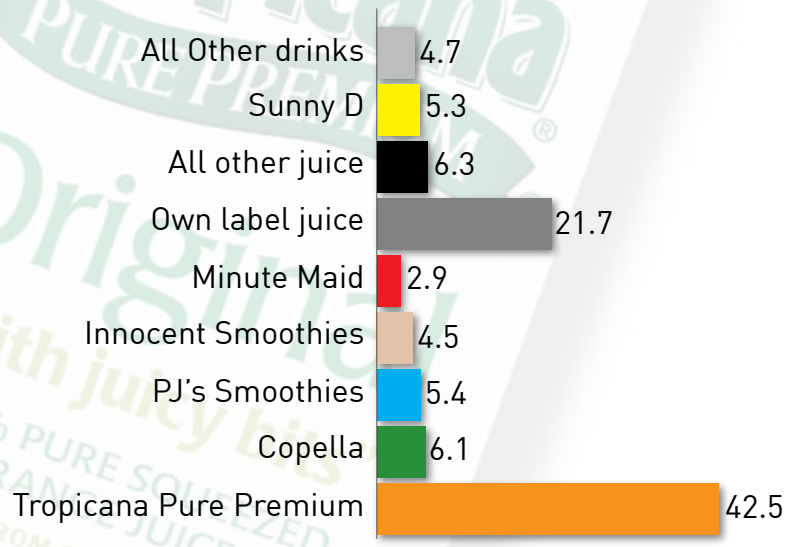
The short life chilled juice category is worth £97.8m

- Chilled juice is the fastest growing soft drinks category, growing at +27% year on year
- Not from concentrate (NFC) juice represents over 56% of all chilled juice sales
- Tropicana is the number one chilled juice brand and accounts for over 54% of category sales

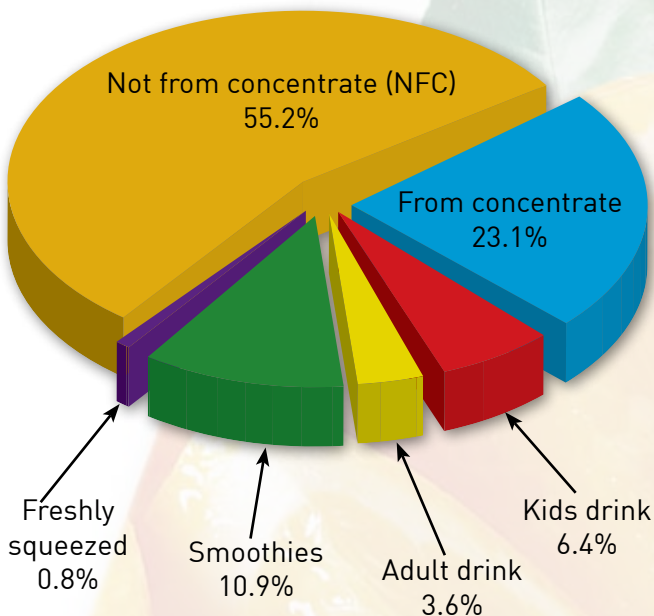
## Total soft drinks growth by type (Impulse Sector)



## Chilled juice market share by brand (Impulse Sector)



## Chilled juice market share by type



## Recommended Range

P&H code	Product	Size	Type	Check
57535	Tropicana Pure Premium Original Orange	1ltr	NFC	
57539	Tropicana Pure Premium Smooth Orange	1ltr	NFC	
57659	Tropicana Pure Premium Tropical Fruit	1ltr	NFC	
57944	Copella	1ltr	NFC	
97465	Tropicana Pure Premium Smooth Orange	330ml	NFC	
97464	Tropicana Pure Premium Original Orange	330ml	NFC	
59630	Tropicana Pure Premium Tropical Fruit	330ml	NFC	
58890	Copella Apple	330ml	NFC	
58174	PJ Smoothies Strawberry & Banana	250ml	Smoothies	
58166	PJ Smoothies Orange & Mango	250ml	Smoothies	
59588	Tropicana Go Orange & Pear	200ml	Kids drinks	

## 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