

# FOCUS ON

Summer of Soft Drinks

Web App Guides In Store In Depot



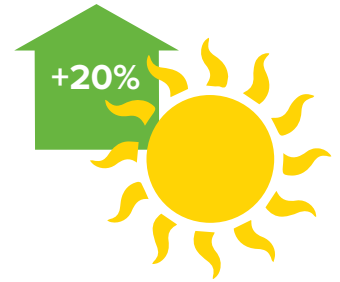
# GIVE THEM BIG FLAVOUR



RUBICON SPARKLING IS THE NO.2 GROWING FRUIT FLAVOURED CARBONATE BRAND

RUBICON SPRING IS THE UK'S NO.1 FLAVOURED SPARKLING WATER BRAND

\*Circana, Value Sales, MAT to 27/12/25, Total Coverage



Category sales surge during the summer months, rising by **20%**.<sup>1</sup>



Sports & Energy to drive **50%** of category growth by 2030.<sup>2</sup>



New products added **£73m** to category growth last year.<sup>3</sup>

1. SmartView Convenience Value Sales Feb 2024 to Feb 2026
2. Nielsen S&I Wholesale Channel Projection 2026-2030
3. Nielsen S&I Wholesale Channel Analysis 52w to Oct 2025

**LOOKING FOR SOMETHING  
A LITTLE JUICY?**



**STOCK  
GB'S #1  
JUICE DRINK BRAND\***

# FOCUS ON

## Summer of Soft Drinks

Web 
 App 
 Guides 
 In Store 
 In Depot

### Dear Retailer,

The 'Focus On' guides by Plan for Profit are specifically designed for the independent retailer. Each guide contains expert product and category insight to help you make the most of opportunities in store and meet the needs of your customers.

In this edition, we focus on Soft Drinks during the peak season. As temperatures rise and social occasions increase, summer drives higher footfall and demand, creating a prime opportunity for growth.

Throughout this issue, we highlight the key growth drivers shaping shopper behaviour and how you can capitalise on them. We also provide the latest planograms to help ensure your shelves are well stocked and ready to meet demand in store.

All copies of the Focus On Guides are available to review on the Plan for Profit website and app. Visit [planforprofit.co.uk](http://planforprofit.co.uk) or search 'Plan for Profit' in your preferred app store.



Mark Langohr  
Category Controller

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## 2030 GROWTH DRIVERS

Sports & Energy is forecast to drive **50%** of category growth by 2030, with Water, Iced and Functional adding momentum.<sup>1</sup>



### Sports & Energy

+9% VALUE  
+5% VOLUME



### Water

+7% VALUE  
+2% VOLUME



### Iced Drinks

+6% VALUE  
+6% VOLUME



### Functional Health (small base)

+20% VALUE  
+15% VOLUME

PLAN FOR PROFIT  
**TIP**

Ensure your fixture is rebalanced and your range is fit for the future.

See pages 11 and 13 for our new soft drinks planograms.

**Ensure your range is fit for the future**

1. Nielsen S&I Wholesale Channel Projection 2026-2030

# NEW

# LIMITED EDITION



# AVAILABLE NOW

CREATED WITH OUR FANS ON INSTAGRAM @VIMTO

Vimto is now worth a staggering £129.3M in the UK\*

Vimto is a registered trade mark of Nichols plc.

\*Source: Nielsen IQ; Squash, Flavoured Carbonates, RTD Still Juice Drinks, Flavoured Water, and Energy categories; 12-month period ending 24.01.26; Total Coverage

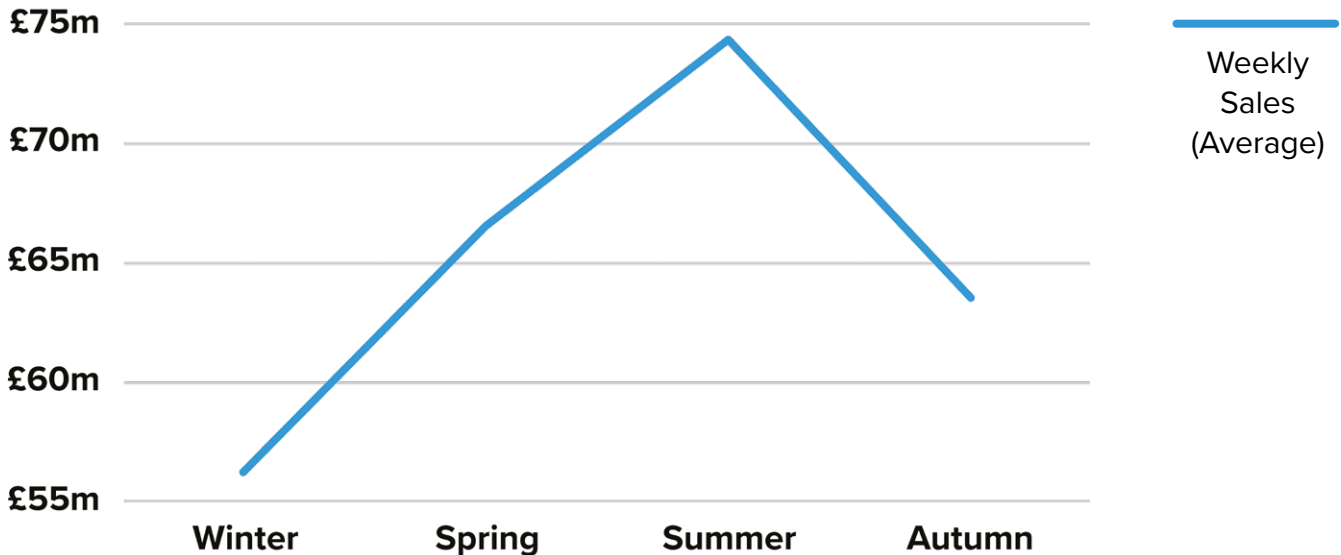
# 2025 SUMMER TRENDS

## Soft Drinks Summer Performance

Summer is the peak trading period for Soft Drinks, with volumes rising sharply and reaching their highest levels during the warmer months.<sup>1</sup>



### Soft Drink Sales by Season



During the 2025 Summer period, Soft Drinks featured in **one in four** planned top-up baskets, highlighting their essential role in seasonal occasions.<sup>2</sup>

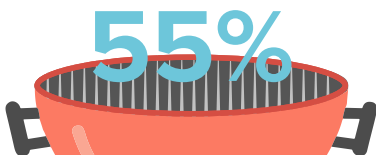


Impulse purchases increased, driven by social occasions and by shoppers buying Soft Drinks for immediate refreshment and relief from the heat.<sup>2</sup>



## Rise of At-Home Socialising

During summer 2025, **55%** of shoppers chose lower-cost ways to socialise in response to the rising cost of living, with more BBQs and get-togethers taking place at home.<sup>3</sup>



Drinks were central to these occasions, making up **20%** of seasonal food and grocery spend, with multipacks helping drive value and increase basket spend.<sup>3</sup>



1. SmartView Convenience, Value Sales, Feb 2024 to Feb 2026  
2. Lumina Convenience Tracking Programme, data collected 52w 18/08/2024 and 17/08/2025  
3. Global Data, 11/02/2026

# How to win this year in Convenience with the No.1 must-stock water\*

Water has been a real driver of growth in Symbols and Independents for the second-year running, with growth of +24.0% since 2023, that's almost twice Sports and Energy and 10 times the growth of Cola<sup>1</sup>.

In the total market water delivers 14.3% of total soft drinks sales, but only 10.2% in Symbols and Independents so there is still a huge growth opportunity in the channel<sup>2</sup>.

Don't forget to drive impulse sales and maximise uplift during the summer months: 45% of people prefer to drink water at room temperature<sup>3</sup> so use floor stacks and till displays to drive sales when the chiller is empty.

Helping shoppers by stocking water brands that they know will encourage impulse sales and Nestlé Pure Life is the right choice – not only does it have the number one SKU in soft drinks, more than 1 million bottles<sup>4</sup> are sold every day and it's the bestselling 500ml SKU in Symbols and Independents<sup>5</sup>. Look out for the 1.5L bottle which is perfect for customers who want a great value brand to take home.

**Nestlé Pure Life 750ml** is now part of Plan for Profit Core range



## STOCK UP NOW!

\*Water helps with hydration and contributes to the maintenance of normal physical and cognitive functions. At least 2L of water, from all sources, should be consumed per day.  
1) Circana Market Advantage, 2025 Calendar Year and Prior, Value Sales, Total Market and Symbols and Independent | 2) As per footnote 1 | 3) Lumina CTP Avg 2024 | 4) Circana All Outlets, UK, Volume Sales, YTD to 18 Oct 2025, All Outlets, UK, Nestlé Pure Life Products, Unit Sales, 52 WE 9 August 2025 | 5) Circana Symbols and Independents, Volume Sales, 2025, 500ml bottled water

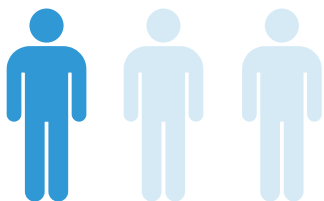
# 2025 SUMMER TRENDS



## BBQ Occasions Surge

BBQ occasions reached **53 million** in Summer 2025, up from 42 million the previous year. On average, every person in the UK attended at least one BBQ.<sup>1</sup>

They are also becoming more social and elevated, with **67%** involving three or more people (vs. 54% in 2024).<sup>1</sup>



A third of shoppers said they hosted a BBQ because they “fancied a change,” signalling a shift towards more emotive occasions.<sup>1</sup>

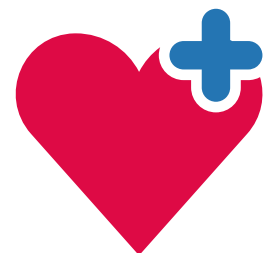
## Soft Drinks & Health

Health typically becomes more important during Summer, but 2025 saw an even stronger uplift than usual.<sup>2</sup>



Beyond tap water, shoppers are increasingly choosing lighter, low-sugar and benefit-led options.<sup>2</sup>

Naturalness and added benefits remain key drivers, creating a clear opportunity to expand healthier choices within your Soft Drinks range.



1. Usage Panel, 12 weeks to 10 August 2025 vs. same period last year  
2. Kantar Usage Panel, 4 w/e Trended

# UNLOCKING SUMMER SALES



## Win the BBQ Shop

Prioritise core multipacks and large bottles and increase secondary siting near BBQ food to capture occasion-led purchases.

## Create Standout Displays

Build bold, high-impact displays that link key categories and encourage bigger baskets.



## Capture Every Mission

Keep core lines consistently available to secure both planned shops and last-minute top-ups.



## Win Key Summer Moments

Support key events and peak periods with visible, compelling promotions to stay competitive and drive volume.



24 & 40  
PACKS  
AVAILABLE

# big packs



# big value

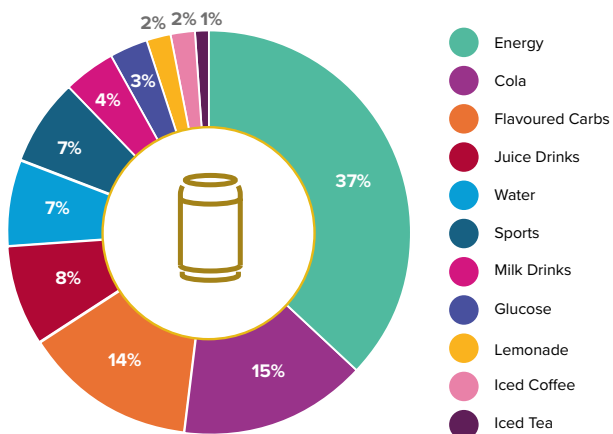


Stock the **fastest growing brand** in the category\*

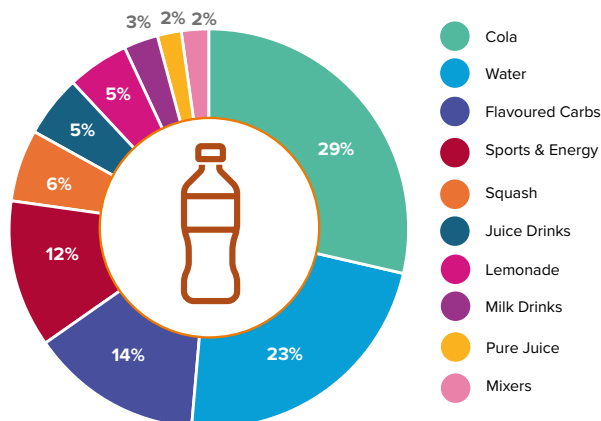
\*Nielsen, Total UK Coverage, Plain Still Spring Water, Litres, % growth, Year to date, Data to 29th December 2025

# KEY CATEGORY INSIGHTS

## Drink Now Category Breakdown<sup>1</sup>



## Take Home Category Breakdown<sup>1</sup>



### CORE VS NPД

NPD is essential for growth, generating **£73m** last year and driving **35%** of total category growth.<sup>2</sup>



However, the core remains critical, with **£133m** in growth from the top 5 brands.<sup>2</sup>

PLAN FOR PROFIT  
**TIP**

Balance is key. Create space for innovation and newness while protecting the core ranges that underpin success.

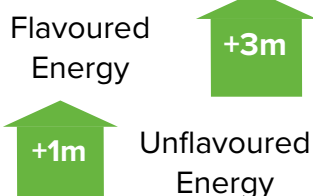


### ENERGY



Flavour is key to growing energy appeal further.

Shopper numbers 2022 vs 2024:<sup>3</sup>



% of non-energy drink buyers who would consider buying:<sup>3</sup>

**59%** Flavoured  
**35%** Both  
**6%** Unflavoured

PLAN FOR PROFIT  
**TIP**

Recruit shoppers with the latest NPD and flavour trends.

### HEALTH & HYDRATION

**29%** of Convenience shoppers are very health-conscious, up **7%** year on year.<sup>4</sup>

**25%** of shoppers are adding functional foods to their weekly shop.<sup>5</sup>



**#1** Taste is the **No.1** reason for choosing a drink.<sup>4</sup>

PLAN FOR PROFIT  
**TIP**

Inspire more purchases and trade up with a choice of functional beverages & tasty refreshment alternatives.

1. SmartView Convenience Value & Unit Sales 52w to Feb 2026  
2. Nielsen S&I Wholesale Channel Analysis 52w to Oct 2025  
3. ED Shopper Value Sensor and Appinio Research 2022 – 2024  
4. Lumina Convenience Tracking Programme 2025  
5. Consumer Horizon: Health & Wellness in the Grocery Sector 2025

# Thirsty?

## TRY THE UK'S NO.1 COCONUT WATER BRAND\*

HIGH *in*  
VITAMIN C\*\*

NATURALLY  
OCCURRING  
*Potassium*\*\*

IN STORE  
NOW



**68%**  
MARKET SHARE\*

**OUTGROWING**  
ENERGY DRINKS, JUICE  
& SOFT DRINKS  
CATEGORY COMBINED\*

\*Source: Nielsen, Coconut Water Sales, 52w/e 07.02.26

\*\*An adult recommended daily allowance of Vitamin C is 80mg. An Original 500ml contains 90mg of Vitamin C. Vitamin C can help support the normal functioning of your immune system. Vita Coco Original contains 196mg of Potassium per 100ml (10% NRV). Consume as part of a healthy balanced diet and active lifestyle.

# SOFT DRINKS DRINK NOW PLANOGRAM

3.75m x 5 Shelf



Core Range      Extended Range      NPD

**2 YAZOO**  
**SOLD EVERY**  
**SECOND\***

**STOCK**  
**UP**  
**NOW!**







# THE ENERGY RANGE THAT POWERS YOUR PROFITS



STOCK UP ON NEW  
BIGGER **500ML CANS**  
NOW AVAILABLE



RETAILERS BENEFIT  
FROM UP TO  
**47% POR**

OWN BRAND IS NOW A **TOP 3 PERFORMER** IN THE SPORTS & ENERGY CATEGORY



**FUEL THE MOMENT**

# BEST SELLERS

## Drink Now<sup>1</sup>



**Red Bull**  
Original  
250ml



**Red Bull**  
Original  
355ml



**Red Bull**  
Original  
473ml



**Monster**  
Original  
500ml



**Lucozade Energy**  
Orange  
500ml



**Lucozade Sport**  
Orange  
500ml



**Coca-Cola**  
Original  
330ml



**Coca-Cola**  
Original  
500ml



**Dr Pepper**  
500ml



**Oasis**  
Summer Fruits  
500ml

## Take Home<sup>1</sup>



**Coca-Cola**  
Original  
1.75L



**Coca-Cola**  
Cherry  
1.75L



**Pepsi Max**  
Zero  
2L



**Barr**  
Diet Lemonade  
2L



**Schweppes**  
Lemonade  
2L



**Fanta**  
Orange  
2L



**Barr**  
IRN-BRU  
2L



**Volvic**  
Still Water  
1.5L



**Lucozade Energy**  
Orange  
900ml



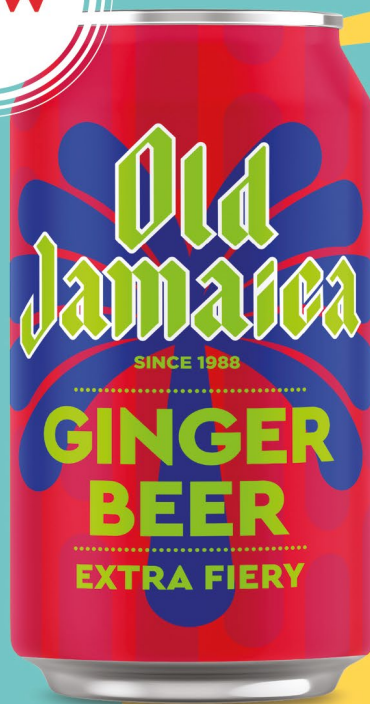
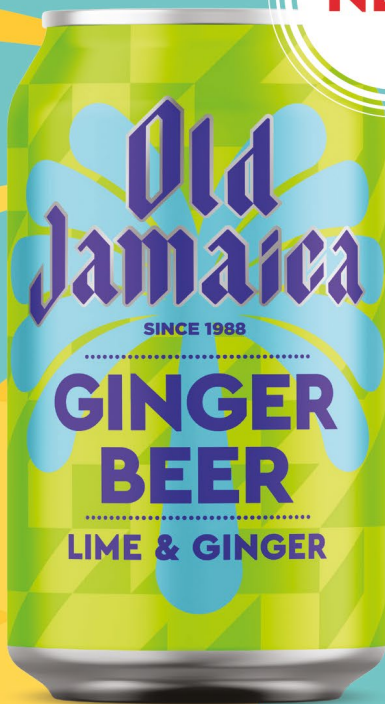
**Coca-Cola**  
Original  
8x330ml

1. SmartView Convenience, Value Sales, 52w to February 2026

# THE NEW OLD JAMAICA

#KEEPITGINGER

NEW



Still the UK's No.1 Ginger Beer\*

Old  
Jamaica



\*Circana Marketplace - Total Soft Drinks Volume Sales - Ginger Beer Brands - MAT to 16/03/2025