

# The Grocer

Digital Feature: 10 things you need to know about...Soft Drinks

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Contact: Amy North ([amy.north@thegrocer.co.uk](mailto:amy.north@thegrocer.co.uk))

## 1. Consumer research

With the help of Harris Interactive, we quiz consumers on soft drinks. Are they really that concerned about sugar? And, if so, do they actually know how much of the white stuff is in a standard can of pop?

## 2. Creative Challenge

Can energy drinks be marketed at people other than young men? Can sugar be a virtue in soft drinks? We've teamed up with a creative agency to find out.

## 3. Meet the buyers

Everyone knows that it's not just what you know that matters in grocery... it's who you know. We will be speaking to soft drinks buyers from across the major retailers to find out what makes them tick and how they see the market developing over the coming year.

## 4. Top 10 Global Innovations

With the help of Mintel, we scour the globe to find the best innovations in soft drinks. So, which products have made our Top 10 and which trends have driven their development?

## 5. Advertising

Who's splashing the cash in soft drinks? We get advertising insights agency Ebiquity to crunch the numbers on the sector's biggest advertisers.

## 6. Coca-Cola video

The Grocer visits CCE to find out why Coke Life is being reformulated and what challenges they face by using more stevia in the recipe.

## **7. Craft soft drinks**

Craft drinks are on trend right now, defying the war on sugar and growing sales. So, how are they achieving this?

## **8. Carbonates bestsellers**

Exclusive sales figures from IRI reveal who's hot and who's not in carbonates. Our analysis will reveal the reasons behind the wins and losses or the markets movers and shakers over the past year and look at what the year ahead holds the market.

## **9. Bottled water bestsellers**

Bottled water sales are overflowing, with all of the top 10 plain brands gaining value and volume growth over the past year. So, what are the key factors behind their impressive growth?

## **10. Fruit juice drinks**

Sugar is one of the hottest topics in grocery right now and it's hitting soft drinks hard. After Tesco made the decision to remove added sugar fruit juices drinks last year, we explore the affect this had on sales.