

TOP 100 GROCERY BRANDS

MARCH 2006

EXCLUSIVE ACNIELSEN DATA

Measure of **SUCCESS**

How the top 100 grocery brands
are shaping up



Inside:



TOP 100 RANKINGS

The league table of top selling grocery brands and the fastest growers



CONSUMER INSIGHT

Purchasing patterns in key product categories come under the spotlight



BRAND MANAGER INTERVIEWS

The product and marketing strategies behind the big brands

FROM THE EDITOR

Welcome to the 2005 *Top 100 Grocery Brands* survey, compiled in conjunction with ACNielsen.

This year's coverage of top selling brands is the most comprehensive to date and is based on the sales data from more than 83,000 grocery stores. That's equivalent to measuring 87p in every pound spent on food and drink in the UK.

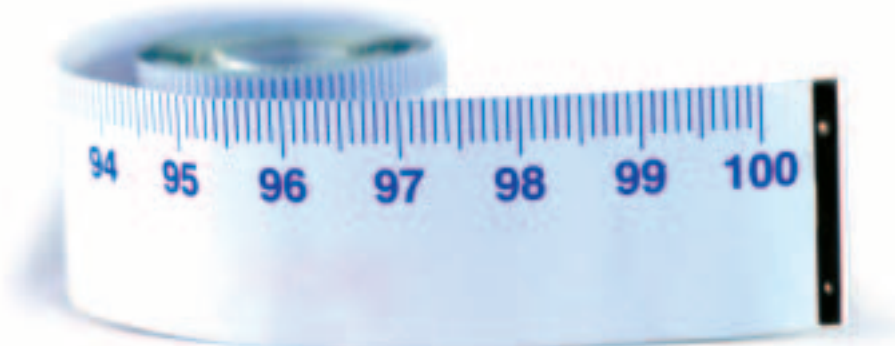
As well as revealing which are the best selling brands in the UK, this supplement highlights the key movers and shakers in the British grocery scene. It includes interviews with brand managers whose brands have achieved significant growth in 2005 and feedback from multiple and independent retailers on categories and products that sold well for their businesses last year.

In addition, the supplement includes category insight, highlighting the key growth trends across a number of key product categories and the brand winners and losers. This is complemented by consumer insight revealing purchasing habits and trends as well as demographic information such as the age and size of households who buy particular products.

Finally, the supplement includes a round up of some of the fastest growing brands just outside the Top 100 ranking. We have tipped these as "Ones to Watch" and believe they may well break into the Top 100 league in the next 12 months.

Fiona Briggs, editor, *Checkout*

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ACNIELSEN COMMENT

ELENI NICHOLAS, GROUP MANAGING DIRECTOR, UK & IRELAND, ACNIELSEN

Congratulations to all of the brands featured in this year's *Top 100 Grocery Brands*. The market is more competitive than ever with retail and supplier consolidation contributing to raised stakes in the industry. Achieving a place in the rankings has proved tougher this year than ever before. For comparison, a £55m brand made the Top 100 in 2005 whereas this year, the threshold is a massive £63m.

Yet again we've had a fascinating year in the industry, and if I were to summarise the key trends across most categories they would be: health and wellness, premium/indulgence and convenience – all driven by changing consumer lifestyles.

The trend that continues to drive the most dramatic changes within our marketplace is consumer demand for healthy products. ACNielsen feels the

emphasis in the coming year will be on consumers turning to a balanced diet and away from fad dieting. This year's *Top 100 Grocery Brands* sees significant year-on-year rises for products that satisfy this consumer need; products that are marketed as healthy or functional, but not necessarily 'diet'.

This provides an opportunity for targeted innovation and real growth potential for goods that offer a rounded, 'healthy' proposition. Indeed a resurgence is underway for products that have previously been overlooked as healthy because they are not a 'diet', 'low fat' or 'lite' offering.

Within many categories we continue to see premium end products growing faster than standard offerings. Taste, quality and price are all variables that work together to form the consumer value judgement – price is pivotal, but consumers are willing to pay more if they are offered the added

value that a premium product provides. We have three bread brands in the top 10 – this market is largely being grown through developments in the premium sector.

And so we have convenience – crucial in many respects. Convenience as a store format is key, and tailoring products to fit this sector is one of the least tapped areas of opportunity for many brands. But convenient products are also key. Those that are intrinsically convenient are going to continue to perform well. Actimel is again one of the top growing brands – the neatly packaged, one shot, quick and convenient way this brand offers its consumers a solution to being more healthy has catapulted it to the top half of the ranking.

The marketer's holy grail is therefore a product that combines all three trends. A healthy, convenient and indulgent offering can command a price premium and provide growth. We haven't got a smoothie brand in the Top 100 yet, but this is one such product with the magic three ingredients and with growth rates of major brands tripling here, we will surely see entry in time.



Best brands show health bias

Fiona Briggs reveals the trends driving growth in the Top 100

The UK's best selling grocery brands are those with a health proposition, according to the latest Top 100 Grocery Brands survey compiled by Checkout and ACNielsen.

From soft drinks to savoury snacks, breakfast cereals to butter, margarine and spreads and from bread to hot beverages, the new ranking of leading grocery brands reveals those making the biggest sales gains are brands with a healthy product story.

But the data, which is based on the sales at more than 83,000 grocery stores, shows some indulgent lines are selling well too. Aero, for instance, was the fastest growing brand in 2005 with sales ahead by 32.8%. Galaxy was another star performer in the confectionery category with sales boosted by the launch of its Promises product that bridges the gap between luxury and everyday. McCoy's, United Biscuits' crisps brand, outperformed the savoury snack sector with sales growth of 16.1% in 2005 and moved an impressive nine places up the brand rankings to 70th position.

This polarisation between sales of 'better for you' and 'treat time' lines was first highlighted in the 2004 Top 100 Grocery Brands survey and is further developed in 2005.

Gums and jellies brand Haribo, for instance, grew by 9.3% in 2005 and moved four places up the rankings to 79th position.

Dairy products including cheese, butter and milk have all sold well in 2005 too. Cathedral City, the number one Cheddar brand, turned in another strong performance last year with sales up by 23.1% and is 56th in the league.

Butter brands Lurpak and Anchor also did well, while Cravendale enters the top 100 ranking for the first time in 2005. Elsewhere, the trend for convenience boosted sales for Ginsters Savoury Pastries, while Chicago Town Pizza, the 10th fastest grower in 2004, enjoyed another strong year and moved two places up the league.

But health is emerging as the far bigger driver of sales for the UK's leading grocery brands.

This is reflected across a range of categories. In soft drinks, for example, it is the 'healthy' brands such as Actimel, Tropicana, Volvic and Evian that are selling well. Actimel, the fastest growing brand in 2004, grew by 25.9% in 2005 and moved from 48th to 44th position in the league. Activia, Danone's new yogurt designed to reduce digestive bloating, is knocking on the door of the top 100 with sales growth of 68.6% last year and Volvic was the top-selling water last year with sales ahead by 17.6%.

In hot beverages, meanwhile, the major tea and coffee brands have focused on decaf and reduced caffeine products, while Twinings, which falls just outside the top 100, has been boosted by its healthy, speciality teas such as infusions and green tea.

Health is a key focus for the top bread brands

too. All three, Warburtons, Hovis and Kingmill, make the top 10 for the second year running. Hovis grew by 14.2% last year and claims its gains have come from its proposition as the foundation of a healthy diet.

In cereals, where Weetabix has remained the leading brand with sales up by 5.8%, health has been to the fore in product marketing. For Weetabix and Kellogg's Special K, the second largest cereal brand, wholegrain and shape management have been the key watchwords in 2005.

Elsewhere, evidence of a health drive comes from Flora, which has been keen to exercise its health and cholesterol-reducing messages in 2005.

As always the Top 100 Grocery Brands survey

'Warburtons has become the second largest grocery brand in the UK. Not bad going for a business that is still not a national player'



includes a number of 'givens' – that soft drinks, chocolate and crisps brands all feature in the top 10. Indeed, they actually occupy three of the top four slots. Coca-Cola has maintained its number one position in the league with 1.6% growth and a sales value of £892.5m, double that of its nearest rival. Walkers, down by 6.6%, is ranked third in the league, while Cadbury Dairy Milk, boosted by its mega-branding exercise in 2004, hangs on to fourth place with a 0.8% sales increase.

But this year's Top 100 survey throws up a number of surprises too. Warburtons has become the second largest grocery brand in the UK, behind Coca-Cola. With sales up by 13.5% to £436.2m in 2005, it has overtaken Walkers. Not bad going for a business that is still not a national player (80% market coverage).

Petfood brand Bakers is another unexpected fast grower – up 29.7% last year and the second fastest growing brand after Aero. At number 97 in the league, Bakers is making inroads and taking share in the pet food category.

In non-food meanwhile, Bold and Andrex with 19.8% and 5.2% growth respectively, have shown that established brands in mature markets are still able to drive sales through innovation and premiumisation.

TOP 100 GROCERY BRANDS

MARKET COVERAGE

SCANTRACK UNIVERSES

NUMBER OF SHOPS BY GROUP

Figures as of November 2005

RETAILER	TOTAL
ASDA	280
ICELAND	709
JACKSONS	102
KWIKSAVE	449
M&S	381
MORRISONS	318
NETTO	142
SAFEWAY	92
SAINSBURY'S CENTRAL	28
SAINSBURY'S LOCAL	77
SAINSBURY'S STORES	429
SOMERFIELD	802
SOMERFIELD/ELF	18
T&S CONVENIENCE	517
TESCO EXPRESS	595
TESCO EXTRA	105
TESCO METRO	98
TESCO SUPERSTORES	480
WAITROSE	167
OTHER GROCERY MULTS	717
GROCERY MULTIPLES TOTAL	6,506
ALLDAYS	147
BALFOUR	81
THE CO-OPERATIVE GROUP	1,432
UNITED CO-OP	493
OTHER CO-OPS	1,031
CO-OPS TOTAL	3,184
BP	193
BP CONNECT	170
ESSO	408
Q8	26
FINA ELF	342
OTHER FORECOURTS	2,471
MULTIPLE FORECOURTS TOTAL	3,610
THRESHER GROUP	1,872
MAJESTIC WINE	123
ODDBINS	222
UNWINS	383
WINE CELLAR	235
OTHER MULTIPLE OFF-LICENCES	602
MULTIPLE OFF-LICENCES TOTAL	3,437
INDEPENDENTS, LICENCED	27,920
INDEPENDENTS, SPECIALIST	7,726
INDEPENDENTS, UNLICENCED	19,287
INDEPENDENTS TOTAL	54,933
FORBUOYS	447
MARTINS	479
McCOLLS	117
RS McCOLLS	177
WHSMITH	538
WOOLWORTHS	804
OTHER IMPULSE MULTIPLES	1,313
OTHER IMPULSE MULTIPLES TOTAL	3,875
SYMBOL STORES TOTAL	6,875
ALL STORES TOTAL	82,420

As always, the Top 100 table provides much food (and non-food) for thought. But the overriding trend of the 2005 league is about health or at least perceived health. Brands that have a natural allegiance with healthy eating are maximising those credentials, while those that do not are endeavouring to find a link.

Coke loves life at number one

1 COCA-COLA
2005 **£892.5m**
2004 **£878.6m**
yoy change **1.6%**

all variants of Coca-Cola including diet

JUSTIN BILLINGSLEY, BRAND DIRECTOR, COCA-COLA GB

"2005 has been an exciting year for Coca-Cola, with a series of innovative new products supported by great marketing campaigns and strong consumer insights.

"In June we introduced Coca-Cola with Lemon, the first limited edition flavour extension under the Coke brand and a refreshing flavour which appealed to consumers over the summer. We also introduced fantastic new packaging with the 'Sunshine Collection' – a set of original glass bottles which took inspiration from celebrities.

"It was another big year for Diet Coke – the UK's number one low calorie carbonated soft drink – with the successful

launch of Diet Coke with Lime, a stronger sugar free on-pack graphic and the launch of a creative new TV ad.

"We are already building on this progress in 2006. Diet Coke with Cherry hit the shops in February, supported by a major campaign around the 'Love Life' theme. Consumer research is revealing strong purchase intent.

"This year will be the biggest ever year for football and Coca-Cola to date, with the second

year of our successful partnership with the Football League, the 2006 FIFA World Cup sponsorship and our continued sponsorship of England star Wayne Rooney to look forward to.

"We're very proud of Coca-Cola's position as the number one UK grocery brand and we will be working hard to continue to anticipate and meet changing consumer needs in the year ahead."



2 WARBURTONS
2005 **£436.2m**
2004 **£384.4m**
yoy change **13.5%**

all Warburtons branded bread and bakery products such as rolls, crumpets, speciality breads, muffins

3 WALKERS CRISPS
2005 **£408m**
2004 **£436.6m**
yoy change **-6.6%**

includes Walkers Crisps, Walkers Big Eats, Walkers Grab Bags, Walkers Mediterranean, Walkers Lites

4 CADBURY DAIRY MILK
2005 **£371m**
2004 **£368.2m**
yoy change **0.8%**

all Cadbury Dairy Milk chocolate variants

GIVEAWAY

Coca-Cola is offering one lucky winner a month's supply of NEW DIET COKE WITH CHERRY 330ml cans – i.e. two cases (48 cans).

To enter, email the correct answer to the following question to checkout.editorial@nexusmedia.com

WHICH ENGLAND FOOTBALLER IS COCA-COLA SPONSORING THIS YEAR?



Hovis has healthy focus

5 HOVIS
2005 **£346.2m**
2004 **£303.1m**
yoy change **14.2%**

all Hovis branded bread and bakery products such as rolls, crumpets, speciality breads, muffins

Hovis has climbed up the rankings to claim the number five position in the Top 100 list. Alyson Ebbrell, marketing manager for Hovis, says the bread manufacturer's growth of 14.2% during 2005 was due to "a strong focus on customer needs, a consistent and integrated marketing campaign and by continually leading the way in innovation".

Like many brands last year, the trend toward healthier products has played a large part in the success of the brand. "Being the only bread brand in the market free from artificial preservatives and colourings, the impact has been significant. We have positioned Hovis as the foundation of a healthy diet, while growing the brand to achieve our highest ever value share. Less than five years after its launch, Best of Both has become a £60m brand in its own right and is growing at a rate of 20% year-on-year. Similarly, Granary is worth nearly £30m and is growing at a staggering rate of 66.6% year-on-year."

Ebbrell says extensive research and market analysis has enabled Hovis to provide consumers with the right products. It launched its Healthiest Ever range in May 2005 while Best of Both, the Granary range and Hovis Invisible Crust have all had a "significant effect" on the company's growth over the past year



INTERVIEW NISA RETAILER USES LOAF

Farhana Saleem, winner of Newcomer of the Year at the 2005 Retail Industry Awards, has run a Nisa Local store in Isleworth with her husband for 18 months.

She says bread sales have done very well over the last year. Due to a surge of sales in November, she had to increase her bread orders by 10% and this has carried on into this year.

Having originally just stocked Hovis and Kingsmill, nine months ago she introduced Warburtons due to customer demand. Warburtons Farmhouse is now one of her best selling loaves. "Warburtons products have gone down very well, especially the Farmhouse loaf and crumpets," says Saleem. She believes the trend toward healthier eating has been reflected in her sales across all categories, including bread. "Hovis Best of Both is the store's best selling healthier loaf," she says. She expects sales of her premium and healthier loaves to continue to grow over the next year. **TG**



says Ebbrell.

Innovation has been integral to the brand's success. "The launch of Hovis Invisible Crust last year was not only a first for the UK, but a world-first innovation. We were also the first brand to add wheatgerm to a white loaf, in the form of Hovis 'Best of Both' which has since prompted the launch of copy cat products from other brands."

She says sales of Invisible Crust have been "phenomenal" and have greatly exceeded expectation. Launched in August 2005, Invisible Crust is worth £5m and growing fast.

Ebbrell reports Hovis will continue to deliver an integrated marketing campaign throughout 2006 and lead the bread market in terms of innovation.

"Although we are currently producing bread that is the healthiest we have ever made, we will continue to strive to make it healthier, in line with technical and baking developments, in order to meet consumer demand for a choice of healthier options. Our main aim is to continue with our focus on healthy eating and cement Hovis' position as the foundation of a healthy diet." **TG**

Nestlé invests in coffee

6 NESCAFÉ INSTANT COFFEE
2005 **£333.3m**
2004 **£317.6m**
yoy change **4.9%**

all variants including Nescafé Original, Gold Blend, Nescafé Speciality range, Nescafé Decaff/Half Caff brands

In many respects the tea and coffee market is traditional and mature but that has not stopped Nestlé from creating new products to meet new consumer demands.

Nescafé Original is still the number one brand and its performance over the last year has been sustained by the successful 'Trinny and Susannah' advertising and promotional campaign.

However, a barrage of new lines has maintained consumer interest in the brand and generated incremental sales. Nestlé marketing director for beverages, Georgia Field, highlights last year's launches – Gold Blend Half Caff and Original Half Caff, Nescafé Irish Cream and Decaff Unsweetened



Café-style Coffees and Partners' Blend, its first Fairtrade line. This year has already seen the introduction of Aero Hot Chocolate, Nescafé Skinny Cappuccino and Latte Café-style Coffees.

But, of course, marketing support has been essential to this success adds Field. Nescafé Original was the subject of a £2m spend last year, Trinny and Susannah accounted for another £8m and Nescafé variants £4m, while £3m was spent on the packaging revamp.

It seems Nestlé's investment in its brands has paid dividends and will continue to do so. **AS**

7 ANDREX TOILET TISSUE
2005 **£305.7m**
2004 **£290.6m**
yoy change **5.2%**

Andrex dry and moist toilet tissue

8 KINGSMILL
2005 **£296.8m**
2004 **£301.5m**
yoy change **-1.6%**

all Kingsmill branded bread and bakery products such as rolls, crumpets, speciality breads, muffins

9 ROBINSONS
2005 **£264.4m**
2004 **£265.6m**
yoy change **-0.4%**

all Robinsons juice drinks including dilutable and ready to drink

10 LUCOZADE
2005 **£253.3m**
2004 **£229.3m**
yoy change **10.5%**

all Lucozade drinks including still and carbonated variants

11 PEPSI
2005 **£225.5m**
2004 **£213.9m**
yoy change **5.4%**

all Pepsi including Diet and Max

12 PERSIL LAUNDRY
2005 **£218.1m**
2004 **£243.2m**
yoy change **-10.3%**

all Persil laundry products including powder, tablets, tabs and liquid

13 WHISKAS
2005 **£211m**
2004 **£205.4m**
yoy change **2.8%**

Form & fortune

BAKERY

WHITE WITH DRIVES BREAD SALES

The strong performance of premium and healthier products in the plant bread category during 2005 reflects the shift in dynamics to a more affluent, health-conscious lifestyle as consumers are seemingly becoming less interested in value for money. This is also evident in the declining year-on-year bread sales of the value for money and long life sectors.

With growth of nearly 47% over the last year, it is the white-plus sector that is driving the bread category forward. This sector gained an extra £21.2m worth of sales last year, boosted by Hovis Best of Both. However, stiff competition to Best of Both has come in the form of Warburtons All-In-One brand which has made great strides since its launch in 2005.

The total plant bread category achieved sales of £1.3bn and grew by 5% last year. Warburtons Wax and Kingsmill Sandwich Cut are the two largest brands within everyday family and are contributing toward the overall growth of the sector.

The second largest sector, premium, performed well with sales of £254m in the last year. Key premium brands include Warburtons Farmhouse, Warburtons Batch Seeded and Kingsmill Gold Soft White.

In terms of npd, there have been some key developments in the last year. A number of half loaves have been launched to meet the consumer's growing need for convenience. Kingsmill, for example, has recently launched its range of half loaves,

Kingsmill Gold Moreishly Malted; Kingsmill Gold Cosy White; Kingsmill Toastie White and Kingsmill Toastie Wholemeal. A more recent development is Hovis Invisible Crust, which was launched in August 2005. It is already worth £4.9m and is growing fast.

HOT BEVERAGES

BRANDS DOMINATE HOT DRINKS SECTOR

Overall trends are much the same as last year. The category is very mature and relatively stable with traditional elements in slow decline while niche sectors are, largely, in growth.

The big brands continue to dominate hot beverages – Nescafé remains the top-selling coffee, Tetley is the best-selling tea and Horlicks leads milky drinks.

Nescafé sustained its position with the help of 'Trinny and Susannah' advertising and promotions across Original, Gold Blend and its speciality products.

Tea sales have been boosted by Tetley's speciality range and PG's position has been boosted by its DCaf variant. Twinings, too, has benefited from the trend toward healthier and premium products – and that looks set to continue in 2006.

Much the same is true in instant coffee – with decaf and speciality lines bolstering overall sales.

The own label sector found things difficult with sales value down year-on-year for both instant coffee and standard tea – the two biggest hot beverages sectors. Roast and ground coffee was the strongest performer in own label and saw sales lift well last year.

category insight

PAPER PRODUCTS

ANDREX BUILDS STRONG LEAD

Andrex remains the dominant brand in the paper category and has managed to move up the Top 100 chart despite an overall market that appears static at best. The enduring popularity of the Andrex puppy and a raft of product innovations have helped push the Kimberly-Clark brand up two places to seventh with sales growth of 5.2% building on last year's 6.4%. According to ACNielsen, premiumisation has been key to the brand's ongoing success, with the launch of Quilts further propelling the product up the chart.

Rival brand Velvet, from SCA Hygiene, which ran into controversy last year with its 'Love your bum' advertising campaign, appears to have partially arrested last year's sharp decline but still dropped four positions to 53. The brand increased sales by 5.9%.

Heavy promotional activity was seen in the facial tissue category. ACNielsen argues this, and the move toward twin packs and three-for-two promotions, continued to devalue the facial market. Such claims appear to be borne out by Kimberly-Clark brand leader Kleenex's continuing fall down the chart. Now at 69, it plummeted 15 places and saw a further sales drop of 7%. It has looked to reverse the trend with the launch of Kleenex Anti-Viral Tissues.

Further optimism remains with manufacturers attempting to put value back into the market with innovations, such as plastic pod packaging from Lotus, although this has yet to make an impact.

14 PEDIGREE
2005 £187.2m
2004 £186.7m
yoy change 0.2%

15 ARIEL
2005 £185.5m
2004 £192.6m
yoy change -3.7%

16 BERNARD MATTHEWS COOKED MEAT
2005 £184.7m
2004 £185.2m
yoy change -0.3%



Evelyn Wilkinson and Paul Holden: making Flora more relevant

Flora keeps fit and active

17 FLORA SPREADS
2005 £179.1m
2004 £165.8m
yoy change 8.0%

Flora Spreads enjoyed 8% growth in 2005 and moved four places up the brand rankings to 17th position.

With sales of £179m, it is the largest player in the butter, margarine and spreads category with both the main Flora brand and Flora Pro-Active driving growth.

Health is a key watchword, according to business operations manager Paul Holden.

"Our brand position is very good news and is based on the work we have been doing in educating the consumer on the health aspects of our products. That's applicable to the Flora main brand and Flora Pro-Active.

"The Flora Pro-Active strategy has all been about talking to consumers who have had a cholesterol issue and making it more relevant to consumers," Holden adds.

In 2005 this education was led by its Lulu TV advertising campaign, which helped to increase penetration by 1%, and "had a halo effect across the brand", according to Holden.

The Pro-Active portfolio now incorporates Flora Pro-Active Light, Flora Pro-Active Extra Light and Flora Pro-Active with Olive Oil.

The main Flora brand, comprising Flora Original, Flora Light, Flora Buttery, Flora Diet and Flora Low Salt, also had a strong year in 2005. It was supported by a new advertising campaign across TV and print media and new packaging for better shelf stand-out. There was also a tie up with the Flora Family Marathon where up to six family members or friends share the running of the 26.2 miles.

Evelyn Wilkinson, Flora main brand, brand manager, says events like this help to make the brand "more relevant to people" too, and reveals further activity is planned for this year.

While Flora Light is the biggest selling sub-brand, Flora Buttery recorded 27% growth last year, according to Wilkinson. While sales were partly driven by a 100% extra free promotion, the brand also benefited from consumers wanting a buttery taste but a healthier product. Wilkinson revealed the company is planning further activity for Flora Buttery. The main brand will also benefit from TV and press advertising and a "Spread the Love" campaign to promote the benefits of buying Flora for a healthy lifestyle. Special packs are also planned for sale in Sainsbury's, Asda and Morrisons.

Back at Pro-Active, educating the consumer on the importance of lowering cholesterol will continue apace, says Holden.

The brand, now extended to yogurt drinks and milk, will also be a feature of the 2006 Flora London Marathon, he says. **FB**

Form & fortune

BUTTER, MARGARINE AND SPREADS

ONE IN 10 BUY CHOLESTEROL-REDUCING PRODUCTS

Cholesterol-reducing products are driving growth in the butter, margarine and spreads (BMS) market with one in 10 consumers now buying into this category. Flora Pro-Active, the leading cholesterol-reducing brand, was bought by 2.1m people in the last 12 months, giving it a household penetration of 8.5% and driving total brand growth. Overall, Flora has increased sales by 8% in the last 12 months to £179m and moved up from 21st to 17th position in the brand rankings. As well as increased penetration for cholesterol-reducing lines, there is also an increase in the number of buyers who are repeat purchasing in this sector, up 1.2%. Flora Pro-Active is driving this trend at a faster rate than the total cholesterol-reducing sector, however, with approximately 70% of buyers repeat purchasing.

ACNielsen's consumer insight reports reveal cholesterol-reducing products attract more affluent, AB consumers, and smaller, two-person households. Buyers are also more likely to be older (44 years +) and in the older couple or single life stage. The sector also has a southern bias.

The total BMS market, meanwhile, is up by 2.7% to £885.6m with butter up by 5.4% and margarine and spreads ahead 0.8%. All the top butter and margarine brands performed well in 2005. While Flora was the star performer, Lurpak, Arla's key brand, increased sales by 6% to £164m, moving from 26th to 23rd in the brand rankings, driven by sales of Lurpak Lighter. Anchor enjoyed 5.9% growth, led by Spreadable, with sales up to £74m in 2005, while Clover jumped 6.6% to £66m.



category insight



YOGURTS AND DESSERTS

HEALTH AND INDULGENCE ARE FLAVOURS OF THE YEAR

The category continued to enjoy growth last year thanks to strong performances from key brands in the yogurt and fromage frais sector, such as Müller Corner (position 18, 4.1% growth), Yeo Valley Organic (18.6% growth), and Danone, whose Bio Activa brand saw 68.6% growth. Overall, the category grew by 2.1%, with volumes up slightly more at 2.5%.

Children's products enjoyed 2.6% growth, while adult desserts underperformed and decreased by 2.7% in value (a loss of more than £20m).

Promotions remain a key part of retail strategies, particularly multibuy such as 'three for' and 'four for', and some bogof deals. Bulk buys such as six for £2 have also driven growth.

Npd accounts for 15% of category expansion, with Müller leading the field in terms of new development, followed by Unilever Bestfoods and Danone. These products have tended to fall within either the 'healthy' or 'indulgent' sectors. Flavour and dessert innovation has been popular. Packaging and product redesigns have also stimulated interest, such as Ski Light changing to Ski Fat Free.

Own label continues to account for a third of sales in short life dairy, but has declined by around £750,000.

Tropicana is top juice

19	TROPICANA	
	2005	£174.2m
	2004	£152.2m
	yoy change	14.4%

Tropicana has come a long way in the UK since the launch of the chilled juice range in the early 1990s to its elevated position today as a top 20 grocery brand worth more than £174m (up 14.4% in 2005).

It was initially perceived as a premium priced product that was consumed almost entirely by fairly affluent people at breakfast time. Tropicana may still be considered a quality product but it now competes in the mainstream soft drinks category and is almost as likely to be consumed 'on the go' as around the breakfast table.

Prices in the chilled juices sector have been driven down in recent years and this has opened up the market to a wider consumer base. In 2000, Tropicana was typically retailing in the £2.29 per litre price area, while today it is around 60p cheaper in most supermarkets and multibuyers are common.

"While sales of fruit juice traditionally peak at the weekends for the breakfast treat, consumers are increasingly buying premium juice products as part of their everyday repertoire," says marketing manager Cara Beeby.

From being an almost exclusive supermarket product sold in one-litre and 1.75-litre



cartons, the launches in recent years of single serve 330ml and 500ml bottles have opened up the convenience and impulse market to Tropicana. The brand is even available in pubs and clubs in 275ml glass bottles to help widen its appeal.

The continued trend toward both still and healthy drinks benefits Tropicana, as does the Government's 5-a-day campaign. "It provides one of the five daily portions of fruit and vegetables recommended by the Government," says Beeby.

Activity in 2005 centred on a £12m investment programme, which included heavyweight advertising, a re-packaging of the range and the relaunch of its 'healthy' range as Tropicana Essentials, including the Multivitamins, Calcium and Fibre variants.

This year has already seen Tropicana launch the

first-ever juice to help in the reduction of cholesterol with the introduction of Tropicana Essentials with Benecol in January. Beeby says: "The Tropicana Essentials range is showing strong growth as it is positioned as a functional range of products to meet specific health needs. Consumers are aware that Benecol is the pioneer in bringing new cholesterol reducing foods to market and we are confident it will be a great addition to the Essentials range."

Tropicana Essentials with Benecol was launched with the support of a £700,000 media campaign. **MD**



20	MCCAIN CHIPS	
	2005	£169.9m
	2004	£171.4m
	yoy change	-0.8%

21	HEINZ BAKED BEANS	
	2005	£169.3m
	2004	£158.3m
	yoy change	6.9%

includes Heinz original, Barbecue, Curried, Healthy Balance, Microwaveable, Organic and Weight Watchers Baked Beans

22	WRIGLEY'S EXTRA	
	2005	£166m
	2004	£164.3m
	yoy change	1.1%

includes Wrigley's Extra gum, mints and breath strips

23	LURPAK	
	2005	£164.5m
	2004	£155.2m
	yoy change	6.0%

24	FELIX	
	2005	£163.6m
	2004	£153.5m
	yoy change	6.5%

25	HEINZ SOUP	
	2005	£157.9m
	2004	£164.7m
	yoy change	-4.1%

includes Weight Watchers soups from Heinz

26	RIBENA	
	2005	£151.5m
	2004	£156.1m
	yoy change	-2.9%

27	BOLD	
	2005	£151.2m
	2004	£126.2m
	yoy change	19.8%

28	SILVER SPOON	
	2005	£148.1m
	2004	£146.7m
	yoy change	1.0%

includes sugar and sweeteners

29	YOUNG'S FROZEN FISH	
	2005	£146.1m
	2004	£134.3m
	yoy change	8.8%

includes Young's, Young 'Uns, Young's Chip Shop and Young's Harry Ramsdens

Form & fortune

category insight

LAUNDRY

BOLD CLEANS UP IN LAUNDRY MARKET

Bold was the star performer among the laundry brands featured in the Top 100 ranking with sales up 19.8% to £151m last year. In the last 12 months the brand has moved 10 places in the league to become the 27th largest grocery brand, behind Persil (12th) and Ariel (15th). Bold's gains have been won in the liquid laundry segment, worth £250.1m and up by £14.8m year-on-year. That performance contrasts sharply with an overall decline of £10.8m in the total laundry market, now worth £928.1m. Sales of laundry tablets are leading the sales decline, down 7.5%. Sales of soap powder, the largest format within laundry, are also down, by 1.5%, with Persil and Surf the key casualties of sales falls.

Liquid capsules have sold well, however, with sales up 6.5% to £103.2m. Here, Fairy and Ariel have been the two key brands driving growth, up £5.2m and £3.7m respectively. Liquid capsules have shored up Fairy's overall performance in the ranking with a total sales increase of 4.5% and a brand positioning of 68.

SOFT DRINKS

STILL MAKING WAVES IN SOFT DRINKS SECTOR

The past year has been an exciting time for the soft drinks market, against a background of solid growth. The trend away from carbonated to still soft drinks continued in 2005, even though both market leader Coca-Cola and Pepsi bucked the trend and were back in growth (by 1.6% and 5.4% respectively) after declining in 2004.

Even the colas category has been boosted by the demand for 'healthier' drinks, with Coca-Cola Enterprises (CCE) claiming sales of Diet Coke grew by 4.3% last year. To cash in on this trend, CCE introduced Diet Coke with Cherry in February 2006, supporting the launch into the spring with TV, radio, cinema and poster advertising. Early support for the main Coca-Cola brand in 2006 included the re-run of its 'Win a Player' promotion in which a Football League or Scottish Premier League club gets £350,000 to spend on players.

But it is in the still and healthy sector where some of the most impressive growth figures are being seen, in particular the chilled fruit juice and bottled water categories. Tropicana (see left) is now a top 20 grocery brand, but a multitude of other chilled juices have also come into the market in recent times, most notably the introduction of Minute Maid last year, backed by a multi-million pound advertising campaign by CCE.

Bottled water is now a mature market and has been in growth for 20 years or more, with sales up around 10% in 2005. French waters Volvic (up 17.6%) and Evian (up 13.7%) are the dominant brands by some distance and they show no signs of slowing up.

These market trends strengthen the idea that the UK is moving toward a more health conscious society and is opting for healthier soft drinks as a result.

Choc lovers on Galaxy promise

ANDREA TAYLOR, TRADE RELATIONS MANAGER, MASTERFOODS

30	GALAXY	
	2005	£142.5m
	2004	£128.6m
	yoy change	10.8%

"With such impressive growth figures for 2005 (block grew by 17%, Minstrels by 16% and Ripple by 12%), Galaxy is clearly proving itself as one of the market leaders in the confectionery market.

"Key to this success has been Galaxy Promises, launched in August 2005, which bridges the gap between everyday and luxury block chocolate. Galaxy Promises has successfully targeted everyday chocolate lovers who are looking for something a bit more special. The range of four variants – Roast Hazelnut, Caramel Crunch, Rich Coffee and Cocoa Crisp, ensures there is something for everyone.

"The launch of Promises was supported with

a £4m integrated marketing campaign, which included TV and press advertising alongside consumer PR, and was very well received by consumers. Built around the 'different every time' strapline, the campaign communicates the unique product mix of dark and milk, smooth and textured chocolate, as well as the experience of being able to eat Galaxy Promises in a number of different ways.

"In 2006, Galaxy intends to increase its overall brand investment to £15m and drive brand penetration further. This will include a £1m aftercare programme in February, extensive in-store promotions, TV advertising and sampling campaigns."



INTERVIEW 'WHERE'S THE SPARKLE?' ASKS INDEPENDENT RETAILER



The continuing consumer focus on health, nutrition and obesity have done little to dampen confectionery sales which ended the year at marginally below £4bn.

Essex independent retailer David Tubby reports sales were acceptable despite some very difficult trading conditions. "Confectionery is still good business for me and my store, but I felt the market lacked any real sparkle. There were no dazzling new products."

He thinks there are too many range extensions when, in fact, the retail trade should stick to selling the mainstream products – giving more facings to proven best-sellers rather than trying to get consumers to extend their portfolio of favourites and so cannibalise sales.

Tubby names and shames both Nestlé and Cadbury. He feels there are too many Kitkat variants and remains to be convinced that Dairy Milk's switch from 200g to a 250g 'sharing' block is a prudent move.

But mints and gum are doing well. He has seen a marked increase in sales since resiting the Wrigley fixture in the middle of the checkouts where everyone can see them as they queue.

Tubby has a worry that confectionery is becoming a commodity. At one time 'four for 99p' deals were perceived as good value for money. Nowadays retailers are having to offer five and even six products for 99p if they want to grab the consumer's attention and move stock in volume. **AS**

Form & fortune category insight

CAKES

OWN LABEL DRIVES CAKE GROWTH

Own label is driving growth in the cake market, which is worth £956m and up 2% year-on-year. While branded cakes are worth £485m, compared to own label's £470m, this sector was down 5% while own label grew 10% year-on-year. Cadbury Mini Rolls remains the top-selling product, worth £33.9m, though it is down 7% year-on-year. The big mover within brands is Soreen malt loaf, which has grown to £10m, and is now one of the biggest brands in the category, in spite of falling outside the *Top 100 Grocery Brands* league.

31	KITKAT	
	2005	£141.1m
	2004	£169.6m
	yoy change	-16.8%

all Kitkat variants

32	FANTA	
	2005	£139m
	2004	£156.9m
	yoy change	-11.4%

33	BIRDS EYE FROZEN FISH	
	2005	£136.6m
	2004	£133.1m
	yoy change	2.6%

34	MR KIPLING CAKES	
	2005	£135.3m
	2004	£146.3m
	yoy change	-7.5%

INTERVIEW ASDA SEES FAMILIAR TRENDS IN BISCUITS

According to Asda's biscuit buyer John White, increasing media attention to the nation's diet has had an affect on the biscuit category – although not perhaps what you would expect.

"The development of both portion controlled and healthier products has led to the consumer perception that biscuits are a healthier alternative to chocolate," he says. "Indulgence and health go hand-in-hand in biscuits. People are looking for a balance between self improvement and self treat. Both the healthier sector and indulgence sector are key areas for growth for Asda this year."

New product development is continuing to drive expansion in the sector, with White singling out Quaker Seasons and Cadbury Highlights as the most significant launches of the year. He adds that during 2006, McVitie's Jaffa Cakes, Cadbury Fingers and Fox's Bistro will all lead innovation in the category.

"Promotions will still be as important over the next year with approximately 40% of biscuits being sold on deal, and the trends of health and convenience will dominate," he says. "Ease of shop will drive performance as we make it easier for shoppers to find the products they want and therefore promote browsing in sub-sectors we may not normally see – such as healthier and indulgence."

35	VOLVIC	
	2005	£129.9m
	2004	£110.5m
	yoy change	17.6%

36	TETLEY	
	2005	£129.1m
	2004	£132.7m
	yoy change	-2.7%

37	PG TIPS	
	2005	£127.9m
	2004	£126.5m
	yoy change	1.1%

38	MÜLLER LIGHT	
	2005	£127.1m
	2004	£114.1m
	yoy change	11.4%

39	MALTESERS	
	2005	£125.6m
	2004	£126.4m
	yoy change	-0.7%

40	RED BULL	
	2005	£124.1m
	2004	£110m
	yoy change	12.8%

41	PRINGLES	
	2005	£124m
	2004	£129.4m
	yoy change	-4.2%

includes Pringles, Pringles Minis, Pringles Dippers, Pringles Ridges, Pringles Right

42	BIRDS EYE FROZEN POULTRY	
	2005	£118.2m
	2004	£123.5m
yoy change		-4.3%

43	JOHN WEST FISH	
	2005	£118m
	2004	£111.8m
yoy change		5.6%

Consumers take Actimel challenge

44	ACTIMEL	
	2005	£116.3m
	2004	£92.4m
yoy change		25.9%

'Health' products have been some of the star performers in the yogurt market over the last year – none more so than Danone's Actimel, the probiotic drink.

"We had another strong year," says category strategy manager James King, "supported by heavy media investment with more to come this year."

He says Danone recruited a record number of users in the first two months of 2005 and upped penetration by 3% – all supported by TV advertising and permanent multi-buy deals. "We were on TV for 38 weeks last year, we were the highest food TV spender," he adds.

However, he acknowledges that recruiting the next tranche of consumers is going to be that much harder and that is where having the right product range and the right consumer offer will be crucial.

"We have permanent multi-buy promotions on the eight-pack and bogof deals on the four-pack at key times." He says the New Year is particularly important to all 'health' products because that is the time when consumers make resolutions about keeping healthy.

Danone's Activia, developed to reduce digestive bloating when consumed every day, has also proved to be winner – although it appears just outside the Top 100. Sales were up 68.6% last year and the product has "really struck a chord with consumers, particularly females," King adds. "We are really excited about the brand's continued growth and we know it will be knocking on the door of the Top 100 next year." **AS**

45	DAIRYLEA	
	2005	£116m
	2004	£127.6m
yoy change		-9.1%

46	FINISH AUTO DISHWASH	
	2005	£113.1m
	2004	£107.1m
yoy change		5.6%

47	DOLMIO COOKING SAUCES	
	2005	£110m
	2004	£99.9m
yoy change		10.1%

Form & fortune

CEREALS

SOME LIKE IT HOT

Cereals recorded good growth of 2.5% during last year thanks to the excellent performance of hot cereals, according to ACNielsen. The hot cereals segment grew by 21.2% year-on-year, a marked increase compared to the modest growth of ready-to-eat. ACNielsen attributes the growth in hot to continued recognition of the health benefits of the category, along with more convenient offerings, where Quaker Oatso Simple remains the star performer. Weetabix remains the leading brand in ready-to-eat cereals but Special K continues to challenge.

HOUSEHOLD CLEANING

POWERFUL PERFORMERS

The household cleaning category moved ahead by 2.8% last year with power cleaners growing by a staggering 225%. Here, products like Cillit Bang, launched in August 2004, had a strong year, becoming the 15th largest household brand.

category insight

Elsewhere, new brands and innovation across existing ranges contributed to market growth. Air fresheners continued to evolve, growing by 1.9% with new concepts and formats such as portable electricals and automatic sprays adding £9.2m and £14m to the category respectively. Air treatments also did well with products like Oust and Dettol's Neutra Air launching new lines.

Sainsbury's completed a category review of the household cleaning department toward the end of last year and reports the department has enjoyed 4-5% growth since November. The retailer is introducing 20 seasonal lines in air fresheners this year and one new product in power cleaners.

The top five brands (Finish Auto Dishwash, Fairy Hand Dishwash, Airwick, Glade and Flash Hard Surface Cleaners) remain unchanged. Finish consolidated its number one position following the launch of its 4 in 1 product while Fairy enjoyed a bumper Christmas period after extensive brand support. Airwick's Freshmatic entered the market strongly and underscored the household consumer appetite for npd and willingness to pay more for innovative products.

Weetabix grows lead

Weetabix once again remained the top cereal of choice in 2005 but was challenged strongly by Kellogg's leading brand, Special K. Both cereals, which have invested in strong media and promotional support, benefited from being marketed firmly on a healthy platform, in this case wholegrain and shape management, according to ACNielsen.

Weetabix continued to establish itself as brand leader over the last year, with 5.8% sales growth taking it up three places to number 48 on the chart, 14 places above Special K.

Ken Wood (pictured), chief executive of The Weetabix Food Company, says: "As the category becomes more health focused we need to make sure we deliver our key message of wholegrain goodness across the Weetabix family of brands. Our npd programme in 2005 was the first step in a campaign to ensure our familiar brand names are joined by compelling extensions to and developments of these household favourites."

Wood says he expects to see the UK cereal market continue to evolve and change rapidly during 2006 and is aiming for Weetabix to be at the "vanguard" of that evolution.

He adds: "In 2005, we launched our new 'family' approach and focused on the whole-grain benefits across our whole portfolio. This proved to be a great hit with not only our core consumers but also helped to drive trial of our brands. We are an ambitious business and 2006 will see further exciting developments in this market." **SM**



48	WEETABIX	
	2005	£108.5m
	2004	£102.5m
yoy change		5.8%

includes Weetabix original, organic and minis

49	BIRDS EYE FROZEN MEALS	
	2005	£105.9m
	2004	£121.9m
yoy change		-13.1%

50	FAIRY HAND DISHWASH	
	2005	£103.3m
	2004	£97m
yoy change		6.5%

51	PRINCES TINNED FISH	
	2005	£101.3m
	2004	£93.5m
yoy change		8.3%

52	MARS	
	2005	£100.8m
	2004	£100.4m
yoy change		0.4%

53	VELVET TOILET TISSUE	
	2005	£99.6m
	2004	£94.1m
yoy change		5.9%

54	COMFORT CONDITIONER	
	2005	£99.1m
	2004	£107.9m
yoy change		-8.2%

55	SCHWEPES BEVERAGES	
	2005	£95.9m
	2004	£89.3m
yoy change		7.3%



'See it, want it'
TV campaign

Cheddar forges ahead

56	CATHEDRAL CITY	
	2005	£95.6m
	2004	£77.7m
	yoy change	23.1%

Cathedral City, the UK's leading Cheddar brand, enjoyed further strong growth in 2005 maintaining its 56th position in the Top 100 league. Sales rose by 23% last year to £95.6m.

The Dairy Crest-owned brand credits its gains – it has a 10% market share – to a raft of marketing initiatives rolled out during the course of last year. Cathedral City invested £5m in a campaign including TV advertising, a packaging redesign, sampling activity, npd and pr. The brand also launched a number of partnerships including one with Leukaemia Research.

Marketing director Richard Tolley says: "Despite an increasingly competitive marketplace, 2005 has proved to be a hugely successful year for Cathedral City. The brand has continued to exploit the considerable opportunities for growth in the adult snacking market with the introduction of high-growth convenience products such as the Cathedral City Lunch Pack. Extensive marketing support plans have also helped drive growth."

Dairy Crest is planning above- and below-the-line support for its brand this year and promises

"major npd activity".

"With continued npd and extensive marketing support planned for 2006 we are looking forward to further developing the leading brand status of the UK's number one cheese brand," says Tolley. **FB**

57	LENOR FABRIC CONDITIONER	
	2005	£91.8m
	2004	£81.9m
	yoy change	12.0%

58	HEINZ TOMATO KETCHUP	
	2005	£90.5m
	2004	£83.1m
	yoy change	8.9%
	<i>includes Heinz Tomato Ketchup and Heinz Hot Tomato Ketchup</i>	

59	AIRWICK	
	2005	£90.2m
	2004	£84.3m
	yoy change	7.0%

60	EVIAN	
	2005	£89.8m
	2004	£79m
	yoy change	13.7%

61	KENCO INSTANT COFFEE	
	2005	£88.6m
	2004	£90.6m
	yoy change	-2.2%

includes Kenco Really range (Rich, Smooth, Dark), Decaffeinated, Purely (Colombian, Costa Rican, Kenyan, Colombian Decaff, Organic), Rappor (Std and Decaff), Cappio (Cappuccino) and Sustainable Development

62	KELLOGG'S SPECIAL K	
	2005	£86.2m
	2004	£79.6m
	yoy change	8.3%

does not include cereal bars

63	DAZ	
	2005	£85.3m
	2004	£85.5m
	yoy change	-0.3%

64	WALKERS SENSATIONS	
	2005	£83.9m
	2004	£101.4m
	yoy change	-17.3%

includes Sensations Crisps, Sensations Crackers, Sensations Poppadom Bites and Sensations Nut Clusters

65	GOODFELLAS	
	2005	£82.9m
	2004	£76.6m
	yoy change	8.2%

66	BIRDS EYE FROZEN VEG	
	2005	£82m
	2004	£76.5m
	yoy change	7.3%

67	IRN-BRU	
	2005	£81.2m
	2004	£78.7m
	yoy change	3.2%

68	FAIRY LAUNDRY	
	2005	£80.9m
	2004	£77.4m
	yoy change	4.5%

69	KLEENEX FACIAL TISSUE	
	2005	£79.7m
	2004	£85.7m
	yoy change	-7.0%

70	MCCOY'S CRISPS	
	2005	£79.1m
	2004	£68.1m
	yoy change	16.1%

includes McCoy's Crisps, McCoy's Spice, McCoy's Specials, McCoy's & Dip

"This year UBUK has already unveiled far reaching activity for its sweet and savoury snacks portfolio which has been aligned to the growing healthier consumer mega-trend. This year UBUK is also introducing a range of innovation for McCoy's which meets the consumer trend for snacks which are more pleasurable. We are confident therefore that the activity we have planned will be extremely successful with consumers and drive incremental value to the category.

"We are confident McCoy's will grow even bigger this year – so watch this space," she adds. **SM**

McCoy's bucks trend

In a category marked by falling sales this year, McCoy's remains one of the few brands that has enjoyed significant growth over the last year. Although PepsiCo-owned crisp giant Walkers still dominates the rankings, in third place, its sales slumped badly, while McCoy's, at 70, increased its sales by 16.1%.

Group brand manager Lisa Wakely says owner United Biscuits UK (UBUK) is currently accelerating the growth and scale of its leading savoury snacks portfolio and driving incremental category sales with a major programme of activity and investment behind the McCoy's brand.

Wakely says McCoy's, which is now the fastest growing crisps and snacks brand within the

£1.83bn savoury snacks market, generates annual sales in excess of £79m.

The brand is the top selling crisp for men, according to Wakely, and continued to build on its success in the market last year with the launch of McCoy's Specials in April, a range of premium ridge cut crisps for men. She says McCoy's Specials was the third biggest new product development contributor in bagged snacks last year.

She says: "£86m was added to the bagged snacks category through npd and McCoy's is committed to continuing this trend in 2006 with exciting new brand extensions, new additions to its core range and a multi-million pound marketing investment.

Form & fortune

category insight

RICE

MICROWAVEABLE BOOSTS RICE CATEGORY

Substantial gains in the microwaveable rice category has boosted the total rice sector by over 7% in the last year. Within microwaveable, growth of almost 30% was achieved with significant distribution gains helped by product innovation and heavy promotional activity.

Uncle Ben's, ranked 86th in the league last year and recording double digit growth, has been one such brand which has been driven forward by the addition of new flavours and promotional activity.

Convenience and health are key for today's consumers and microwaveable rice has been able to capitalise on this – offering a healthy meal/meal accompaniment in a matter of minutes.

FROZEN FOOD

FRESH PERPETUATES FROZEN DECLINE

As consumers have sought out increasing volumes

of fresh food, perceptions of frozen, and consequently sales, have taken a knock. Within frozen fish, branded has fared better than own label products. Here, sales are virtually flat year-on-year, while own label has seen a 2.5% drop. Unilever and Young's Bluecrest are the two key players in the frozen fish market – together accounting for over 90% of the branded market (47% of total frozen fish sales). Unilever's Birds Eye frozen fish ranks at number 33, while Young's branded frozen fish comes slightly ahead at position 29 in the rankings – both are enjoying growth. Next year's league table may look different, however, following Unilever's decision to put its frozen food business up for sale. Young's, meanwhile, has a chilled fish division, which has benefited from interest in the fresh category – its sales here are showing strong growth.

The total frozen pizza sector has declined by 5% in the last year. Falls have been driven by own label (-8%) but branded sales have also slipped by 4%. However, the two entries in the Top 100 table – Goodfellas and Chicago Town – have bucked this trend with year-on-year growth of over 8% and over 7% respectively.

71	GINSTERS PASTRIES	2005	£79m
		2004	£67.9m
		yoy change	16.4%

72	CHICAGO TOWN PIZZA	2005	£77.2m
		2004	£71.7m
		yoy change	7.6%

73	BASSETTS CONFECTIONERY	2005	£76.8m
		2004	£80.2m
		yoy change	-4.3%
<i>includes Jelly Babies and Allsorts</i>			

74	PETIT FILOUS	2005	£76.5m
		2004	£62.4m
		yoy change	22.6%

75	TWIX	2005	£74.9m
		2004	£74.3m
		yoy change	0.8%

76	ANCHOR	2005	£74.5m
		2004	£70.4m
		yoy change	5.9%

77	QUALITY STREET	2005	£74.1m
		2004	£67.4m
		yoy change	10.0%

78	HELLMANN'S MAYONNAISE	2005	£72.2m
		2004	£67.5m
		yoy change	7.0%
<i>includes Original, Light, Extra Light, Dijonnaise, and Mayonnaise with olive oil</i>			

79	HARIBO GUMS AND JELLIES	2005	£71.7m
		2004	£65.6m
		yoy change	9.3%

80	GLADE	2005	£71.6m
		2004	£75.7m
		yoy change	-5.4%

81	DORITOS	2005	£71.3m
		2004	£68.5m
		yoy change	4.1%
<i>includes Doritos, Doritos Dippas, Doritos Latinos</i>			

82	HEINZ TINNED PASTA	2005	£70.4m
		2004	£73.9m
		yoy change	-4.8%

83	CELEBRATIONS	2005	£69.7m
		2004	£73.7m
		yoy change	-5.5%

84	KELLOGG'S CRUNCHY NUT CORNFLAKES	2005	£69.6m
		2004	£68.2m
		yoy change	2.0%
<i>includes Crunchy Nut Original, Crunchy Nut Red, Crunchy Nut Nutty and Crunchy Nut Clusters</i>			

85	BISTO GRAVY	2005	£69.2m
		2004	£64.1m
		yoy change	7.8%

Variety swells Uncle Ben's sales



SUZANNE MCFARLIN,
FOOD CUSTOMER MARKETING
MANAGER, UNCLE BEN'S

86	UNCLE BEN'S RICE	2005	£68.5m
		2004	£56.6m
		yoy change	21.0%
<i>includes microwave and ambient varieties</i>			

"Uncle Ben's rice, which includes loose, microwaveable and boil-in-the-bag, is enjoying continued success as a result of several significant factors.

"Uncle Ben's currently holds 73% of the market share in the microwaveable sector, which grew 127% between 2000 and 2004, making Uncle Ben's the fastest growing rice brand in the UK. The extensive variety within the microwaveable Express range includes traditional varieties as well as more contemporary varieties such as Pilau and Egg Fried rice.

"Uncle Ben's Express Rice, launched in 2000, attracted over 1.6m consumers in 2005, making it a power brand in the rice category. With a 73% market share it is now over five times bigger than its nearest competitor.

"Despite the dry rice market declining at 1%, Uncle Ben's is growing faster than the market at a rate of 4.2%. This growth is being driven by boil-in-bag at 14% and wholegrain at 61%. The steady growth has been due to effective distribution, advertising, PR, sales and precise marketing.

"Uncle Ben's has recognised the consumer is now, more than ever, looking for simple solutions for good food and the Express range offers a tasty two-minute meal component. The Express range has 16 varieties, offering the consumer a huge choice."

87	RICHMOND SAUSAGES	2005	£68.3m
		2004	£59.3m
		yoy change	15.1%

88	FLASH SURFACE CLEANERS	2005	£67.5m
		2004	£70.2m
		yoy change	-3.8%

89	CADBURY ROSES	2005	£66.8m
		2004	£65m
		yoy change	2.7%

90	AERO	2005	£66.4m
		2004	£50m
		yoy change	32.8%

91	MCVITIE'S CHOCOLATE DIGESTIVES	2005	£66.2m
		2004	£65.3m
		yoy change	1.4%
<i>includes McVitie's Chocolate Digestives, McVitie's Mini Chocolate Digestives, McVitie's Chocolate Digestive Bar</i>			

92 QUAVERS

2005 £65.9m
2004 £61.4m
yoy change 7.4%

93 CLOVER SPREAD

2005 £65.9m
2004 £61.8m
yoy change 6.6%

94 CADBURY FLAKE

2005 £65.9m
2004 £65m
yoy change 1.4%

95 KELLOGG'S CORNFLAKES

2005 £65.5m
2004 £72.4m
yoy change -9.5%

96 CADBURY'S CAKES

2005 £64.5m
2004 £70.4m
yoy change -8.4%

97 BAKERS PETFOOD

2005 £64.4m
2004 £49.7m
yoy change 29.7%

Cravendale is milking it

Arla milk brand Cravendale has entered the Top 100 table for the first time. With sales up 6.5% to £64m in 2005, it is the 98th best selling grocery brand.

"We're absolutely delighted to be in the Top 100 list. Cravendale is the number one milk brand in the market and it was the first branded milk to enter the market in 1998," says senior brand manager Thryth Jarvis.

Its entry also provides parent Arla with a hat trick of brands in the Top 100 league – Lurpak (up 6% to 23rd) and Anchor (up 5.9% to 76th) also make the grade.

Jarvis says Cravendale's growth has been achieved via increased distribution within major multiples, multi-channel retailers and the convenience arena.

Support for the brand above- and below-the-line has also been a contributing factor, Jarvis adds.

"There's been continued support behind the Cravendale brand and we know TV advertising is a major driver of sales," she says.

Cravendale also benefits from loyal customers, adds Jarvis, who are helping to increase the average weight of purchase.

The brand is gaining penetration among its core audience of mums with kids too, says Jarvis. This group appreciates the clean, fresh taste of the milk, which results from its unique filtration process.

According to Cravendale, this removes more

98 CRAVENDALE MILK

2005 £64m
2004 £60m
yoy change 6.5%

of the bacteria that can cause milk to sour but lets the nutrients through and helps the milk last longer than conventional milk.

Hint Of, Cravendale's range of two flavoured, white milks (wild strawberry and vanilla) introduced in September, has boosted performance too. Targeted at women, Hint Of has been supported on TV with the "strawberry cows" campaign featuring "The cows want it back" strapline.

New for 2006, Cravendale is launching mini milk bottles (284ml) in semi-skimmed and the two Hint Of flavours with rps of 45p and 69p respectively. Tapping the "on the go" and convenience market, they are targeted at chiller cabinets and the front end of multiple supermarkets. Jarvis says the mini bottles will appeal to consumers who are looking for healthy drink alternatives, such as smoothies, juices and water.

Support will continue unabated. "There's lots to do in growing the core brand, Hint Of and the mini bottles, so it will be a very exciting year for Cravendale," predicts Jarvis. **FB**



The big 'M'

99 MAGNUM

2005 £63.5m
2004 £59.4m
yoy change 6.9%

Unilever Ice Cream & Frozen Food (ICF) is looking to build on last year's 6.9% increase in sales of Magnum by relaunching the brand with new flavours and new-look packaging. Unilever ICF is also investing in a TV advertising campaign as part of a £6.5m investment in the number one hand-held ice cream product in 2006.

The main Magnum Classic and White ice creams now feature a new 'M' 'hallmark' embossed in the chocolate. Unilever ICF says it is also giving the Classic variant a "more luxurious chocolate coating".

For the grocery trade, Magnum Almond and Magnum Mint are being launched in three-pack multipacks, with a likely retail price of £2.39, along with two additional exclusive multipacks, Magnum Triple Chocolate and Magnum Dark Coconut, selling around £2.49.

The impulse sector is also being supported with new flavours, through the introduction of Magnum Almond, Magnum Mint and Magnum Double Caramel in single bars.

Advertising support begins in April with TV, press and poster activity.

Business director Anuj Lal says the activity on Magnum in 2006 is designed to being "a buzz to ice cream", as well make ice cream "more everyday". He says Unilever ICF will also be working closely with the major multiples this year to try and increase impulse sales of single packs, which currently only account for around £3m to £4m of the total hand-held ice cream sales.

"Being the market leader, it is important for a business of our size and credibility to actual lead the category perception in consumers' minds," he says. **MD**

100 MCVITIE'S CAKES

2005 £62.3m
2004 £63.4m
yoy change -1.7%

INTERVIEW LONDIS RETAILER BEARS WITNESS TO PARENT POWER

The prevailing trend in the bagged snacks category toward perceived healthier options and away from high fat, high salt foods, is not just seen in the multiples. Independent convenience stores are also experiencing a phenomenon that appears to be driven by parent power as much as any other factor.

Londis retailer Raj Chandegra says crisps in particular are increasingly being passed over in favour of products advertised as healthier alternatives, such as rice cakes and cereal bars.

Chandegra, who runs a number of stores in West London and allots three to four metres per shop to the category, says despite this, the

core Walkers varieties are still the strongest sellers.

He says the sales of nuts have also been given a boost by recent product innovations, with brands such as the heavily-advertised 'Nobby's Nuts' helping to make the category more exciting.

The healthier end of the market is also experiencing some growth, with natural uncooked nuts sales up in Chandegra's stores. "A lot of people are health conscious now – I'm not sure if this is a fad or if people will slowly go back to the old brands, but parents are making a choice to buy healthier foods that have reduced fat and salt content for their kids," he adds. **SM**



Ones to watch

Just outside this year's list, the following brands are achieving good growth and may break into the Top 100 in the next 12 months.

Dominic Weaver reports

TWININGS TEA

2005	£58.4m
2004	£51m
yoy change	14.5%

includes all variants of Twinings Tea

With sales growth of 14.5% over the last year, Twinings puts in a strong performance in a market where consumption has fallen by almost 2%. The launch of Twinings Infusions range of herbal and fruit teas and an increase in advertising spend to almost £5m have both boosted the brand.

HULA HOOPS

2005	£58m
2004	£55.3m
yoy change	4.9%

includes Hula Hoops, Hula Hoops Big O's Minis, Hula Hoops Shoks, Hula Hoops XL



United Biscuits' strategy to turn around flagging sales of its Hula Hoops brand appears to be paying off, with the brand returning to growth – 4.9% – thanks to brand innovations and a large consumer advertising spend. At the beginning of February the company introduced npd, including the launch of new sub-brand, Hula Hoops Ridges.

YEO VALLEY ORGANIC

2005	£56.3m
2004	£47.4m
yoy change	18.6%

Yeo Valley edged closer to the Top 100 this year, continuing to build on last year's strong showing with an 18.6% increase in sales. In January 2006, the company launched a range of probiotic yogurts under the Inner Balance sub-brand, which aims to capture a share of the growing market for functional foods.



DANONE BIO ACTIVIA

2005	£55.1m
2004	£32.7m
yoy change	68.6%

Danone has capitalised on the ongoing success of its Actimel brand with the launch of Activia, a yogurt designed to reduce digestive bloating when eaten regularly. Sales are up an impressive 68.6% on the year.

BAXTERS SOUP

2005	£54.4m
2004	£47.5m
yoy change	14.5%

A new agency handling Baxters' sampling campaigns and a move to shorter, more frequent television advertising spots has hoisted sales of the soup by 14.5% to £54.4m.

OASIS

2005	£54.1m
2004	£44.8m
yoy change	20.8%

Cadbury Schweppes last year announced it is selling off Oasis along with other brands to help reduce its European debts, in spite of the brand growing by 20.8% to £54m.

BOUNTY KITCHEN TOWEL

2005	£53.7m
2004	£48.3m
yoy change	11.3%

An increased advertising spend by Bounty owner Procter & Gamble has helped boost the brand by 11.3% over the last year.

CAPRI SUN

2005	£52.6m
2004	£47.7m
yoy change	10.1%

While the carbonated sector took the brunt of negative media attention to drinks, Capri Sun has grown in popularity as a children's drink, with sales rising by 10.1% over the last year.

HIGHLAND SPRING

2005	£50.9m
2004	£40.3m
yoy change	26.3%

Highland Spring is one of the brands that has profited from heightened consumer interest in bottled water, and, at 26.3%, has grown ahead of the market.

MAYNARDS CONFECTIONERY

2005	£49.5m
2004	£44m
yoy change	12.5%

includes Wine Gums and all other Maynards products

Maynards bucked the negative trend in confectionery and grew by 12.5% during the year. The brand, perhaps best known for its Wine Gums, is now worth £49.5m in the grocery sector.

KELLOGG'S ALL BRAN

2005	£48.1m
2004	£42.5m
yoy change	13.1%

Shopper attention to better diet has boosted sales of those breakfast cereals that trade on a healthy image. All Bran has seen sales increase by a solid 13.1% to a value of £48m.

NEW COVENT GARDEN SOUP

2005	£44.2m
2004	£38.8m
yoy change	14.1%

In a year that saw it launch fresh single serving porridge into the supermarkets, New Covent Garden Soup Company has managed to hold its own against increasing branded and own-label competition.



TOP 100 GROCERY BRANDS

METHODOLOGY

Table data is sourced from ACNielsen's Scantrack service, which monitors weekly sales data from a nationwide network of over 83,000 EPOS checkout scanners. Coverage includes grocery multiples, co-ops, multiple off-licences, independents, symbols and multiple forecourts. ACNielsen's Retail Measurement service provides comprehensive information on actual purchases, market shares, distribution, pricing and promotional activities and is the fastest and most

accurate monitor of consumer sales in Europe. Additional information sourced from ACNielsen's Homescan service. Homescan monitors consumer purchasing dynamics via a panel of consumers using in-home barcode scanners – it provides sophisticated consumer diagnostic information. The *Top 100 Grocery Brands* survey defines a 'brand' as every product falling under a brand banner within a particular category. No cross-category tabulations are included.

Brand	MAT £000 to...	25 Dec 2004	24 Dec 2005	yoy change
1 COCA-COLA		878,636	892,537	1.6%
2 WARBURTONS		384,433	436,189	13.5%
3 WALKERS CRISPS		436,591	407,980	-6.6%
4 CADBURY DAIRY MILK		368,213	371,020	0.8%
5 HOVIS		303,115	346,218	14.2%
6 NESCAFÉ INSTANT COFFEE		317,616	333,288	4.9%
7 ANDREX TOILET TISSUE		290,624	305,727	5.2%
8 KINGSMILL		301,478	296,752	-1.6%
9 ROBINSONS		265,576	264,440	-0.4%
10 LUCOZADE		229,275	253,349	10.5%
11 PEPSI		213,946	225,468	5.4%
12 PERSIL LAUNDRY		243,231	218,114	-10.3%
13 WHISKAS		205,359	211,049	2.8%
14 PEDIGREE		186,724	187,182	0.2%
15 ARIEL		192,556	185,481	-3.7%
16 BERNARD MATTHEWS COOKED MEAT		185,199	184,670	-0.3%
17 FLORA SPREADS		165,824	179,113	8.0%
18 MÜLLER CORNER		170,824	177,867	4.1%
19 TROPICANA		152,207	174,185	14.4%
20 MCCAIN CHIPS		171,370	169,934	-0.8%
21 HEINZ BAKED BEANS		158,326	169,306	6.9%
22 WRIGLEY'S EXTRA		164,277	166,008	1.1%
23 LURPAK		155,202	164,486	6.0%
24 FELIX		153,530	163,571	6.5%
25 HEINZ SOUP		164,723	157,939	-4.1%
26 RIBEVA		156,106	151,528	-2.9%
27 BOLD		126,194	151,196	19.8%
28 SILVER SPOON		146,687	148,108	1.0%
29 YOUNG'S FROZEN FISH		134,261	146,063	8.8%
30 GALAXY		128,559	142,452	10.8%
31 KITKAT		169,603	141,147	-16.8%
32 FANTA		156,882	139,019	-11.4%
33 BIRD'S EYE FROZEN FISH		133,123	136,598	2.6%
34 MR KIPLING CAKES		146,273	135,292	-7.5%
35 VOLVIC		110,464	129,944	17.6%
36 TETLEY		132,667	129,128	-2.7%
37 PG TIPS		126,451	127,902	1.1%
38 MÜLLER LIGHT		114,080	127,106	11.4%
39 MALTESERS		126,415	125,554	-0.7%
40 RED BULL		110,041	124,074	12.8%
41 PRINGLES		129,394	124,007	-4.2%
42 BIRDS EYE FROZEN POULTRY		123,472	118,207	-4.3%
43 JOHN WEST TINNED FISH		111,762	118,048	5.6%
44 ACTIMEL		92,415	116,314	25.9%
45 DAIRYLEA		127,589	115,958	-9.1%
46 FINISH AUTO DISHWASH		107,119	113,125	5.6%
47 DOLMIO COOKING SAUCES		99,928	109,989	10.1%
48 WEETABIX		102,541	108,466	5.8%
49 BIRDS EYE FROZEN READY MEALS		121,895	105,899	-13.1%
50 FAIRY HAND DISHWASH		96,976	103,296	6.5%

Brand	MAT £000 to...	25 Dec 2004	24 Dec 2005	yoy change
51 PRINCES TINNED FISH		93,532	101,272	8.3%
52 MARS		100,387	100,786	0.4%
53 VELVET TOILET TISSUE		94,069	99,618	5.9%
54 COMFORT FABRIC CONDITIONER		107,919	99,073	-8.2%
55 SCHWEPPE'S BEVERAGES		89,333	95,888	7.3%
56 CATHEDRAL CITY		77,680	95,590	23.1%
57 LENOR FABRIC CONDITIONER		81,944	91,788	12.0%
58 HEINZ TOMATO KETCHUP		83,103	90,522	8.9%
59 AIRWICK		84,316	90,214	7.0%
60 EVIAN		79,019	89,826	13.7%
61 KENCO INSTANT COFFEE		90,601	88,632	-2.2%
62 KELLOGG'S SPECIAL K		79,616	86,247	8.3%
63 DAZ		85,529	85,265	-0.3%
64 WALKERS SENSATIONS		101,388	83,882	-17.3%
65 GOODFELLAS		76,552	82,859	8.2%
66 BIRDS EYE FROZEN VEGETABLES		76,454	82,023	7.3%
67 IRN-BRU		78,673	81,195	3.2%
68 FAIRY LAUNDRY		77,357	80,851	4.5%
69 KLEENEX FACIAL TISSUES		85,736	79,714	-7.0%
70 MCCOY'S CRISPS		68,115	79,094	16.1%
71 GINSTERS SAVOURY PASTRIES		67,918	79,030	16.4%
72 CHICAGO TOWN PIZZA		71,734	77,183	7.6%
73 BASSETTS CONFECTIONERY		80,242	76,764	-4.3%
74 PETIT FILOUS		62,438	76,535	22.6%
75 TWIX		74,328	74,926	0.8%
76 ANCHOR		70,370	74,497	5.9%
77 QUALITY STREET		67,381	74,113	10.0%
78 HELLMANN'S MAYONNAISE		67,485	72,189	7.0%
79 HARIBO GUMS AND JELLIES		65,611	71,730	9.3%
80 GLADE		75,702	71,609	-5.4%
81 DORITOS		68,491	71,271	4.1%
82 HEINZ TINNED PASTA		73,898	70,370	-4.8%
83 CELEBRATIONS		73,742	69,669	-5.5%
84 KELLOGG'S CRUNCHY NUT CORNFLAKES		68,236	69,572	2.0%
85 BISTO GRAVY		64,137	69,166	7.8%
86 UNCLE BEV'S RICE		56,588	68,483	21.0%
87 RICHMOND SAUSAGES		59,320	68,265	15.1%
88 FLASH SURFACE CLEANERS		70,173	67,508	-3.8%
89 CADBURY ROSES		65,031	66,791	2.7%
90 AERO		50,008	66,413	32.8%
91 MCVITIE'S CHOCOLATE DIGESTIVES		65,305	66,243	1.4%
92 QUAVERS		61,372	65,920	7.4%
93 CLOVER SPREAD		61,810	65,907	6.6%
94 CADBURY FLAKE		64,990	65,889	1.4%
95 KELLOGG'S CORNFLAKES		72,361	65,453	-9.5%
96 CADBURY'S CAKES		70,440	64,546	-8.4%
97 BAKERS PETFOOD		49,696	64,448	29.7%
98 CRAVENDALE MILK		60,047	63,955	6.5%
99 MAGNUM		59,423	63,512	6.9%
100 MCVITIE'S CAKES		63,357	62,296	-1.7%

ACNIELSEN SCANTRACK

This year's *Top 100 Grocery Brands* provides the best ever coverage. ACNielsen's Scantrack service has been enhanced and now picks up 87p in every £1 spent in UK grocery with full scanning inputs. Morrisons and Marks & Spencer are now covered with full EPOS census data. Scantrack is the only service currently available in the UK which offers this fully comprehensive read. ACNielsen has also upgraded the Scantrack convenience read with the addition of Majestic and Spar census inputs.

Next Generation Scantrack reflects the true face of UK retailing – more so than ever before. The past two years have been a period of major change in grocery, where there has been continuing consolidation within the sector. ACNielsen services are always dynamic and are constantly being improved to reflect what is actually happening in the marketplace.