

Prime

What can SmartView Convenience tell us about Prime's performance in the independent convenience channel?

twc

Harnessing data
Empowering wholesale
foodservice & convenience



SmartView
Convenience



AN I-TG / TWC PARTNERSHIP

SmartView Convenience

WHAT IS IT?

SmartView Convenience is the most representative EPOS market read covering independent convenience retail and wholesaler-supplied symbol stores in GB

- EPOS sales data from a cherry-picked sample of >5,000 stores (building to 6.5k)
- We've then removed outliers, incomplete data and rebalanced the sample against leading industry reports
- We've extrapolated the data using algorithms to represent total independent convenience stores in GB (around 30k stores) and the data has been cleansed by our experienced data quality team

HOW YOU CAN USE THE DATA

- **Tactically** – identify and plug distribution gaps, ensure fair share of space and identify opportunities
- **Strategically** – demonstrate the scale and importance of the channel; measure ROI; justify continued support

Prime

- Launched early 2022 via Instagram Live
- Carefully controlled listings / limited availability created huge demand and allowed the drink to be sold at a significant premium

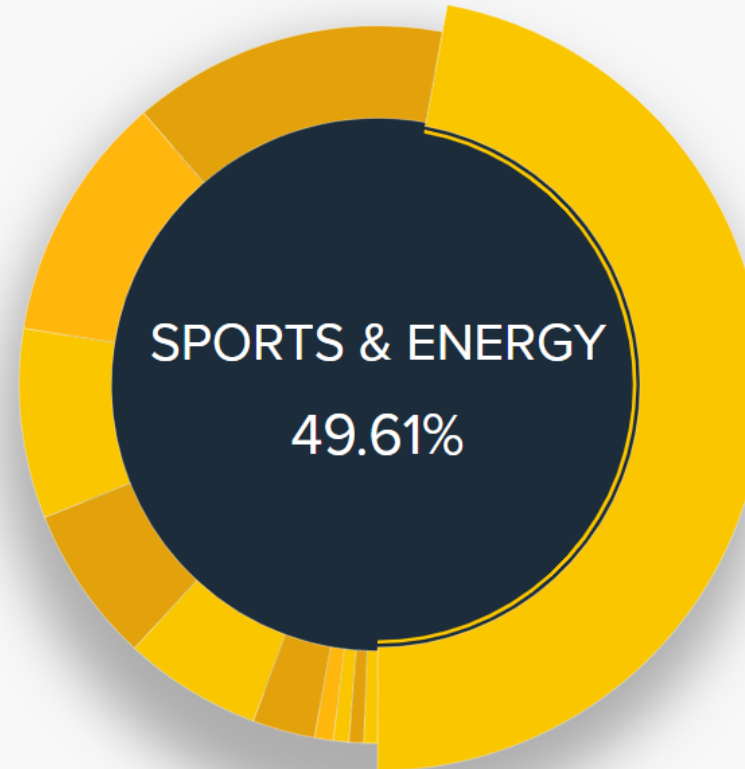
Findings from SmartView Convenience:

- Prime has achieved >5% share of sports & energy drink now soft drinks in independent convenience
- It is currently the 4th largest sports & energy drink in the channel (by value)
- Incumbent sports drinks brands have not seen a drop in sales, suggesting that Prime has been largely incremental to the category



Drink Now – 13w/e 10.09.23 – Value

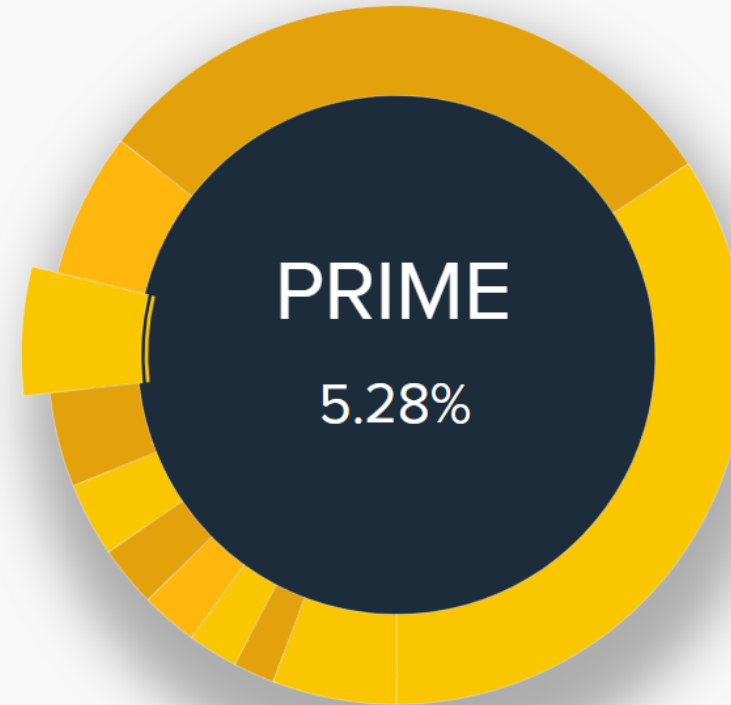
CATEGORY	SHARE	SALES TY	SALES LY	CHANGE	
SPORTS & ENERGY	49.61%	£272,507,514	£241,025,943	13.06%	DRILL
COLA	14.57%	£80,053,193	£83,691,744	-4.35%	DRILL
FLAVOURED CARBS	11.31%	£62,124,702	£70,624,634	-12.04%	DRILL
JUICE DRINKS	8.51%	£46,758,178	£42,476,344	10.08%	DRILL
MILK DRINKS	6.97%	£38,302,024	£43,977,005	-12.90%	DRILL
WATER	6.04%	£33,164,764	£37,080,359	-10.56%	DRILL
LEMONADE	2.40%	£13,171,446	£16,015,808	-17.76%	DRILL
ICED TEA	0.30%	£1,625,690	£5,268,126	-69.14%	DRILL
MALT	0.15%	£798,349	£654,686	21.94%	DRILL
PURE JUICE	0.11%	£594,237	£1,382,344	-57.01%	DRILL
OTHER	0.04%	£239,169	£469,205	-49.03%	DRILL
TOTAL	100.00%	£549,339,266	£542,666,198	1.23%	



- Sports & energy accounts for almost half of all value sales in Drink Now soft drinks and the category is growing at +13.1% YOY (13 w/e 20.08.23) in value.

Sports & Energy – 13w/e 10.09.23 – Value

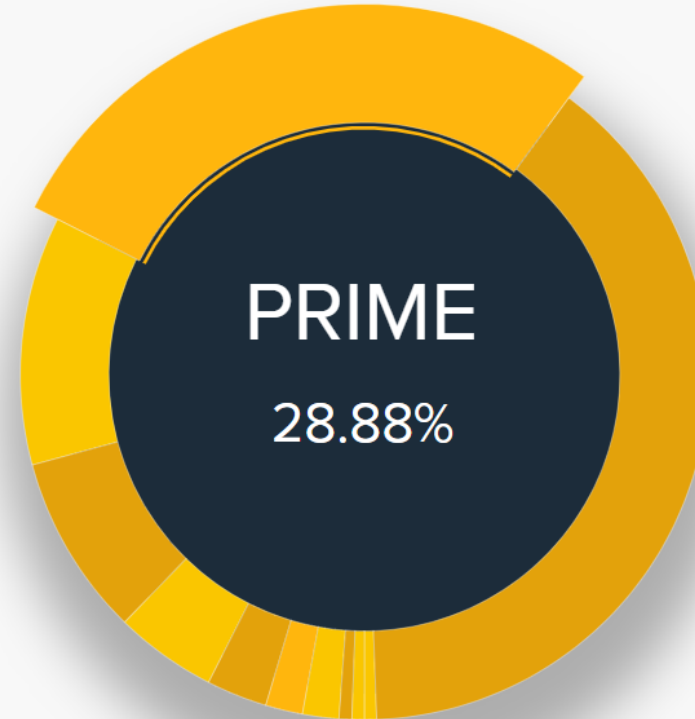
CATEGORY	SHARE	SALES TY	SALES LY	CHANGE	
RED BULL	35.88%	£97,762,206	£85,583,343	14.23%	DRILL
MONSTER	31.69%	£86,350,605	£68,250,227	26.52%	DRILL
LUCOZADE SPORT	6.56%	£17,873,086	£15,834,669	12.87%	DRILL
PRIME	5.28%	£14,397,639	£178,583	7962.13%	DRILL
LUCOZADE ENERGY	4.07%	£11,095,533	£11,356,308	-2.30%	DRILL
BOOST ENERGY	3.05%	£8,310,483	£9,296,834	-10.61%	DRILL
RELENTLESS	2.42%	£6,581,605	£9,332,665	-29.48%	DRILL
OWN BRAND	2.21%	£6,027,740	£14,153,467	-57.41%	DRILL
BOOST SPORT	1.88%	£5,124,296	£3,547,287	44.46%	DRILL
ROCKSTAR	1.44%	£3,914,249	£5,484,347	-28.63%	DRILL
OTHER	5.53%	£15,070,073	£18,008,213	-16.32%	DRILL
TOTAL	100.00%	£272,507,514	£241,025,943	13.06%	



- In the latest 3 months, sales of Prime reached £14.4mn in independent convenience, making it the 4th largest sports & energy drink with a share of 5.3% of the sub-category.

Sports drinks – 13w/e 10.09.23 – Value

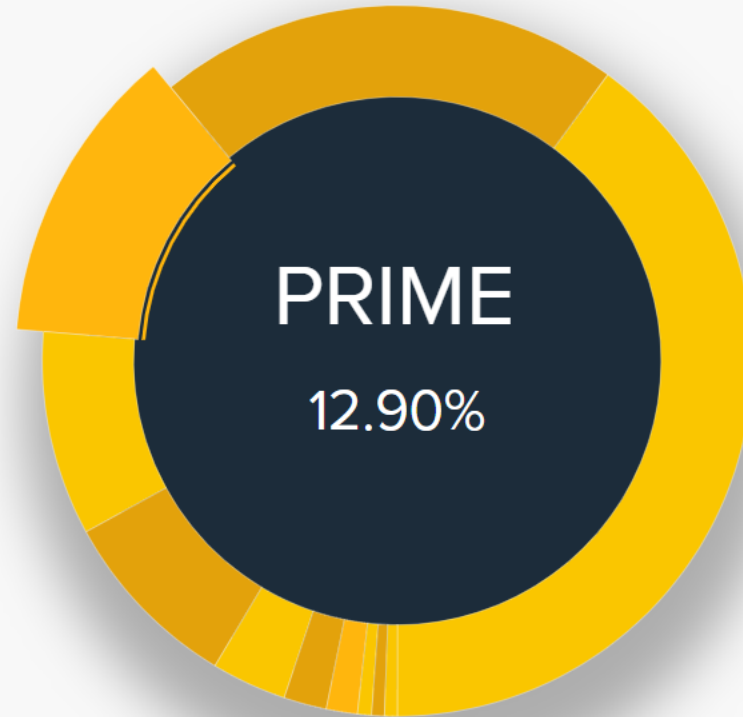
CATEGORY	SHARE	SALES TY	SALES LY	CHANGE	
LUCOZADE SPORT	41.30%	£17,873,086	£15,834,669	12.87%	DRILL
PRIME	28.88%	£12,496,326	£178,583	6897.47%	DRILL
BOOST SPORT	11.84%	£5,124,296	£3,547,287	44.46%	DRILL
POWERADE	8.49%	£3,675,784	£3,597,874	2.17%	DRILL
EMERGE	4.51%	£1,951,358	£4,548,175	-57.10%	DRILL
GATORADE	2.44%	£1,055,442	£300,575	251.14%	DRILL
OWN BRAND	1.26%	£544,084	£5,544,185	-90.19%	DRILL
BODY FUEL	1.22%	£525,924	£0	0.00%	DRILL
ISORADE	0.04%	£17,322	£573	2923.09%	DRILL
OSHEE	0.01%	£5,856	£4,465	31.17%	DRILL
OTHER	0.01%	£4,041	£60,838	-93.36%	DRILL
TOTAL	100.00%	£43,273,520	£33,617,225	28.72%	



- Within sports drinks, Prime has achieved a share of almost 29% in 13 w/e 10 Sept 2023, making it the 2nd largest sports drink.

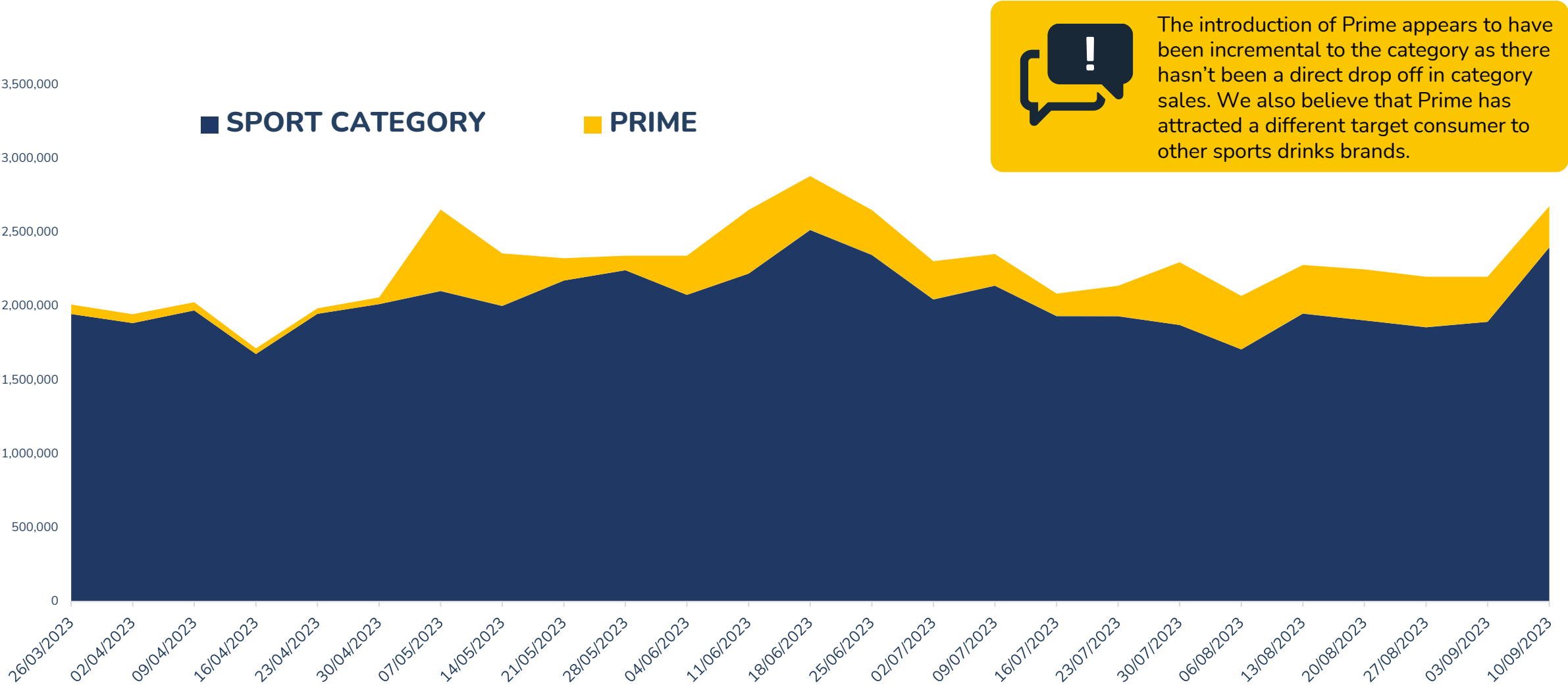
Sports drinks – 13w/e 10.09.23 – Volume

CATEGORY	SHARE	SALES TY	SALES LY	CHANGE	
LUCOZADE SPORT	41.93%	12,677,416	12,483,043	1.56%	DRILL
BOOST SPORT	21.91%	6,626,589	5,511,600	20.23%	DRILL
PRIME	12.90%	3,901,710	43,855	8796.90%	DRILL
EMERGE	9.32%	2,819,392	7,704,108	-63.40%	DRILL
POWERADE	8.38%	2,535,139	2,748,674	-7.77%	DRILL
OWN BRAND	3.05%	921,480	9,833,283	-90.63%	DRILL
GATORADE	1.48%	446,918	125,127	257.17%	DRILL
BODY FUEL	0.91%	276,020	0	0.00%	DRILL
ISORADE	0.08%	25,580	830	2980.32%	DRILL
OSHEE	0.02%	4,767	4,059	17.45%	DRILL
OTHER	0.01%	2,742	47,696	-94.25%	DRILL
TOTAL	100.00%	30,237,752	38,502,275	-21.47%	



- Due to its significantly higher price point, Prime commands a lower volume share – it was the 3rd best-selling sports drink now brand in the 13 w/e 10 Sept 23, with a share of 12.9%.

Prime weekly volume sales – 26w/e 10.09.23



Stimulation drinks – 13w/e 10.09.23 – Value



- Within stimulation, Prime Energy has achieved a share of 0.9% (value) in 13 w/e 10 Sept 23.

Prime value/volume/price – 13w/e 10.09.23

	TOTAL PRIME	PRIME HYDRATION	PRIME ENERGY
AVERAGE WEEKLY VALUE	£1,107,511	£961,256	£146,255
AVERAGE WEEKLY VOLUME	349,594	300,132	49,462
AVERAGE PRICE	£3.17	£3.20	£2.96

13 w/e **value** share of
Sports & Energy
5.3%

13 w/e **volume** share of
Sports & Energy
2.5%

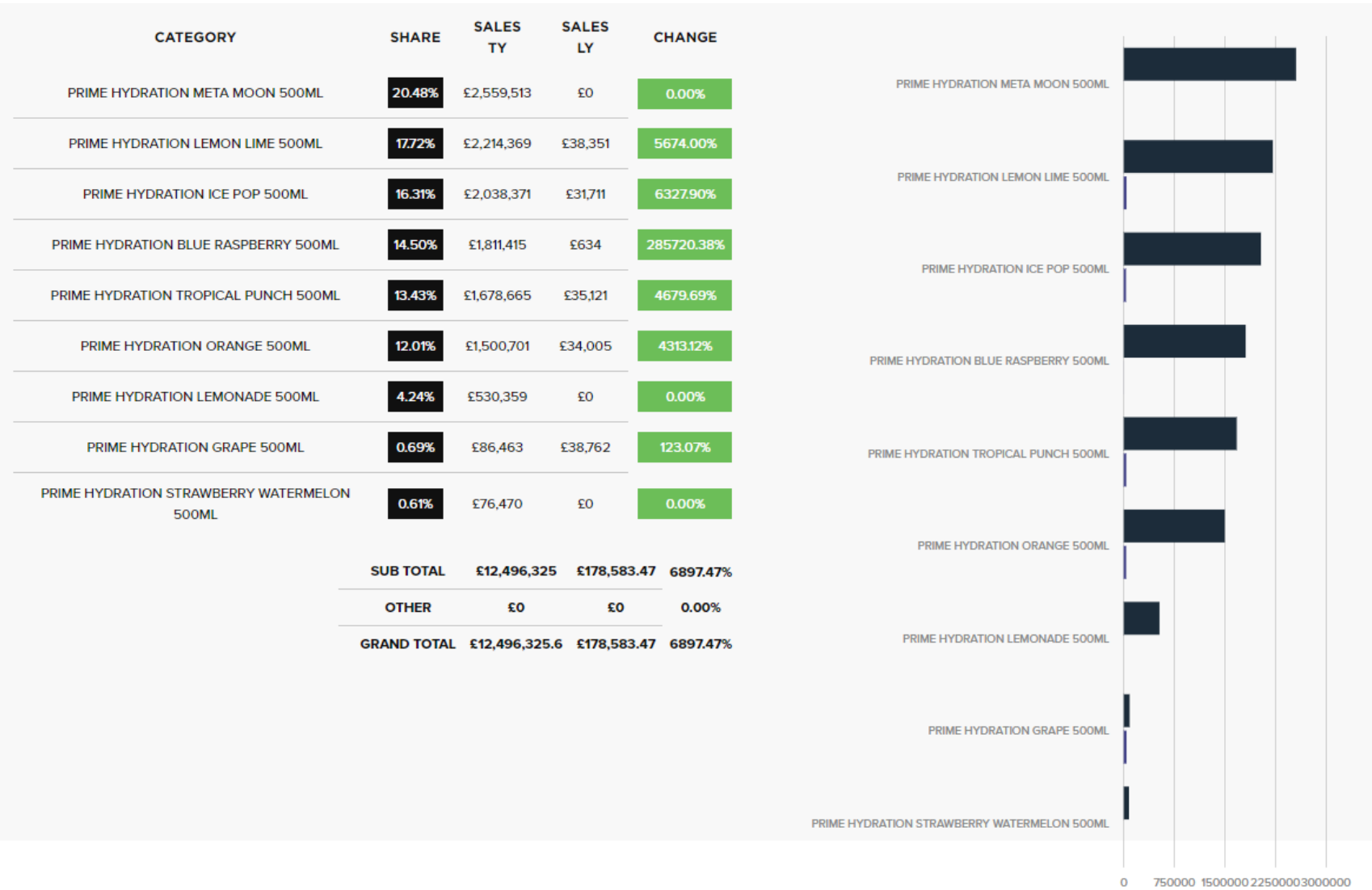
Prime Hydration
13w/e **value** share of
SPORTS
28.9%

Prime Energy 13w/e
value share of
STIMLUATION
0.9%

Hydration
accounts for 87%
of Prime sales
(Value, 13w/e
10.09.23)

Energy has
achieved sales of
almost £2mn in
13w/e 10.09.23

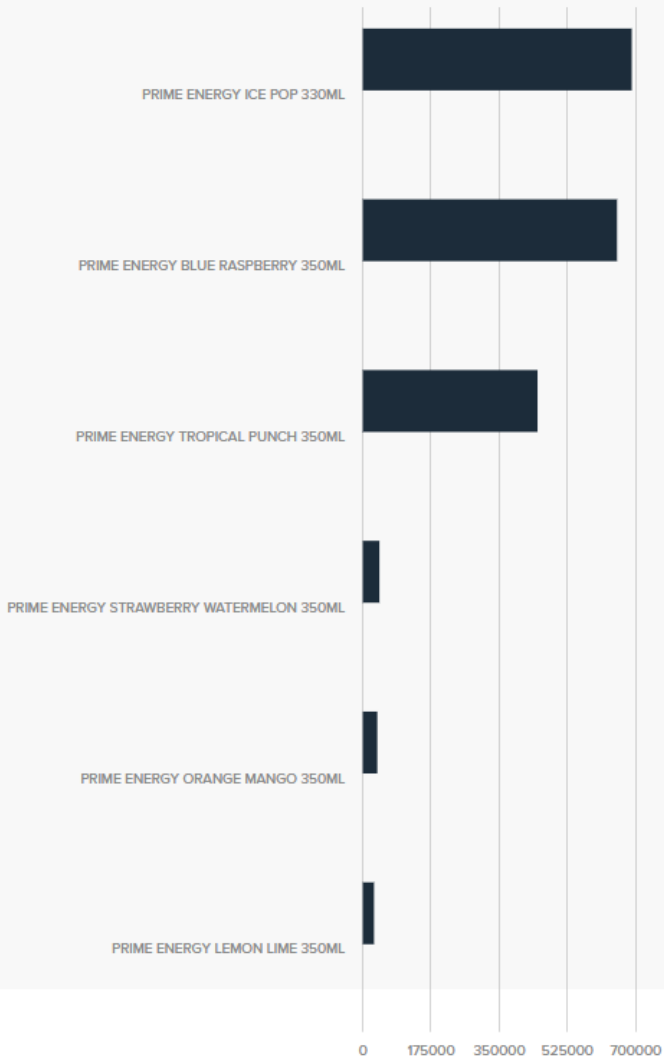
Prime Hydration SKU performance – 13w/e 10.09.23



- Meta Moon is the top selling line (accounting for 18% of total brand sales and 20.5% of Hydration sales)

Prime Energy SKU performance – 13w/e 10.09.23

CATEGORY	SHARE	SALES TY	SALES LY	CHANGE
PRIME ENERGY ICE POP 330ML	36.33%	£690,703	£0	0.00%
PRIME ENERGY BLUE RASPBERRY 350ML	34.34%	£652,943	£0	0.00%
PRIME ENERGY TROPICAL PUNCH 350ML	23.61%	£448,821	£0	0.00%
PRIME ENERGY STRAWBERRY WATERMELON 350ML	2.25%	£42,692	£0	0.00%
PRIME ENERGY ORANGE MANGO 350ML	1.96%	£37,287	£0	0.00%
PRIME ENERGY LEMON LIME 350ML	1.52%	£28,868	£0	0.00%
SUB TOTAL		£1,901,313	£0	0.00%
OTHER		£0	£0	0.00%
GRAND TOTAL		£1,901,313.42	£0	0.00%



- Ice Pop is the top selling Prime Energy variant in the channel, closely followed by Blue Raspberry.



TWC thoughts

- ✓ Prime has achieved a 5% share of drink now sports & energy soft drinks with minimal impact on incumbent brands Red Bull, Monster, Lucozade and Boost, suggesting that Prime has largely been incremental to the category.
- ✓ Prime has had a significant impact on value sales due to its much higher selling price, which peaked at £20 a bottle at its peak. Since distribution has increased and demand has cooled, it has settled at around £3.50, which is still a premium vs. the category; enabled by carefully controlled listings and supply resulting in wholesalers, retailers and consumers being willing to pay a premium.
- ✓ The launch of Prime is a great example of how the wholesale channel adapts – by embracing fast moving NPD, wholesalers benefit from the margin and footfall upside when demand is high. This requires wholesalers to spot the trend early but also to appreciate that a more disciplined route to market strategy will be required to maintain demand and price.
- ✓ This approach naturally lends itself to certain operators but any operator who can use data to evidence store stockists, RSP and ROS should get a fair chance to participate, so long as the volume they have bought is reported on shipments and retail sales.

If you found this informative, contact us to find out more about SmartView Convenience and organise your own personalised demo



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