

# FOCUS ON

Beer, Lager & Cider

Web App Guides In Store In Depot



be [drinkaware.co.uk](http://drinkaware.co.uk)

Drink Cruzcampo Responsibly.  
Brewed in the UK.

Source: \*Kantar Worldpanel Purchase Panel,  
Total Beer, 1 year continuous panel,  
52 w/e 25 Jan 2026

## Cruzcampo®

SEVILLA

### CHOOSE THE TASTE OF SEVILLA

ATTRACT NEW SHOPPERS:  
12% FLAVOURED BEER DRINKERS  
INCREMENTAL TO THE CATEGORY\*



World Beer is set to become the **No. 1** segment within the next few years.<sup>1</sup>



The 2024 Euros recruited **665k** shoppers, signalling clear opportunity for the 2026 International Football Tournament.<sup>2</sup>



Summer weather drives sharp Beer and Cider sales spikes retailers must capitalise on.

1. Molson Coors Projection 2025  
2. Impulse, Symbols & Independents, NielsenIQ 52we to 27/12/24

# REFRESH YOUR CIDER SALES



Find your nearest stockist



Discover a range of white and everyday ciders that come in convenient PET bottles and cans, offering top-notch taste without the premium price.



Own Label accounts for 25% of all Cider sales

Source: Circana Symbols & Independents data 52 week to 24/02/2024



# FOCUS ON

## Beer, Lager & Cider

 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.

This edition focuses on Beer, Lager and Cider. With social occasions and sporting events driving summer demand, retailers should stock leading brands across key pack formats to maximise sales. Inside, we break down category performance, highlight seasonal opportunities, and recommend the latest planograms to help you capitalise on the summer surge.

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.



Callum Atkinson  
Category Coordinator

### DEDICATED TO THE INDEPENDENT RETAILER



Visit us & boost your profits today!

[www.planforprofit.co.uk](http://www.planforprofit.co.uk)  
 @PlanForProfitRetail  
 @Plan\_for\_Profit

Also available on the App Store/Google Play



View focus on guides here



## GROW AND PROTECT BEER AND CIDER

### Premiumisation

Build a compelling Premium and World Beer range, alongside a strong Premium Cider offer to drive trade up, increase average spend and grow category value.



### Added Value

Create value beyond price through well-executed promotions and engaging in-store activations that encourage purchase and drive sales.



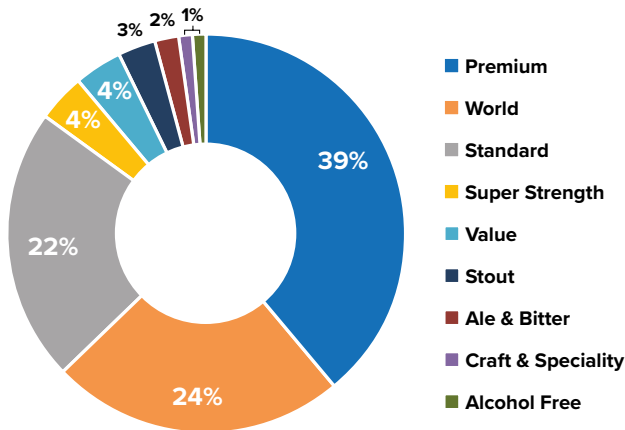
### Everyday Occasions

Make Beer and Cider relevant all year round by linking it to everyday moments, from mealtimes and snacking to live sport and socialising.

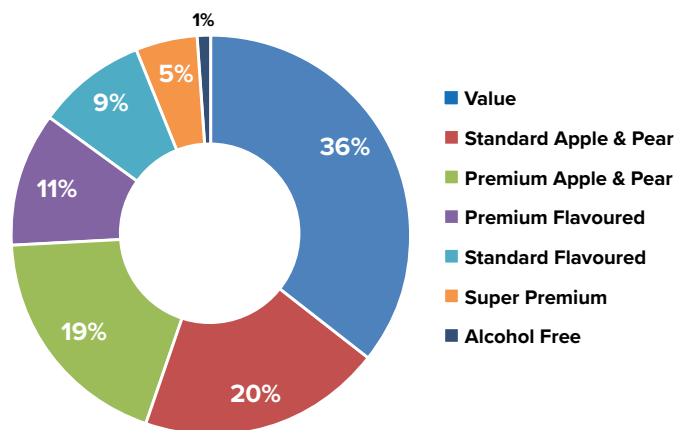


# CATEGORY PERFORMANCE

## Beer & Lager Category Breakdown<sup>1</sup>



## Cider Category Breakdown<sup>1</sup>

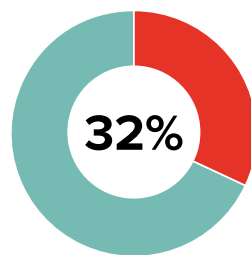


### World Beer

World Beer is a key growth driver within Beer and Cider across Symbols and Independents.

Growth is accelerating. World Beer is on track to become the **No. 1** segment within the next few years and delivered **£17m** of growth in 2025, more than any other segment.<sup>2, 3</sup>

**£17m**  
GROWTH



Shopper demand remains strong. World Beer is now purchased by **32%** of UK households, the highest penetration in the category.<sup>4</sup>

PLAN FOR  
PROFIT  
TIP

Allocate  $\frac{1}{4}$  of chiller space to World Beer to reflect its growth.

Maintain strong availability of core bestsellers to maximise sales.



1. Circana, Symbols & Independents, Volume Sales, 52w to 27/12/2025  
 2. Molson Coors Projection 2025  
 3. Circana, Symbols & Independents, Value & Volume Sales, 52w to 27/12/2025  
 4. Worldpanel, Beer & Cider Penetration % by Segment, 52w to 28/12/2025



### Mainstream Lager

Mainstream Lager remains a core pillar of Beer and Cider within Symbols and Independents, ranking as the **third largest** segment.<sup>3</sup>



In 2025, sales declined by £19m; however, it continues to play a critical role in driving overall category value and retaining loyal shoppers.<sup>3</sup>

#### PLAN FOR PROFIT TIP

Streamline the range to focus on top-performing SKUs.

Protect space for key volume-driving brands.

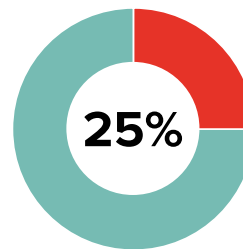


Rebalance space into Premium Lager and World Beer to capture growth.



### Value Cider

Value Cider remains a significant volume driver within Cider across Symbols and Independents, led by high-ABV 500ml single cans.<sup>3</sup>



High-ABV 500ml cans account for six of the top 12 best-selling SKUs, with Knights and Black Storm delivering almost **25%** of total cider volume.<sup>3</sup>

Knights is the leading growth driver in Cider, adding **£10m** in the last year.<sup>3</sup>



#### PLAN FOR PROFIT TIP

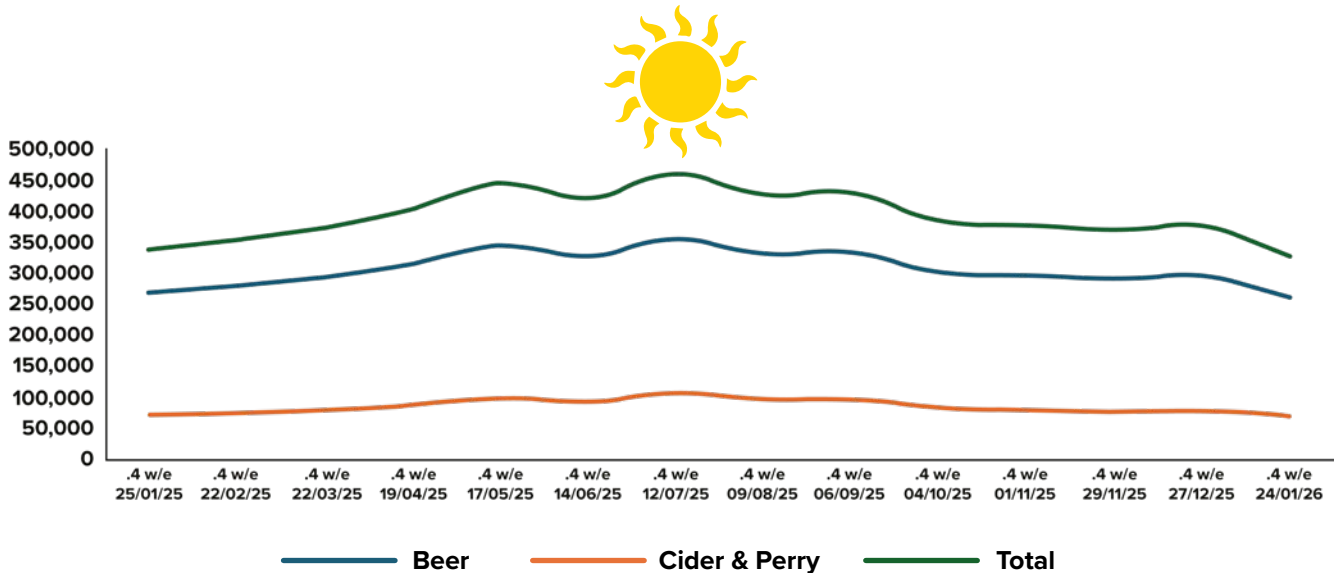
Protect space and availability for Knights and Black Storm 500ml cans to maximise sales.



# SUMMER SALES OPPORTUNITY

Summer is a critical trading period for Beer and Cider, with clear seasonal volume uplift, creating strong opportunities for retailers to drive category growth through impactful promotions and in-store visibility.<sup>1</sup>

## Beer & Cider Volume Sales Impulse Channel



The 2026 International Football Tournament is set to drive incremental sales and footfall, with major tournaments proven to recruit new and lighter shoppers into the category.<sup>1</sup>



During the 2024 Euros, **9%** of Beer shoppers purchased exclusively during the tournament, equating to **665k** incremental shoppers.<sup>1</sup>



### PLAN FOR PROFIT TIP

Provide shoppers with a wider choice, including alcohol-free alternatives for shoppers making healthier choices.



Back small and single packs to drive mid-week sales and attract lighter shoppers.

Maximise availability of mid and large packs to drive weekend sales for social occasions.



1. Impulse, Symbols & Independents Market, NielsenIQ 52we 27/12/25

# IN-STORE RANGING

2.5m x 5 Shelf



Core Range

Extended Range

NPD

# STOCK UP ON THE NATION'S NO.1 CIDER\*

**STRONGBOW DARK FRUIT IS THE #1 FLAVOURED CIDER IN 2025<sup>1</sup>**



**STRONGBOW ORIGINAL SHOPPERS ARE THE MOST LOYAL<sup>2</sup>**



**STRONGBOW STRAWBERRY IS ATTRACTING NEW SHOPPERS INTO THE CIDER CATEGORY<sup>3</sup>**



**REFRESHING THE NATION**