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Soft drinks make most hard cash

The soft drinks category is the most valuable in the UK grocery market, according to brand valuation company Intangible Business.

Soft drinks account for a quarter of the total brand value of the top 100, Intangible Business says in its report.

"This is perhaps no surprise, seeing as it is populated by a dozen brands which are favourites throughout the world," a spokesman said. "The majority of these brands have been around for generations and are owned by multinationals."

The report shows that the soft drinks sector has a total brand value of £380 million. It identifies Tropicana as the fifth



biggest mover in the grocery market, with the brand growing by 18 per cent a year since 2003. Fanta is this year's worst performing brand, losing sales worth 13 per cent a year since 2003, according to the report.

Confectionary sits in second place as the most valuable sector in the grocery market with an average brand value of £143 million.