



NEWS RELEASE

Contact: Cindy Tourneur
(02) 8873 7381 / 0410 457 646
cindy.tourneur@acnielsen.com.au

Fastest growing summer categories reflect Queensland's thirst for home entertaining

- ***Six beverage categories in Queensland's top 20 fastest growing summer sales ranking***
- ***Increase in home entertaining over summer reflected in strong growth for sparkling juices, dairy dips, ground coffee and frozen desserts***

Sydney, 22 May 2006: Having had one of the longest and hottest summers on record, Queenslanders just couldn't seem to quench their thirst this summer with strong sales growth in six different beverage categories, while home entertaining took a jump in popularity, with strong growth in dips, frozen desserts and ground coffee, a report released today by leading marketing information company ACNielsen has revealed.

The report entitled '*Queensland summer spending wrap-up 2005-06*', used ACNielsen | ScanTrack data to compile a ranking of Queensland's top 20 fastest growing grocery categories over summer (those categories that have shown the strongest sales growth over the 13 weeks ending February 2006 versus the same period in the previous year) *Refer to Chart 1.*

Findings from the report revealed that six of the top 20 fastest growing summer categories in Queensland were beverages including: sparkling juices (up 47.5%), sports/energy drinks (up 35.1%), bottled water (up 23.4%), fruit/tea/coffee drinks (up 22.8%), flavoured milk (up 18.8%) and soft drinks (up 13.6%). The growth rates recorded for each of these categories were between one and 13 percent higher in Queensland, when compared to the national benchmark.

The report also highlighted Queenslanders' love of a backyard barbie, with strong growth in home entertainment categories including: dairy dips (up 25.1%), condiments (up 20.3%), cones/wafers (up 17.4%), frozen/chilled desserts (up 16.7%), and ground coffee (up 13.1%). All of these categories, with the exception of condiments and cones/wafers, experienced growth rates between one and eight percent higher than the national benchmark.

“Clearly the impact of a long hot summer is evident in Queenslanders' choices in the supermarket aisles,” says Mel Mackie, Senior Manager, Client Service, ACNielsen Australia. “At the same time, they're also making good use of the prolonged warm weather, with increases in home entertainment and the ubiquitous BBQ.”

Other trends highlighted in the report included growing consumer demand for fresh products (chilled cookie dough, fresh soup, ground coffee), as well as a growing focus on health (low fat/sugar offerings within flavoured milk and soft drinks, yoghurt and tofu). All of these categories experienced significantly higher growth rates than the national benchmark, indicating that the trends in fresh and healthy products are more pronounced in Queensland compared to the other states.

“Differences in Queenslanders' lifestyle compared to other states present an ideal opportunity for manufacturers in the grocery industry to explore the Queensland market further,” suggests Mackie. “For example, Queensland would be an ideal test market to trial the launch of new products particularly in beverages and chilled and frozen categories.”

Chart 1: Queensland summer spending wrap-up 2005-06

13 W/E 26/02/2006 (SUMMER)

	RANK BASED ON VAL % GROWTH YA		VAL ACTUAL (\$000's)		VAL % GROWTH YA	
	NATIONAL	QUEENSLAND	NATIONAL	QUEENSLAND	NATIONAL	QUEENSLAND
FRESH SOUP*	9	1	394	42	19.8	945.3
SPARKLING JUICES	1	2	9,506	2,111	46.8	47.5
SPORTS/ENERGY DRINKS	2	3	40,463	11,032	27	35.1
CHILLED COOKIE DOUGH*	76	4	870	217	5.5	26.2
DAIRY DIPS	5	5	46,812	9,648	20.5	25.1
MINERAL/STILL/SPRING WATER	6	6	68,672	14,737	20.1	23.4
FRUIT/TEA/COFFEE DRINKS	22	7	4,866	1,317	9.7	22.8
BUTTER	4	8	27,930	5,685	20.9	22.4
SUNCARE	7	9	23,392	5,163	20	21.1
CONDIMENTS	3	10	44,405	10,500	26	20.3
FRESH MILK-FLAVOURED	19	11	43,121	10,745	10.6	18.8
CONES/WAFERS	8	12	3,123	560	20	17.4
FROZEN/CHILLED DESSERTS	29	13	29,944	7,644	8.8	16.7
STYLING AIDS	30	14	12,907	2,538	8.7	15.3
YOGHURT	15	15	175,641	40,396	11.5	14.4
SOFT DRINKS/MIXERS	14	16	454,327	118,470	11.5	13.6
BATTERIES & TORCHES	26	17	58,086	14,128	9.3	13.6
COFFEE GROUND/BEANS	12	18	28,524	5,516	12.4	13.1
TOFU PRODUCTS	25	19	2,396	607	9.3	12.4
HAIR SPRAY	34	20	10,239	2,001	8.4	12.1

*Growth off a small sales base

Blue numbers indicate categories where Queensland rank/growth is higher versus national benchmark

About ACNielsen

ACNielsen, a VNU business, is the world's leading marketing information provider. Offering services in more than 100 countries, the unit provides measurement and analysis of marketplace dynamics and consumer attitudes and behaviour. Clients rely on ACNielsen's market research, proprietary products, analytical tools and professional service to understand competitive performance, to uncover new opportunities and to raise the profitability of their marketing and sales campaigns.

To view this and other ACNielsen media releases online go to www.acnielsen.com.au