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Beverage information, insight & intelligence

## Research brochure

January 2012



# Beer - new titles within this popular category

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## 2011 Global Beer Market

As beer industry globalization continues apace, this report charts the latest developments, with data on volume by country, continent, brewer and brand. It provides highly detailed profiles of the leading brewers and discusses the impact of the mergers and acquisitions reshaping the industry. It also offers five-year market projections.

**Publisher:** Beverage Marketing Corporation | **Product ref:** 128671

**Price:** \$6,495

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## Diageo Plc in Beer (World )

Beer is becoming an increasingly important element in Diageo's aim in having 50% of its revenues coming from emerging markets by 2015. In the past few years, the company has been investing heavily in the only region it has a major presence in, Middle East and Africa. The profile looks at those investments and the performance of its global beer brand Guinness to see what the prospects are for Diageo in beer.

**Publisher:** Euromonitor Plc | **Product ref:** 128794

**Price:** \$520

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## Beer in Mexico

The beer environment in Mexico saw a rearrangement process over 2010-2011. Heineken NV's acquisition of Fomento Economico Mexicano SA de CV (FEMSA) in late 2009, which includes all the beer brands from its former Cerveceria Cuauhtemoc Moctezuma subsidiary, set the scenario for more competitive practices throughout the entire category. Furthermore, leader Grupo Modelo has been reconsidering some of its strategies in order to conquer both greater local and global shares as it faces tougher...

**Publisher:** Euromonitor Plc | **Product ref:** 128729

**Price:** \$900

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## 2011 The U.S. Beer Market

This "value set" report combines Beer in the U.S., Imported Beer and Specialty Beer and Microbrewery Markets to create the most exhaustive study of the U.S. beer market available. It scrutinizes every angle, covering state and regional markets, distribution channels, brewers and brands, imports, exports, packaging, pricing, advertising, demographics and projections. It also provides in-depth examination of the mergers, acquisitions and joint ventures reshaping the industry.

**Publisher:** Beverage Marketing Corporation | **Product ref:** 125988

**Price:** \$8,995

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## China Beer Industry Report, 2010-2012

The beer output and sales volume of China have both seen stable growth in recent years, with the CAGR in 2007-2010 reaching 4.5%. In 2010, the beer sales volume of China reached 44.479 million kl, realizing the sales-output ratio of 99.3%. Considering the increasingly growing target consumer group as well as people's enhanced consumption capability, the beer demand in Chinese market is expected to see moderate growth, with the targeted beer sales volume in 2012 hitting 51.48 million kl. This report looks in-depth at this interesting market.

**Publisher:** ResearchInChina | **Product ref:** 125444

**Price:** \$1,800

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## Global Beer Trends 2011

Comprising of easy-to-use comparative data tables and pivot tables, Global Beer Trends provides information on 167 markets, plus eight regional summaries and a global overview. It is an essential guide for brewers and analysts worldwide, giving a detailed picture of the world beer market in an easily digestible format. Available exclusively in Excel, allowing easier interrogation and manipulation of data.

**Publisher:** Canadean Ltd | **Product ref:** 124989

**Price:** \$1,640

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# Opportunities/Trends - reports looking at the very latest hot topics

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## Flavours: A World of Diversity and innovation

Flavour is an essential tool for food and drinks manufacturers, not only in delivering palatability but also in helping to position a product or target a specific audience. This report assesses global flavour trends, looking at market sizes and segmentation, and explores some of the themes impacting flavour usage and development. Specific analysis is also included on flavour trends in the soft drinks, snacks and dairy/ice cream categories as these are driving innovation in flavour choice.

**Publisher:** Euromonitor Plc | **Product ref:** 128812

**Price:** \$2,000

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## Alcoholic Drinks 2011, Part 1: Regional Performance and Prospects

The global alcoholic drinks industry has once again demonstrated its relative resilience to wider economic concerns in 2011. This has come on the back of seemingly improving socioeconomic fundamentals that have fortified top line sales against the post-recessionary tide still engulfing other FMCG industries. Nevertheless, the increasingly divergent fortunes separating developed and emerging markets is fast transforming the latter into the main protagonists for the industry. This report offers an insight into the size and shape of the market in both the off-trade and the on-trade, highlighting topical issues, emerging geographies, categories and trends as well as pressing industry issues.

**Publisher:** Euromonitor Plc | **Product ref:** 128701

**Price:** \$2,000

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## Social Media Strategies for Alcoholic Drinks Companies

The report profiles the current social media landscape, explaining how it has developed and what the main areas of interest to alcohol marketers are. It contains data covering the market size for various aspects of social media among people of legal drinking age, with data breakdowns for key regions.

**Publisher:** Business Insights | **Product ref:** 125991

**Price:** \$2,875

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## Sustainability Strategies in Food and Drinks

This report addresses how sustainability is reshaping the competitive landscape and identifies what companies can do now to capitalize on sustainability-driven changes and to position themselves favorably for the future. It also identifies challenges, such as greenwashing and green fatigue, which can compromise ability to develop a successful and credible sustainability strategy. Understand what green consumers expect to see from sustainable brands and compare different communications strategies to convey messages effectively.

**Publisher:** Business Insights | **Product ref:** 125860

**Price:** \$2,875

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## Health Concerns & Alcoholic Beverage Preferences: Implications for NPD

Here is a report that looks at how consumer health concerns are influencing alcoholic beverage manufacturers when it comes to NPD. Other factors making an impact are the increasing importance of corporate social responsibility and premiumization market strategy.

**Publisher:** Datamonitor | **Product ref:** 110291

**Price:** \$3,450

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## Growth Opportunities for Beer Suppliers

The balance between production and consumption is sensitive and influenced by many factors. Under-supply can result in price increases and over-supply can result in lower prices, which can undermine consumer confidence in brand equity and be harmful to brewers' profits. Is there a degree of market equilibrium in beer? Which markets top the rankings when it comes to beer production, imports and exports? What growth opportunities are there for suppliers? This report investigates.

**Publisher:** Euromonitor Plc | **Product ref:** 124278

**Price:** \$2,000

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# Soft Drinks - it's not all about alcohol

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## Will Rtd Tea be Able to Broaden its Geographic Appeal?

Although Rtd tea is a relatively small category in soft drinks, it is experiencing the most rapid Rtd volume growth of any soft drink category, and is projected to continue to do so in the future. It is moving from a niche category to the mainstream. This report will answer whether or not the world is acquiring a taste for Rtd tea and how to accelerate growth in both developing and developed markets.

**Publisher:** Euromonitor Plc | **Product ref:** 128993

**Price:** \$2,000

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## Japanese Companies in Soft Drinks

Japanese companies have tasted the fruits of acquisitions since 2008, and have seen their shares increase and their portfolios and geographic coverage expand. Kirin's recent acquisition of Brazilian brewer Schincariol was a milestone in terms of Japanese companies' efforts to enter Latin America. They are on the right track onto the globalisation road. The challenge is to integrate acquired businesses successfully and to transfer their expertise and R&D into the local markets effectively.

**Publisher:** Euromonitor Plc | **Product ref:** 126458

**Price:** \$2,145

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## Private Label in Coffee

Though overall coffee sales did not suffer through the recent recession years of 2008-2010, consumers are more aware than ever of price points. This report seeks to identify the role private label currently plays in the context of global coffee sales, the factors behind its success or lack thereof by region, and strategies that will be key to meeting the continued challenge that private label will pose to brand manufacturers over the 2010-2015 period.

**Publisher:** Euromonitor Plc | **Product ref:** 128899

**Price:** \$2,000

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## 2011 Carbonated Soft Drinks in the U.S.

ONGOING EVOLUTION. This comprehensive study of the leading beverage category examines trends and top companies' strategies, providing up-to-date statistics and detailed analysis of leading brands, packaging, channels of distribution, regional markets, pricing, demographics, advertising, five-year growth projections and more.

**Publisher:** Beverage Marketing Corporation | **Product ref:** 121091

**Price:** \$5,795

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## Global Soft Drinks: Corporate Strategies

This global briefing offers an insight into to the size and shape of the Soft Drinks market, highlighting hot topics, emerging geographies, categories and trends as well as pressing industry issues. It identifies the leading companies and brands and offers strategic analysis of key factors influencing the market.

**Publisher:** Euromonitor Plc | **Product ref:** 114373

**Price:** \$2,000

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## Flavours in Soft Drinks in Brazil

The Brazilian flavour ingredients market in soft drinks reached over 25,000 tonnes in 2011. The best opportunities lie in carbonates which make up most of the market, but flavours in energy drinks and juices show the greatest potential to 2013.

**Publisher:** Euromonitor Plc | **Product ref:** 128811

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# Spirits - includes our brand new titles and more

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## Global market review of gin – forecasts to 2016

This latest edition of our popular review of the global gin market provides over 30 data tables of essential market consumption volumes. Providing both historic and forecast data and key brand performance in the world's key markets, this report is the definitive guide to how this exciting sector will develop.

**Publisher:** just-drinks.com / IWSR | **Product ref:** 126847

**Price:** \$1,190

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## Global market review of absinthe – forecasts to 2016

This first edition of just-drinks/IWSR's review of the global absinthe market provides data tables comprising essential market consumption volumes. With both historic and forecast data and key brand performance in the world's key markets, this report is the definitive guide to how this intriguing and potential sector will develop.

**Publisher:** just-drinks.com / IWSR | **Product ref:** 126845

**Price:** \$900

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## The IWSR Baijiu Report 2011

The IWSR Baijiu Report 2011 is an in-depth look at the baijiu category in China. Information on this category is scarce, translation sometimes difficult, and attempts to interpret Chinese official regulations almost impossible. This report collates the information available and also includes local industry insight to give a relatively accurate picture of the current market situation and major players.

**Publisher:** IWSR | **Product ref:** 127274

**Price:** \$817

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## India Forecast Report 2011-2016

This Forecast Report 2011-2016 forecasts the Indian alcohol market over the next five years, covering the most recent and future trends for all wine and spirits categories. Gain insight into the current situation and anticipated growth trends. Find out which categories will be hottest over the next five years. Discover the future of premium spirits and gain insight into the reasons underpinning the growth opportunities.

**Publisher:** IWSR | **Product ref:** 125978

**Price:** \$536

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## China Forecast Report 2011-2016

This China Forecast Report 2011-2016 forecasts the Chinese alcohol market over the next five years, covering the most recent and future trends for all wine and spirits categories. Each quality/price segment is forecast and detailed explanations as to why and how volume trends have been forecast are included.

**Publisher:** IWSR | **Product ref:** 125977

**Price:** \$536

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## Russia Forecast Report 2011-2016

The IWSR Russia Forecast Report 2011-2016 forecasts the Russian alcohol market over the next five years, covering the most recent and future trends for all wine and spirits categories. Each quality/price segment is forecast and detailed explanations as to why and how volume trends have been forecast are included.

**Publisher:** IWSR | **Product ref:** 125960

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# Wine - some of our most popular reports for mature and emerging markets

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## Spanish Consumer Footfall and Expenditure In Foodservice Channels

**Synopsis** • This report is based on primary surveys conducted by Canadean accessing its B2C panels of Spanish foodservice consumers. The opinions and forward looking statements of 3,018 consumers are captured in our survey • The geographical scope of the research is Spain – drawing on the activity and expectations of consumers across different foodservice channels • The brief provides snapshots of frequency of footfall and average expenditure on food across different foodservice channels • Key topics covered in this report include information categorized by foodservice channels and consumers' age, gender, annual income and children in household. Summary "Spanish Consumer Footfall and Expenditure in Foodservice Channels" is a new survey report by Canadean that analyzes consumer footfall across the Spanish foodservice channels, and explores how consumer expenditure across different foodservice channels have changed in 2011. The report also provides definitive analysis of information categorized by consumers' age, gender, annual income and children in household. The research source in this report is based on an extensive survey between June and October 2011 taken by 3,018 consumers of various age and income groups within Spain Scope The report features the opinions of consumers related to the following: • Consumer footfall across different foodservice channels • Foodservice channels that drive consumer expenditure Reasons To Buy • Formulate effective sales and marketing strategies by identifying consumer expenditure on foodservice channels • Better promote your business by aligning capabilities and business practices with consumer behavior across different age groups and gender • Benchmark your market understanding of consumer requirements across different income categories Key Highlights • In Spain, a total of 43% of respondents visited 'coffee or tea shops' more than three times a month, which was the highest among any channel, of which 12% claims more than 10

**Publisher:** [Canadean Ltd](#) | **Product ref:** 128058

**Price:** \$425

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## Pernod Ricard Groupe in Wine (World)

As with many other leading global wine players, Pernod Ricard has seen volumes suffer. This is primarily due to divesting a number of non-core wine assets to pay down the debt from the V&S acquisition, but also an attempt to increase margins through less discounting in key markets such as the UK. The profile looks at how the company is positioned and how it can develop its presence with no money for acquisitions.

**Publisher:** [Euromonitor Plc](#) | **Product ref:** 128097

**Price:** \$390

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## Future of Wine Consumption in India, 2005–15

This report is the result of ICD Research's extensive market research covering wine consumption in India. It provides detailed historic and forecast data on the consumption of wine in India, covering market size, key categories and segments, wine type, color, price and country of origin. The report also includes an analysis of the macro business environment and drivers of the market in India.

**Publisher:** [ICD Research](#) | **Product ref:** 122627

**Price:** \$875

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## Future of Wine Consumption in France, 2005–15

This report is the result of ICD Research's extensive market research covering wine consumption in France. It provides detailed historic and forecast data on the consumption of wine in France, covering market size, key categories and segments, wine type, color, price and country of origin. The report also includes an analysis of the macro business environment and drivers of the market in France.

**Publisher:** ICD Research | **Product ref:** 122607

**Price:** \$875

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## How Wine Companies Can Become Global

At the start of the 21st century there was great optimism among wine companies being able to develop into large-volume global players primarily through mergers and acquisitions. Recent events, such as Constellation Brands' divestment of its UK and Australian operations in January 2011 for a fraction of what it paid has shown that optimism to be misplaced. This briefing looks at what happened, but more importantly how companies can now develop their global presence.

**Publisher:** Euromonitor Plc | **Product ref:** 121657

**Price:** \$2,145

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## The IWSR China Wine Market Report

China is the fastest-growing major still light wine market in the world and current growth rates suggest that the market will overtake the UK, maybe as early as 2011. This report analyses the structure of consumption by country of origin, colour, format and price point and details information needed when considering exporting to China such as taxation, legal aspects and consumer profiles. The report also includes growth forecasts to 2016.

**Publisher:** IWSR | **Product ref:** 122920

**Price:** \$817

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