Sample provided by



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Products & Services Available from Canadean in 2010

Wisdom - Canadean's multi-dimentional beverage database, available for all services

All Beverage Services - annual and quarterly Wisdom databases and reports - Global Beverage Forecasts and Quarterly Beverage Tracker (QBT)

Soft Drinks Service - annual country and global Wisdom databases and reports

Beer Service - annual country and global Wisdom databases and reports

Beverage Packaging Service - annual country and global Wisdom databases and reports

Iberia - annual, quarterly and monthly reports on Spain and Portugal

Special Focus Reports - please check our webiste or contact us for details of the latest special reports available

Consulting

Bespoke projects

Database management

Long-range forecasting

Client presentations

Beverage workshops

Bespoke database solutions

Industry presentations

Industry referrals and claims

Conferences

For more information on any of Canada and beverage services or consulting please contact Canadean on tel: +44 (0)1256 394200, email.sales canadean.com or visit www.canadean.com





BEVERAGE FORECASTS



Contents

Data Table

Data Horizon: 1999-2008 ACTUAL (2009P (provisional), 2010-2015F (forecast)

Measures: Volume (million litre, Population (millions), Litres Per Capita

Product Coverage

Main beverage category groups: Soft (standard), Soft (extended), Beer, Spirits (standard), Spirits (extended) and Wines.

Individual beverage categories within each main group are as follows:

Soft (standard): Packaged Water, Carbonates, Juice (100% pure juice), Nectars (products with a 25-99% juice content), Still Drinks (<25% juice content), Squash/Syrups, Fruit Powders, Iced/Ready To Drink (RTD) Tea, Sports Drinks,

Energy Drinks. Packaged Water excludes all water sold in large containers of >10 litres Soft (extended): Bulk/HOD Water, Dairy Drinks (White Milk, Flavoured Milk, Soymilk and Cultured Dairy Drinks including Drinking Yogurt and Fermented Milk combined), Hot Coffee, Hot Tea Beer: Beer

Spirits (standard): Spirits (excludes Fortified Wine and Flavoured Alcoholic Beverages (FABs))

Spirits (extended): Flavoured Alcoholic Beverages (FABs)

Wines: Wine (Still and Sparkling combined)

Market Commentary

Latvia

Packaged Water Bulk/HOD Water Carbonates Juice Nectars Still Drinks Squash/Syrups
Iced/Rtd Tea Drinks
Sports Drinks
Energy Drinks
Dairy Drinks
Hot Tea
Hot Coffee
Beer
Wine
Spirits
FABs

Global Beverage Forecasts - Methodology



canapean

Data extracted from Canadean Ltd's Global Beverage Forecasts Wisdom database
All data is owned by Canadean Ltd and may not be passed to a third party without written consent from Canadean Ltd

Latvia		1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009P	2010F	2011F	2012F	2013F	2014F	2015F
Volume (Millions Litres All Categories All Soft Soft (Standard)	3)																	
All Categories	Total																	
All Soft	Total																	
Soft (Standard)	Total																	
	Packaged Water																	
	Carbonates																	
	Juice																	
	Nectars																	
	Still Drinks																	
	Squash/Syrups							_										
	Fruit Powders																	
	Iced/RTD Tea Drinks																	
	Sports Drinks																	
								/										
0.00	Energy Drinks																	
Soft (Extended)	Total																	
	Bulk/HOD Water																	
	Dairy Drinks							_		\								
	Hot Coffee									\								
	Hot Tea						/		/4	_								
All Alcoholic	Total																	
Beer	Total								_									
	Beer									/								
Spirits (Standard)	Total								_									
Opinio (Giandara)	Spirits excluding FABs & Fort Wine						A.	VI										
Spirits (Extended)	Total					_		$\overline{}$										
Spilits (Exterided)	Flavoured Alcoholic Beverages							_										
Wines	Total					•												
	Total Wine					•	1											
Population (Millions)	Wine					Ċ	12											
Population (Millions)	Wine																	
Population (Millions) Litres per Capita All Categories All Soft	Wine					e ^c												
Population (Millions)	Wine Total Total Total Total																	
Population (Millions) Litres per Capita All Categories All Soft	Wine Total Total Total Total Packaged Water																	
Population (Millions) Litres per Capita All Categories All Soft	Wine Total Total Total Total				\(\frac{1}{2} \)													
Population (Millions) Litres per Capita All Categories All Soft	Wine Total Total Total Total Total Packaged Water Carbonates				\\ \frac{1}{2}													
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Population (Millions) Litres per Capita All Categories All Soft	Wine Total Total Total Total Total Total Juice Nectars Still Dirinks		<)U													
Population (Millions) Litres per Capita All Categories All Soft	Wine Total		<		Ju.													
Population (Millions) Litres per Capita All Categories All Soft	Wine Total Total Total Total Total Total Total Total Packaged Water Carbonates Julice Nectars Still Dirinks Squash'Syrups Fruit Powders		<)u,													
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Population (Millions) Litres per Capita All Categories All Soft	Wine Total Total Total Total Total Total Packaged Water Carbonates Julice Nectars Still Dirinks Squash'Syrups Fruit Powders Locd/RTD Tea Dirinks Sports Dirinks Sports Dirinks		<)u													
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Population (Millions) Litres per Capita All Categories All Soft Soft (Standard) Soft (Extended)	Wine Total Total Total Total Total Total Packaged Water Curbonates Julice Nectars Squash Syrups Fruit Powders Icaef/YTD Tea Drinks Sports Drinks Energy Drinks Energy Drinks Energy Drinks Hot Coffee Hot Tea Total Total Total Beer Total Spirits excluding FABs & Fort Wine		<)u,													



MARKET COMMENTA	ARY
Latvia	
Packaged Water	
Bulk/HOD Water	Unicolistered
Carbonates	
Juice	



MARKET COMMENTA	ARY
Nectars	
Still Drinks	
Squash/Syrups	Jinredistered Jinredistered
Iced/Rtd Tea Drinks	
Sports Drinks	





MARKET COMMENTA	ARY
Energy Drinks	
Dairy Drinks	Unitedistered
Hot Tea	Julie
Hot Coffee	
Beer	





Global Beverage Forecasts - Sample Pages

MARKET COMMENTA	ARY
Wine	
Spirits	
FABs	, ei
	dist
FABs	inredistered



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