# 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

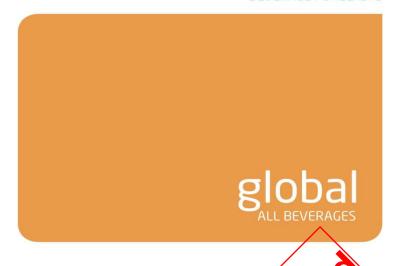
Conferences

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

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)

#### canadean

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

olume (Millions Litres	
Categories	Total
Soft	Total
Soft (Standard)	Total
	Packaged Water
	Carbonates
	Juice
	Nectars
	Still Drinks
	Squash/Syrups
	Fruit Powders
	Iced/RTD Tea Drinks
	Energy Drinks
Soft (Extended)	Total
	Bulk/HOD Water
	Dairy Drinks
	Hot Coffee
	Hot Tea
Alcoholic	Total
er	Total
u.	Beer
	Total
Spirits (Standard)	Spirits excluding FABs & Fort Wine
rits (Extended)	Total
	Flavoured Alcoholic Beverages
ines	Total
ppulation (Millions)	
epulation (Millions)	Total Wine
pulation (Millions) res per Capita Categories	Total Wine Total
pulation (Millions) res per Capita Categories Soft	Total Wine Total Total
pulation (Millions) res per Capita Categories Soft	Total Wine Total Total Total
pulation (Millions)  res per Capita  Categories  Soft	Total Wine  Total Total Total Total Total Total Total
pulation (Millions)  res per Capita  Categories  Soft	Total Wine  Total Total Total Total Packaged Water Carbonates
pulation (Millions)  res per Capita  Categories  Soft	Total Wine  Total Total Total Total Total Total Total Total Deckaged Water Carbonates Juice
	Total Wine  Total Total Total Total Packaged Water Carbonates Julice Nectars
pulation (Millions) res per Capita Categories Soft	Total Wine  Total Total Total Total Total Packaged Water Carbonates Julio Nectars Still Dirinks
pulation (Millions)  res per Capita  Categories  Soft	Total Wine  Total Total Total Total Packaged Water Carbonates Juice Nectar Still Dinks Squath Vyrups
pulation (Millions) res per Capita Categories Soft	Total Wine  Total Total Total Total Total Packaged Water Carbonates Julio Nectars Still Dirinks
pulation (Millions) res per Capita Categories Soft	Total Wine  Total Total Total Total Total Packaged Water Carbonates Juice Nectar Still Dinks Squath/yrpps Frait Powders Loud/FRD Poat Driks
pulation (Millions)  res per Capita  Categories  Soft	Total Wine  Total Total Total Total Total Packaged Water Carbonates Juice Nectar Still Dinks Squath/yrpps Frait Powders Loud/FRD Poat Driks
res per Capita Categories Soft	Total Wine  Total Total Total Total Total Total Total Substitutes Julion Necture Sull Dirinks Squart/Syrups Fatt Powders
pulation (Millions) res per Capita Categories Soft fr (Standard)	Total Wine  Total Total Total Total Total Total Packaged Water Conventes South Syrups Fait Powders South Total Fait Powders South Total Fait Powders Loud/RTD Total Drinks Energy Drinks
pulation (Millions) res per Capita Categories Soft ft (Standard)	Total Wine  Total Total Total Total Total Packaged Water Carbonates Juice Nectars Still Dinks Squash'Oyrps Fruit Powders Load/RTD Tota Dinks Emergy Drinks Total
pulation (Millions) res per Capita Categories Soft fit (Standard)	Total Wine  Total Total Total Total Packaged Water Carbonates Juice Nectars Still Dinks Squash'Oyrps Fruit Powders Loud/FID Tea Drinks Energy Drinks Total Bukk/HOD Water Dairy Drinks
pulation (Millions) res per Capita Categories Soft ft (Standard)	Total Wine  Total Total Total Total Total Packaged Water Carbonates Juce Sel Drinks Squash Synps Final Londor Drinks Energy Drinks Total Bulk/HOO Water Dairy Drinks HO Coffee
res per Capita Categories Soft (Clandard)	Total Wine  Total Total Total Total Total Packaged Water Carbonates Juce Nectars Still Drinks Squash Syrups Fruit Powders Local/RTD Tea Drinks Energy Drinks Brider-Total Buik-HOO Water Dairy Drinks Hot Coffee Hot Tea
res per Capita Categories Sott t (Standard)  It (Extended)	Total Wine  Total Total Total Total Total Packaged Water Carbonates Jucce Nectura Sal Drinks Square/Synps Indiget State Energy Prinks Total Buldy-HOO Water Dairy Drinks Hot Coffee Hot Tea
pulation (Millions) res per Capita Categories Soft ft (Standard)	Total Wine  Total Total Total Total Total Total Packaged Water Carbonates Julice Necturs Still Dirinks Squash'Syrups Fruit Powders IcadKTD Tea Dirinks Energy Dirinks Total Dirinks Dirinks Dirinks Total Total Total Total
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pulation (Millions) res per Capita Categories Soft It (Standard)  It (Extended)	Total Wine  Total Beer Total Beer
pulation (Millions) res per Capita Gategories Sort It (Estendard)  It (Extended)  Alcoholic or rifs (Standard)	Total Wine  Total Total Total Total Total Packaged Water Carbonates Juce Necture Sal Drinks Squan Syrup For Street For St
pulation (Millions) res per Capita Gategories Sort It (Estendard)  It (Extended)  Alcoholic or rifs (Standard)	Total Wine  Total Beer Total Total Sprint excluding FABs & Fort Wine
pulation (Millions) res per Capita Categories Sort ( (Standard)  t (Extended)	Total Wine  Total Total Total Total Total Packaged Water Carbonates Juce Necture Sal Drinks Squan Syrup For Street For St

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