



# Global Beer Trends 2011

## SAMPLE PAGES

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**Wisdom Databases and Reports available from the Canadean Beer Service in 2011:**

| <b>Global Beer Excel Reports</b>  |                    |                 |                |
|---|--------------------|-----------------|----------------|
| Global Beer Trends  |                    |                 |                |
| Global Brewer Analyser  |                    |                 |                |
| <b>Beer Country Market Insight Reports and Wisdom Databases</b>   |                    |                 |                |
| <b>Africa</b>   |                    |                 |                |
| Nigeria   |                    |                 |                |
| <b>Asia</b>   |                    |                 |                |
| Australia   | Indonesia          | Philippines     | Taiwan         |
| China (+ regions)   | Japan              | Singapore       | Thailand       |
| Hong Kong   | Malaysia           | South Korea     | Vietnam        |
| India   |                    |                 |                |
| <b>Americas</b>   |                    |                 |                |
| Argentina   | Chile              | Guatemala       | Panama         |
| Brazil  | Colombia           | Honduras        | USA            |
| Canada  | Costa Rica         | Mexico          | Venezuela      |
| Caribbean (1)   | El Salvador        | Nicaragua       |                |
| <b>West Europe</b>  |                    |                 |                |
| Austria   | Germany            | Italy           | Spain          |
| Belgium   | Greece             | Netherlands     | Sweden         |
| Denmark   | Ireland (Republic) | Norway          | Switzerland    |
| Finland   | Ireland (Northern) | Portugal        | United Kingdom |
| France  |                    |                 |                |
| <b>East Europe</b>  |                    |                 |                |
| Bulgaria  | Hungary            | Romania         | Slovenia       |
| Croatia   | Latvia             | Russia          | Turkey         |
| Czech Republic  | Lithuania          | Serbia          | Ukraine        |
| Estonia   | Poland             | Slovak Republic |                |
| <p>In addition to the above reports, topline data is also available for another 120 countries.</p> <p>(1) Includes data on: Antigua, Aruba, Bahamas, Barbados, Belize, Bermuda, British Virgin Islands, Cayman Islands, Cuba, Dominica, Dominican Republic, Grenada, Guadeloupe, Guyana, Haiti, Jamaica, Martinique, Netherlands Antilles, Puerto Rico, St Kitts, St Lucia, St Vincent, Surinam, Trinidad &amp; Tobago.</p> |                    |                 |                |

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## Contents & Notes

*Please note that these forecasts were produced in September 2011 and supersede all previous forecasts. They may differ from forecasts previously published in our Soft Drinks and Beer Market Insights reports and Quarterly Beverage Tracker (QBT).*

### Geographical Coverage

#### **Africa (41 Markets)**

Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Central African Republic, Chad, Congo (Brazzaville), Congo (Zaire), Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Ivory Coast, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritius, Mozambique, Namibia, Niger, Nigeria, Reunion, Rwanda, Senegal, Seychelles, Sierra Leone, South Africa, Swaziland, Tanzania, Togo, Uganda, Zambia, Zimbabwe, Other Africa

#### **Asia (27 Markets)**

Armenia, Azerbaijan, Burma (Myanmar), Cambodia, China, Georgia, Hong Kong, India, Indonesia, Japan, Kazakhstan, Kyrgyzstan, Laos, Malaysia, Mongolia, Nepal, Pakistan, Philippines, Singapore, South Korea, Sri Lanka, Taiwan, Tajikistan, Thailand, Turkmenistan, Uzbekistan, Vietnam, Other Asia

#### **Australasia (10 Markets)**

Australia, Fiji, French Polynesia, New Caledonia, New Zealand, Papua New Guinea, Samoa, Solomon Islands, Tonga, Vanuata, Other Australasia

## **East Europe (22 Markets)**

Albania, Belarus, Bosnia-Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Kosovo, Latvia, Lithuania, Macedonia, Moldova, Montenegro, Poland, Romania, Russia, Serbia, Slovak Republic, Slovenia, Turkey, Ukraine

## **Latin America (37 Markets)**

Antigua, Argentina, Bahamas, Barbados, Belize, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominica, Dominican Republic, Ecuador, El Salvador, Grenada, Guadeloupe, Guatemala, Guyana, Haiti, Honduras, Jamaica, Martinique, Mexico, Netherlands Antilles, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, St Kitts, St Lucia, St Vincent, Surinam, Trinidad & Tobago, Uruguay, Venezuela, Other Latin America

## **MENA (8 Markets)**

Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Syria, Tunisia, Other MENA

## **North America (2 Markets)**

Canada, USA

## **West Europe (20 Markets)**

Austria, Belgium, Cyprus, Denmark, Finland, France, Germany, Greece, Iceland, Italy, Luxembourg, Malta, Netherlands, Norway, Portugal, Republic of Ireland, Spain, Sweden, Switzerland, UK, Other West Europe

## **TABLES**

Consumption by Region/Country (000s hl) 2005-2016F  
Production by Region/Country (000s hl) 2005-2016F  
Exports by Region/Country (000s hl) 2005-2016F  
Imports by Region/Country (000s hl) 2005-2016F  
Population by Region/Country (000s) 2005-2016F  
Per Capita Consumption by Region/Country (litres) 2005-2016F

## **INDIVIDUAL COUNTRY PROFILES (59 Markets)**

### **Including Tables :**

Beer Production, Exports, Imports, Consumption (000s hl) 2005-2016F  
Population (000s) 2005-2016F  
Per Capita Consumption (litres) 2005-2016F  
Leading Brewer Share 2010  
Leading Brands (Ranked), 2010

## **Africa (1 Market)**

Nigeria

## **Asia (12 Markets)**

China  
Hong Kong  
India  
Indonesia  
Japan  
Malaysia  
Philippines  
Singapore  
South Korea  
Taiwan  
Thailand

Vietnam

**Australasia (1 Market)**

Australia

**East Europe (15 Markets)**

Bulgaria

Croatia

Czech

Estonia

Hungary

Latvia

Lithuania

Poland

Romania

Russia

Serbia

Slovakia

Slovenia

Turkey

Ukraine

**Latin America (12 Markets)**

Argentina

Brazil

Chile

Colombia

Costa Rica

El Salvador

Guatemala

Honduras

Mexico

Nicaragua

Panama

Venezuela

**North America (2 Markets)**

Canada

USA

**West Europe (16 Markets)**

Austria

Belgium

Denmark

Finland

France

Germany

Greece

Italy

Norway

Netherlands

Portugal

Republic of Ireland

Spain

Sweden

Switzerland

UK



**GLOBAL**

**BEER CONSUMPTION BY REGION/COUNTRY, 2005-2016F**

| 000S HL                  | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011F | 2012F | 2013F | 2014F | 2015F | 2016F |
|--------------------------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|
| AFRICA                   |      |      |      |      |      |      |       |       |       |       |       |       |
| ASIA                     |      |      |      |      |      |      |       |       |       |       |       |       |
| AUSTRALASIA              |      |      |      |      |      |      |       |       |       |       |       |       |
| EAST EUROPE              |      |      |      |      |      |      |       |       |       |       |       |       |
| LATIN AMERICA            |      |      |      |      |      |      |       |       |       |       |       |       |
| MIDDLE EAST/NORTH AFRICA |      |      |      |      |      |      |       |       |       |       |       |       |
| NORTH AMERICA            |      |      |      |      |      |      |       |       |       |       |       |       |
| WEST EUROPE              |      |      |      |      |      |      |       |       |       |       |       |       |
| <b>GLOBAL</b>            |      |      |      |      |      |      |       |       |       |       |       |       |

All data is shown to zero decimal places. Therefore values of <0.5 are shown blank.

**SOURCE : CANADEAN WISDOM DATABASE**



## GLOBAL

### BEER PRODUCTION BY REGION/COUNTRY, 2005-2016F

| 000S HL                  | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011F | 2012F | 2013F | 2014F | 2015F | 2016F |
|--------------------------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|
| AFRICA                   |      |      |      |      |      |      |       |       |       |       |       |       |
| ASIA                     |      |      |      |      |      |      |       |       |       |       |       |       |
| AUSTRALASIA              |      |      |      |      |      |      |       |       |       |       |       |       |
| EAST EUROPE              |      |      |      |      |      |      |       |       |       |       |       |       |
| LATIN AMERICA            |      |      |      |      |      |      |       |       |       |       |       |       |
| MIDDLE EAST/NORTH AFRICA |      |      |      |      |      |      |       |       |       |       |       |       |
| NORTH AMERICA            |      |      |      |      |      |      |       |       |       |       |       |       |
| WEST EUROPE              |      |      |      |      |      |      |       |       |       |       |       |       |
| <b>GLOBAL</b>            |      |      |      |      |      |      |       |       |       |       |       |       |

All data is shown to zero decimal places. Therefore values of <0.5 are shown blank.

**SOURCE : CANADEAN WISDOM DATABASE**



## GLOBAL

### BEER EXPORTS BY REGION/COUNTRY, 2005-2016F

| 000S HL                  | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011F | 2012F | 2013F | 2014F | 2015F | 2016F |
|--------------------------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|
| AFRICA                   |      |      |      |      |      |      |       |       |       |       |       |       |
| ASIA                     |      |      |      |      |      |      |       |       |       |       |       |       |
| AUSTRALASIA              |      |      |      |      |      |      |       |       |       |       |       |       |
| EAST EUROPE              |      |      |      |      |      |      |       |       |       |       |       |       |
| LATIN AMERICA            |      |      |      |      |      |      |       |       |       |       |       |       |
| MIDDLE EAST/NORTH AFRICA |      |      |      |      |      |      |       |       |       |       |       |       |
| NORTH AMERICA            |      |      |      |      |      |      |       |       |       |       |       |       |
| WEST EUROPE              |      |      |      |      |      |      |       |       |       |       |       |       |
| <b>GLOBAL</b>            |      |      |      |      |      |      |       |       |       |       |       |       |

All data is shown to zero decimal places. Therefore values of <0.5 are shown blank.

**SOURCE : CANADEAN WISDOM DATABASE**



**GLOBAL**

**BEER IMPORTS BY REGION/COUNTRY, 2005-2016F**

| 000S HL                  | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011F | 2012F | 2013F | 2014F | 2015F | 2016F |
|--------------------------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|
| AFRICA                   |      |      |      |      |      |      |       |       |       |       |       |       |
| ASIA                     |      |      |      |      |      |      |       |       |       |       |       |       |
| AUSTRALASIA              |      |      |      |      |      |      |       |       |       |       |       |       |
| EAST EUROPE              |      |      |      |      |      |      |       |       |       |       |       |       |
| LATIN AMERICA            |      |      |      |      |      |      |       |       |       |       |       |       |
| MIDDLE EAST/NORTH AFRICA |      |      |      |      |      |      |       |       |       |       |       |       |
| NORTH AMERICA            |      |      |      |      |      |      |       |       |       |       |       |       |
| WEST EUROPE              |      |      |      |      |      |      |       |       |       |       |       |       |
| <b>GLOBAL</b>            |      |      |      |      |      |      |       |       |       |       |       |       |

All data is shown to zero decimal places. Therefore values of <0.5 are shown blank.

**SOURCE : CANADEAN WISDOM DATABASE**



## GLOBAL

### POPULATION BY REGION/COUNTRY, 2005-2016F

| THOUSANDS                | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011F | 2012F | 2013F | 2014F | 2015F | 2016F |
|--------------------------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|
| AFRICA                   |      |      |      |      |      |      |       |       |       |       |       |       |
| ASIA                     |      |      |      |      |      |      |       |       |       |       |       |       |
| AUSTRALASIA              |      |      |      |      |      |      |       |       |       |       |       |       |
| EAST EUROPE              |      |      |      |      |      |      |       |       |       |       |       |       |
| LATIN AMERICA            |      |      |      |      |      |      |       |       |       |       |       |       |
| MIDDLE EAST/NORTH AFRICA |      |      |      |      |      |      |       |       |       |       |       |       |
| NORTH AMERICA            |      |      |      |      |      |      |       |       |       |       |       |       |
| WEST EUROPE              |      |      |      |      |      |      |       |       |       |       |       |       |
| <b>GLOBAL</b>            |      |      |      |      |      |      |       |       |       |       |       |       |

All data is shown to zero decimal places. Therefore values of <0.5 are shown blank.

**SOURCE : CANADEAN WISDOM DATABASE**



## GLOBAL

### PER CAPITA CONSUMPTION OF BEER BY REGION/COUNTRY, 2005-2016F

| LITRES                   | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011F | 2012F | 2013F | 2014F | 2015F | 2016F |
|--------------------------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|
| AFRICA                   |      |      |      |      |      |      |       |       |       |       |       |       |
| ASIA                     |      |      |      |      |      |      |       |       |       |       |       |       |
| AUSTRALASIA              |      |      |      |      |      |      |       |       |       |       |       |       |
| EAST EUROPE              |      |      |      |      |      |      |       |       |       |       |       |       |
| LATIN AMERICA            |      |      |      |      |      |      |       |       |       |       |       |       |
| MIDDLE EAST/NORTH AFRICA |      |      |      |      |      |      |       |       |       |       |       |       |
| NORTH AMERICA            |      |      |      |      |      |      |       |       |       |       |       |       |
| WEST EUROPE              |      |      |      |      |      |      |       |       |       |       |       |       |
| <b>GLOBAL</b>            |      |      |      |      |      |      |       |       |       |       |       |       |

All data is shown to zero decimal places. Therefore values of <0.5 are shown blank.

**SOURCE : CANADEAN WISDOM DATABASE**



**GLOBAL**

**TOP 20 COUNTRIES CONSUMPTION, 2005-2016F**

| 000S HL | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011F | 2012F | 2013F | 2014F | 2015F | 2016F |
|---------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|
|         |      |      |      |      |      |      |       |       |       |       |       |       |
|         |      |      |      |      |      |      |       |       |       |       |       |       |
|         |      |      |      |      |      |      |       |       |       |       |       |       |
|         |      |      |      |      |      |      |       |       |       |       |       |       |
|         |      |      |      |      |      |      |       |       |       |       |       |       |
|         |      |      |      |      |      |      |       |       |       |       |       |       |
|         |      |      |      |      |      |      |       |       |       |       |       |       |
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|         |      |      |      |      |      |      |       |       |       |       |       |       |
|         |      |      |      |      |      |      |       |       |       |       |       |       |
|         |      |      |      |      |      |      |       |       |       |       |       |       |
|         |      |      |      |      |      |      |       |       |       |       |       |       |
|         |      |      |      |      |      |      |       |       |       |       |       |       |
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|         |      |      |      |      |      |      |       |       |       |       |       |       |

All data is shown to zero decimal places. Therefore values of <0.5 are shown blank.

**SOURCE : CANADEAN WISDOM DATABASE**



**GLOBAL**

**TOP 10 BEER IMPORTING COUNTRIES, 2005-2016F**

| 000S HL | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011F | 2012F | 2013F | 2014F | 2015F | 2016F |
|---------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|
|         |      |      |      |      |      |      |       |       |       |       |       |       |
|         |      |      |      |      |      |      |       |       |       |       |       |       |
|         |      |      |      |      |      |      |       |       |       |       |       |       |
|         |      |      |      |      |      |      |       |       |       |       |       |       |
|         |      |      |      |      |      |      |       |       |       |       |       |       |
|         |      |      |      |      |      |      |       |       |       |       |       |       |
|         |      |      |      |      |      |      |       |       |       |       |       |       |
|         |      |      |      |      |      |      |       |       |       |       |       |       |
|         |      |      |      |      |      |      |       |       |       |       |       |       |
|         |      |      |      |      |      |      |       |       |       |       |       |       |

All data is shown to zero decimal places. Therefore values of <0.5 are shown blank.

**SOURCE : CANADEAN WISDOM DATABASE**



**GLOBAL**

**TOP 10 BEER EXPORTING COUNTRIES, 2005-2016F**

| 000S HL | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011F | 2012F | 2013F | 2014F | 2015F | 2016F |
|---------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|
|         |      |      |      |      |      |      |       |       |       |       |       |       |
|         |      |      |      |      |      |      |       |       |       |       |       |       |
|         |      |      |      |      |      |      |       |       |       |       |       |       |
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|         |      |      |      |      |      |      |       |       |       |       |       |       |
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|         |      |      |      |      |      |      |       |       |       |       |       |       |

All data is shown to zero decimal places. Therefore values of <0.5 are shown blank.

**SOURCE : CANADEAN WISDOM DATABASE**





## EAST EUROPE

### BEER CONSUMPTION BY REGION/COUNTRY, 2005-2016F

| 000S HL            | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011F | 2012F | 2013F | 2014F | 2015F | 2016F |
|--------------------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|
| ALBANIA            |      |      |      |      |      |      |       |       |       |       |       |       |
| BELARUS            |      |      |      |      |      |      |       |       |       |       |       |       |
| BOSNIA-HERZEGOVINA |      |      |      |      |      |      |       |       |       |       |       |       |
| BULGARIA           |      |      |      |      |      |      |       |       |       |       |       |       |
| CROATIA            |      |      |      |      |      |      |       |       |       |       |       |       |
| CZECH REPUBLIC     |      |      |      |      |      |      |       |       |       |       |       |       |
| ESTONIA            |      |      |      |      |      |      |       |       |       |       |       |       |
| HUNGARY            |      |      |      |      |      |      |       |       |       |       |       |       |
| KOSOVO             |      |      |      |      |      |      |       |       |       |       |       |       |
| LATVIA             |      |      |      |      |      |      |       |       |       |       |       |       |
| LITHUANIA          |      |      |      |      |      |      |       |       |       |       |       |       |
| MACEDONIA          |      |      |      |      |      |      |       |       |       |       |       |       |
| MOLDOVA            |      |      |      |      |      |      |       |       |       |       |       |       |
| MONTENEGRO         |      |      |      |      |      |      |       |       |       |       |       |       |
| POLAND             |      |      |      |      |      |      |       |       |       |       |       |       |
| ROMANIA            |      |      |      |      |      |      |       |       |       |       |       |       |
| RUSSIA             |      |      |      |      |      |      |       |       |       |       |       |       |
| SERBIA             |      |      |      |      |      |      |       |       |       |       |       |       |
| SLOVAK REPUBLIC    |      |      |      |      |      |      |       |       |       |       |       |       |
| SLOVENIA           |      |      |      |      |      |      |       |       |       |       |       |       |
| TURKEY             |      |      |      |      |      |      |       |       |       |       |       |       |
| UKRAINE            |      |      |      |      |      |      |       |       |       |       |       |       |

### EAST EUROPE

All data is shown to zero decimal places. Therefore values of <0.5 are shown blank.

SOURCE : CANADEAN WISDOM DATABASE



## EAST EUROPE

### BEER PRODUCTION BY REGION/COUNTRY, 2005-2016F

| 000S HL            | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011F | 2012F | 2013F | 2014F | 2015F | 2016F |
|--------------------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|
| ALBANIA            |      |      |      |      |      |      |       |       |       |       |       |       |
| BELARUS            |      |      |      |      |      |      |       |       |       |       |       |       |
| BOSNIA-HERZEGOVINA |      |      |      |      |      |      |       |       |       |       |       |       |
| BULGARIA           |      |      |      |      |      |      |       |       |       |       |       |       |
| CROATIA            |      |      |      |      |      |      |       |       |       |       |       |       |
| CZECH REPUBLIC     |      |      |      |      |      |      |       |       |       |       |       |       |
| ESTONIA            |      |      |      |      |      |      |       |       |       |       |       |       |
| HUNGARY            |      |      |      |      |      |      |       |       |       |       |       |       |
| KOSOVO             |      |      |      |      |      |      |       |       |       |       |       |       |
| LATVIA             |      |      |      |      |      |      |       |       |       |       |       |       |
| LITHUANIA          |      |      |      |      |      |      |       |       |       |       |       |       |
| MACEDONIA          |      |      |      |      |      |      |       |       |       |       |       |       |
| MOLDOVA            |      |      |      |      |      |      |       |       |       |       |       |       |
| MONTENEGRO         |      |      |      |      |      |      |       |       |       |       |       |       |
| POLAND             |      |      |      |      |      |      |       |       |       |       |       |       |
| ROMANIA            |      |      |      |      |      |      |       |       |       |       |       |       |
| RUSSIA             |      |      |      |      |      |      |       |       |       |       |       |       |
| SERBIA             |      |      |      |      |      |      |       |       |       |       |       |       |
| SLOVAK REPUBLIC    |      |      |      |      |      |      |       |       |       |       |       |       |
| SLOVENIA           |      |      |      |      |      |      |       |       |       |       |       |       |
| TURKEY             |      |      |      |      |      |      |       |       |       |       |       |       |
| UKRAINE            |      |      |      |      |      |      |       |       |       |       |       |       |
| <b>EAST EUROPE</b> |      |      |      |      |      |      |       |       |       |       |       |       |

All data is shown to zero decimal places. Therefore values of <0.5 are shown blank.

**SOURCE : CANADEAN WISDOM DATABASE**



## EAST EUROPE

### BEER EXPORTS BY REGION/COUNTRY, 2005-2016F

| 000S HL            | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011F | 2012F | 2013F | 2014F | 2015F | 2016F |
|--------------------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|
| ALBANIA            |      |      |      |      |      |      |       |       |       |       |       |       |
| BELARUS            |      |      |      |      |      |      |       |       |       |       |       |       |
| BOSNIA-HERZEGOVINA |      |      |      |      |      |      |       |       |       |       |       |       |
| BULGARIA           |      |      |      |      |      |      |       |       |       |       |       |       |
| CROATIA            |      |      |      |      |      |      |       |       |       |       |       |       |
| CZECH REPUBLIC     |      |      |      |      |      |      |       |       |       |       |       |       |
| ESTONIA            |      |      |      |      |      |      |       |       |       |       |       |       |
| HUNGARY            |      |      |      |      |      |      |       |       |       |       |       |       |
| KOSOVO             |      |      |      |      |      |      |       |       |       |       |       |       |
| LATVIA             |      |      |      |      |      |      |       |       |       |       |       |       |
| LITHUANIA          |      |      |      |      |      |      |       |       |       |       |       |       |
| MACEDONIA          |      |      |      |      |      |      |       |       |       |       |       |       |
| MOLDOVA            |      |      |      |      |      |      |       |       |       |       |       |       |
| MONTENEGRO         |      |      |      |      |      |      |       |       |       |       |       |       |
| POLAND             |      |      |      |      |      |      |       |       |       |       |       |       |
| ROMANIA            |      |      |      |      |      |      |       |       |       |       |       |       |
| RUSSIA             |      |      |      |      |      |      |       |       |       |       |       |       |
| SERBIA             |      |      |      |      |      |      |       |       |       |       |       |       |
| SLOVAK REPUBLIC    |      |      |      |      |      |      |       |       |       |       |       |       |
| SLOVENIA           |      |      |      |      |      |      |       |       |       |       |       |       |
| TURKEY             |      |      |      |      |      |      |       |       |       |       |       |       |
| UKRAINE            |      |      |      |      |      |      |       |       |       |       |       |       |
| <b>EAST EUROPE</b> |      |      |      |      |      |      |       |       |       |       |       |       |

All data is shown to zero decimal places. Therefore values of <0.5 are shown blank.

**SOURCE : CANADEAN WISDOM DATABASE**



## EAST EUROPE

### BEER IMPORTS BY REGION/COUNTRY, 2005-2016F

| 000S HL            | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011F | 2012F | 2013F | 2014F | 2015F | 2016F |
|--------------------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|
| ALBANIA            |      |      |      |      |      |      |       |       |       |       |       |       |
| BELARUS            |      |      |      |      |      |      |       |       |       |       |       |       |
| BOSNIA-HERZEGOVINA |      |      |      |      |      |      |       |       |       |       |       |       |
| BULGARIA           |      |      |      |      |      |      |       |       |       |       |       |       |
| CROATIA            |      |      |      |      |      |      |       |       |       |       |       |       |
| CZECH REPUBLIC     |      |      |      |      |      |      |       |       |       |       |       |       |
| ESTONIA            |      |      |      |      |      |      |       |       |       |       |       |       |
| HUNGARY            |      |      |      |      |      |      |       |       |       |       |       |       |
| KOSOVO             |      |      |      |      |      |      |       |       |       |       |       |       |
| LATVIA             |      |      |      |      |      |      |       |       |       |       |       |       |
| LITHUANIA          |      |      |      |      |      |      |       |       |       |       |       |       |
| MACEDONIA          |      |      |      |      |      |      |       |       |       |       |       |       |
| MOLDOVA            |      |      |      |      |      |      |       |       |       |       |       |       |
| MONTENEGRO         |      |      |      |      |      |      |       |       |       |       |       |       |
| POLAND             |      |      |      |      |      |      |       |       |       |       |       |       |
| ROMANIA            |      |      |      |      |      |      |       |       |       |       |       |       |
| RUSSIA             |      |      |      |      |      |      |       |       |       |       |       |       |
| SERBIA             |      |      |      |      |      |      |       |       |       |       |       |       |
| SLOVAK REPUBLIC    |      |      |      |      |      |      |       |       |       |       |       |       |
| SLOVENIA           |      |      |      |      |      |      |       |       |       |       |       |       |
| TURKEY             |      |      |      |      |      |      |       |       |       |       |       |       |
| UKRAINE            |      |      |      |      |      |      |       |       |       |       |       |       |

### EAST EUROPE

All data is shown to zero decimal places. Therefore values of <0.5 are shown blank.

SOURCE : CANADEAN WISDOM DATABASE



## EAST EUROPE

### POPULATION BY REGION/COUNTRY, 2005-2016F

| THOUSANDS          | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011F | 2012F | 2013F | 2014F | 2015F | 2016F |
|--------------------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|
| ALBANIA            |      |      |      |      |      |      |       |       |       |       |       |       |
| BELARUS            |      |      |      |      |      |      |       |       |       |       |       |       |
| BOSNIA-HERZEGOVINA |      |      |      |      |      |      |       |       |       |       |       |       |
| BULGARIA           |      |      |      |      |      |      |       |       |       |       |       |       |
| CROATIA            |      |      |      |      |      |      |       |       |       |       |       |       |
| CZECH REPUBLIC     |      |      |      |      |      |      |       |       |       |       |       |       |
| ESTONIA            |      |      |      |      |      |      |       |       |       |       |       |       |
| HUNGARY            |      |      |      |      |      |      |       |       |       |       |       |       |
| KOSOVO             |      |      |      |      |      |      |       |       |       |       |       |       |
| LATVIA             |      |      |      |      |      |      |       |       |       |       |       |       |
| LITHUANIA          |      |      |      |      |      |      |       |       |       |       |       |       |
| MACEDONIA          |      |      |      |      |      |      |       |       |       |       |       |       |
| MOLDOVA            |      |      |      |      |      |      |       |       |       |       |       |       |
| MONTENEGRO         |      |      |      |      |      |      |       |       |       |       |       |       |
| POLAND             |      |      |      |      |      |      |       |       |       |       |       |       |
| ROMANIA            |      |      |      |      |      |      |       |       |       |       |       |       |
| RUSSIA             |      |      |      |      |      |      |       |       |       |       |       |       |
| SERBIA             |      |      |      |      |      |      |       |       |       |       |       |       |
| SLOVAK REPUBLIC    |      |      |      |      |      |      |       |       |       |       |       |       |
| SLOVENIA           |      |      |      |      |      |      |       |       |       |       |       |       |
| TURKEY             |      |      |      |      |      |      |       |       |       |       |       |       |
| UKRAINE            |      |      |      |      |      |      |       |       |       |       |       |       |

### EAST EUROPE

All data is shown to zero decimal places. Therefore values of <0.5 are shown blank.

SOURCE : CANADEAN WISDOM DATABASE



## EAST EUROPE

### PER CAPITA CONSUMPTION OF BEER BY REGION/COUNTRY, 2005-2016F

| LITRES             | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011F | 2012F | 2013F | 2014F | 2015F | 2016F |
|--------------------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|
| ALBANIA            |      |      |      |      |      |      |       |       |       |       |       |       |
| BELARUS            |      |      |      |      |      |      |       |       |       |       |       |       |
| BOSNIA-HERZEGOVINA |      |      |      |      |      |      |       |       |       |       |       |       |
| BULGARIA           |      |      |      |      |      |      |       |       |       |       |       |       |
| CROATIA            |      |      |      |      |      |      |       |       |       |       |       |       |
| CZECH REPUBLIC     |      |      |      |      |      |      |       |       |       |       |       |       |
| ESTONIA            |      |      |      |      |      |      |       |       |       |       |       |       |
| HUNGARY            |      |      |      |      |      |      |       |       |       |       |       |       |
| KOSOVO             |      |      |      |      |      |      |       |       |       |       |       |       |
| LATVIA             |      |      |      |      |      |      |       |       |       |       |       |       |
| LITHUANIA          |      |      |      |      |      |      |       |       |       |       |       |       |
| MACEDONIA          |      |      |      |      |      |      |       |       |       |       |       |       |
| MOLDOVA            |      |      |      |      |      |      |       |       |       |       |       |       |
| MONTENEGRO         |      |      |      |      |      |      |       |       |       |       |       |       |
| POLAND             |      |      |      |      |      |      |       |       |       |       |       |       |
| ROMANIA            |      |      |      |      |      |      |       |       |       |       |       |       |
| RUSSIA             |      |      |      |      |      |      |       |       |       |       |       |       |
| SERBIA             |      |      |      |      |      |      |       |       |       |       |       |       |
| SLOVAK REPUBLIC    |      |      |      |      |      |      |       |       |       |       |       |       |
| SLOVENIA           |      |      |      |      |      |      |       |       |       |       |       |       |
| TURKEY             |      |      |      |      |      |      |       |       |       |       |       |       |
| UKRAINE            |      |      |      |      |      |      |       |       |       |       |       |       |

### EAST EUROPE

All data is shown to zero decimal places. Therefore values of <0.5 are shown blank.

SOURCE : CANADEAN WISDOM DATABASE

## Bulgaria

### Beer consumption summary 2005-2016F

| 000S HL                | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011F | 2012F | 2013F | 2014F | 2015F | 2016F |
|------------------------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|
| Consumption            |      |      |      |      |      |      |       |       |       |       |       |       |
| Imports                |      |      |      |      |      |      |       |       |       |       |       |       |
| Exports                |      |      |      |      |      |      |       |       |       |       |       |       |
| Production             |      |      |      |      |      |      |       |       |       |       |       |       |
| Population             |      |      |      |      |      |      |       |       |       |       |       |       |
| Per Capita Consumption |      |      |      |      |      |      |       |       |       |       |       |       |

### Leading Brewer Shares

| <u>Brewer</u>   | <u>Market Share (%)</u> |
|-----------------|-------------------------|
| Heineken        |                         |
| A-BInBev        |                         |
| Carlsberg Group |                         |
| Bolyarka        |                         |
| Bulbrew BG      |                         |
| Other           |                         |

### Leading Brands (Ranked)

All data is shown to zero decimal places. Therefore values of <0.5 are shown blank.

SOURCE : CANADEAN WISDOM DATABASE