

canadean 

global
SOFT DRINKS



Soft Drinks Service

Individual Market

Bottled Water Category Profile - Sample pages
2011 Cycle

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Products & Services Available from Canadean in 2011

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

All Beverages 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. Includes Cider Service - annual country and Wisdom databases and reports

Company Watch – annual company profiles

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

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

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

Consulting

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Client presentations

Beverage workshops

Bespoke database solutions

Industry presentations

Industry referrals and claims

Conferences

For more information on Canadean's Soft Drinks Service, Wisdom or any of Canadean's other beverage services or consulting, please contact Canadean: tel +44 (0)1256 394224, email sales@canadean.com or visit www.canadean.com



NOTE: The Content of the Bottled Water Category Profiles may vary slightly as not all sections are relevant to all countries.

BOTTLED WATER CATEGORY PROFILE

BOTTLED WATER - CATEGORY PROFILE

KEY FACTS

Chart - Bottled Water Leading Trademark Owners, 2010

BOTTLED WATER COMMENTARY

Current and Emerging Trends

Outlook

Segmentation

Functional Products

Private Label/Private Label Producers

Marketing

Pricing/Valuation

Packaging

Distribution

New Products 2010

Bottled Water New Products 2010

Bottled Water New Products Photo Shots 2010

BOTTLED WATER DATA TABLES

Bottled Water Consumption 2005-2011F

Consumption Chart

Annual Incremental Growth Chart

Bottled Water Consumption Forecast 2012F-2014F

Bottled Water Segments 2009-2011F

Bottled Water Packaging 2009-2011F

Bottled Water Distribution 2009-2011F

Bottled Water Leading Companies 2009-2010

APPENDICES

Methodology

Product Definitions

Packaging Definitions

Glossary



Bottled Water Category Profile Sample Pages

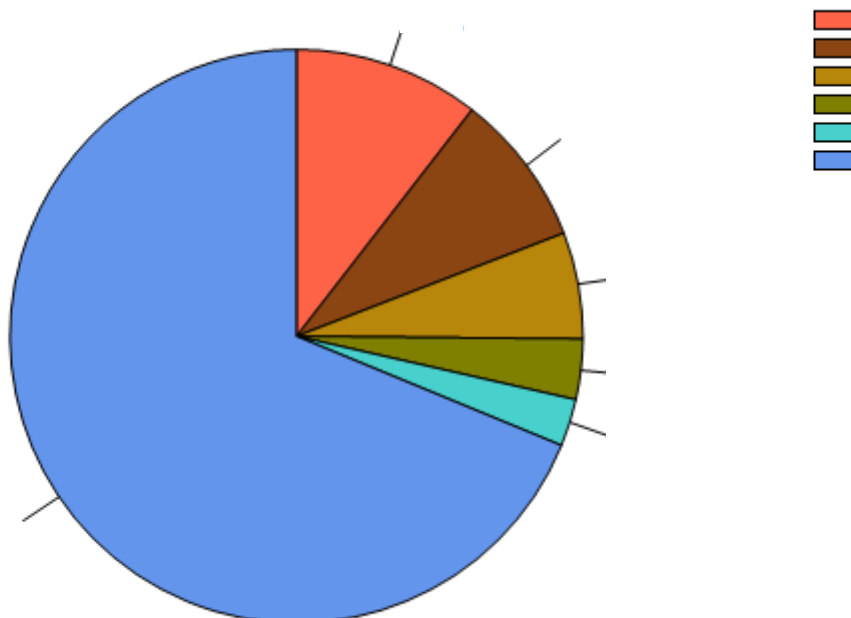
BOTTLED WATER - CATEGORY PROFILE

Bottled Water Key Facts

Market Size	Million Litres	Litres Per Capita		
Consumption 2010				
Growth	CAGR% 05-10	CAGR% 07-10	CAGR% 09-10	
Consumption M Litres				
Market Value	ARS Million	ARS / Litre	US\$ Million	US\$ / Litre
Value (at consumer price)				
Segmentation 2010	Carbonated	Still		
% Share				
Distribution 2010	Off-Premise	On-Premise		
% Share				
Packaging 2010	PET	Glass	PVC	
% Share				

SOURCE: Trade Interviews; Canadean Wisdom

Chart - Bottled Water Leading Trademark Owners, 2010



SOURCE: Canadean Wisdom



Bottled Water Category Profile Sample Pages

BOTTLED WATER COMMENTARY

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Bottled Water Category Profile Sample Pages

Pricing/Valuation

Packaging

Distribution

New Products 2010

Bottled Water New Products 2010

Company	Brand	Flavour(s)	Pack Type/Size	Price	Comment
Source : Canadean					

Bottled Water New Products Photo Shots 2010

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Bottled Water Category Profile Sample Pages

Bottled Water New Products Photo Shots 2010

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Figure 1:

Source : Canadean

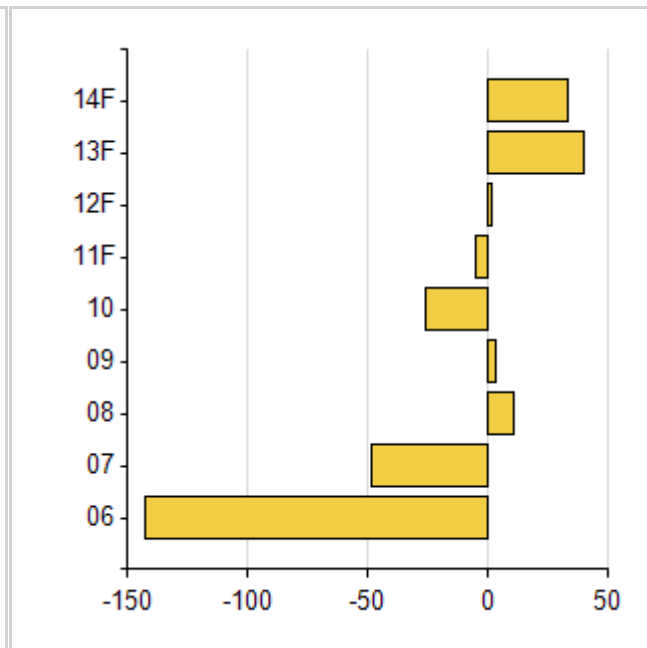
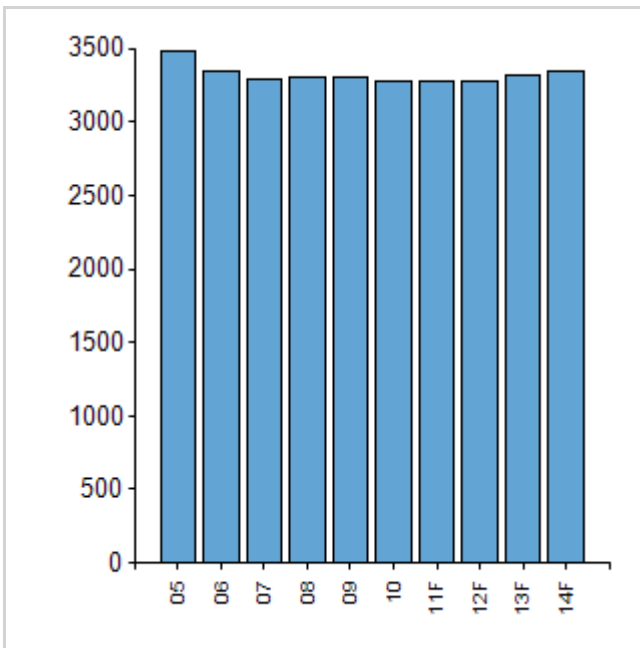


BOTTLED WATER DATA TABLES

Bottled Water Consumption 2005-2011F							
Year	2005	2006	2007	2008	2009	2010	2011F
Consumption (Million Litres)							
Litres per Capita							
Population (Millions)							
Import Volume (Million Litres)							
Imports' % Share Of Consumption							

Consumption (Million Litres)

Annual Incremental Growth (Million Litres)



Bottled Water Consumption Forecast 2012F-2014F			
Year	2012F	2013F	2014F
Consumption (Million Litres)			
Litres per Capita			
Population (Millions)			



Bottled Water Category Profile Sample Pages

Bottled Water Segments 2009-2011F			
	2009	2010	2011F
Total	100.0 %	100.0 %	100.0 %
Carbonated			
Still			
Table			
Mineral/Spring			

Bottled Water Packaging 2009-2011F			
	2009	2010	2011F
Total	100.0 %	100.0 %	100.0 %
PET			
Glass			
PVC			
Non-Refillable			
Refillable			
Multi Serve			
Single Serve			

Bottled Water Distribution 2009-2011F			
	2009	2010	2011F
Total	100.0 %	100.0 %	100.0 %
Off-Premise (Retail/At Home)			
On-Premise (Away from Home)			

Bottled Water Leading Companies 2009-2010		
	2009	2010
Total	31.1 %	31.2 %