



BEVERAGE FORECASTS



Global Beverage Forecasts

2011 Cycle

Australasia

Canadean Contacts:

Debra Richards, Sales Support Manager: +44 (0)1256 394227

Alison Bodnar, Sales Support Administrator: +44 (0)1256 394287

Copyright

Information contained in Canadean reports is confidential and for use only by clients of Canadean with valid contracts. All copyright in these publications is reserved. No part of this report may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means (electronic, mechanical, photocopying, recording or otherwise) without prior permission of the copyright owners.

Liability

Whilst every effort has been made to ensure that information contained in this report is accurate and that opinions expressed are sound, Canadean Ltd cannot be made liable for any errors, omissions or incorrect information or for any loss or consequential losses arising as a result of decisions taken based on the contents of this report.

Visit the Canadean website @ www.canadean.com

Products & Services Available from Canadean in 2011
Wisdom - Canadean's multi-dimensional 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. 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 on Spain and Portugal
Special Focus Reports - please check our website 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 Canadean's beverage services or consulting please contact Canadean on tel: +44 (0)1256 394200, email: sales@canadean.com or visit www.canadean.com





Australasia

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).

Data Horizon: 1999-2010 ACTUAL and 2011F-2016F (forecast)

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

Geographic Coverage

AUSTRALASIA: Australia, New Zealand, Other Australasia

Regional Balancers

For regions where it has not been possible to generate total market volumes by profiling each individual country, we have taken a value judgement to arrive at a balancing "Others" figure. This is recorded as a separate entity, specific to the Region to which it belongs

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, Iced/Ready To Drink (RTD) Coffee, Sports Drinks, Energy Drinks. Packaged Water excludes all water sold in large containers of >10 litres

Soft (extended): Bulk/HOD Water, White Milk, Flavoured Milk, Soymilk, Drinking Yogurt and Fermented Milk, Hot Coffee, Hot Tea

Beer: Beer, Sorghum Beer and Cider

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

Spirits (extended): Flavoured Alcoholic Beverages (FABs), Fortified Wine, Rice Wine and Sake

Wines: Wine (Still and Sparkling combined)



