



BEVERAGE FORECASTS



# Global Beverage Forecasts

2010 Cycle

Latin America

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<b>Products &amp; Services Available from Canadean in 2010</b>
<b>Wisdom</b> - Canadean's multi-dimensional beverage database, available for all services
<b>All Beverage Services</b> - annual and quarterly Wisdom databases and reports - Global Beverage Forecasts and Quarterly Beverage Tracker (QBT)
<b>Soft Drinks Service</b> - annual country and global Wisdom databases and reports
<b>Beer Service</b> - annual country and global Wisdom databases and reports
<b>Beverage Packaging Service</b> - annual country and global Wisdom databases and reports
<b>Iberia</b> - annual, quarterly and monthly reports on Spain and Portugal
<b>Special Focus Reports</b> - please check our website or contact us for details of the latest special reports available
<b>Consulting</b>
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<b>Database management</b>
<b>Long-range forecasting</b>
<b>Client presentations</b>
<b>Beverage workshops</b>
<b>Bespoke database solutions</b>
<b>Industry presentations</b>
<b>Industry referrals and claims</b>
<b>Conferences</b>

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](mailto:sales@canadean.com) or visit [www.canadean.com](http://www.canadean.com)





## Contents

### Data Table

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

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

#### Geographic Coverage

**LATIN AMERICA:** Argentina, Bolivia, Brazil, Caribbean, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay, Venezuela, Other Latin America

#### Regional Balancers

For regions where it has not been possible to generate total market volumes by profiling each individual country, specifically Central & South America, Asia, Middle East/North Africa and Rest of Africa, 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, Dairy Drinks (White Milk, Flavoured Milk, Soymilk and Cultured Dairy Drinks including Drinking Yogurt and Fermented Milk combined), Hot Coffee, Hot Tea

Beer: Beer and Cider

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

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

Wines: Wine (Still and Sparkling combined)

## Market Commentary

### Geographic Coverage

**LATIN AMERICA:** Argentina, Brazil, Chile, Colombia, Mexico, Peru, Venezuela

### Categories covered where applicable:

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

### Global Beverage Forecasts - Methodology



Data extracted from Canadean Ltd's Global Beverage Forecasts Wisdom database  
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Latin America

		1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009P	2010F	2011F	2012F	2013F	2014F	2015F	
<b>Volume (Millions Litres)</b>																			
<b>All Categories</b>	<b>Total</b>																		
<b>All Soft</b>	<b>Total</b>																		
Soft (Standard)	Total																		
	Packaged Water																		
	Carbonates																		
	Juice																		
	Nectars																		
	Still Drinks																		
	Squash/Syrups																		
	Fruit Powders																		
	Iced/RTD Tea Drinks																		
	Iced/RTD Coffee Drinks																		
	Sports Drinks																		
	Energy Drinks																		
Soft (Extended)	Total																		
	Bulk/HOD Water																		
	Dairy Drinks																		
	Hot Coffee																		
	Hot Tea																		
<b>All Alcoholic</b>	<b>Total</b>																		
Beer	Total																		
	Beer																		
	Sorghum Beer																		
	Cider																		
Spirits (Standard)	Total																		
	Spirits excluding FABs & Fort Wine																		
Spirits (Extended)	Total																		
	Flavoured Alcoholic Beverages																		
	Fortified Wine																		
Wines	Total																		
	Wine																		
<b>Population (Millions)</b>																			
<b>Litres per Capita</b>																			
<b>All Categories</b>	<b>Total</b>																		
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	Carbonates																		
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	Fruit Powders																		
	Iced/RTD Tea Drinks																		
	Iced/RTD Coffee Drinks																		
	Sports Drinks																		
	Energy Drinks																		
Soft (Extended)	Total																		
	Bulk/HOD Water																		
	Dairy Drinks																		
	Hot Coffee																		
	Hot Tea																		
<b>All Alcoholic</b>	<b>Total</b>																		
Beer	Total																		
	Beer																		
	Cider																		
Spirits (Standard)	Total																		
	Spirits excluding FABs & Fort Wine																		
Spirits (Extended)	Total																		
	Flavoured Alcoholic Beverages																		
	Fortified Wine																		
	Wine																		

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Argentina

		1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009P	2010F	2011F	2012F	2013F	2014F	2015F	
<b>Volume (Millions Litres)</b>																			
<b>All Categories</b>	<b>Total</b>																		
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Soft (Standard)	Total																		
	Packaged Water																		
	Carbonates																		
	Juice																		
	Nectars																		
	Still Drinks																		
	Squash/Syrups																		
	Fruit Powders																		
	Sports Drinks																		
	Energy Drinks																		
Soft (Extended)	Total																		
	Bulk/HOD Water																		
	Dairy Drinks																		
	Hot Coffee																		
	Hot Tea																		
<b>All Alcoholic</b>	<b>Total</b>																		
Beer	Total																		
	Beer																		
	Cider																		
Spirits (Standard)	Total																		
	Spirits excluding FABs & Fort Wine																		
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	Flavoured Alcoholic Beverages																		
	Fortified Wine																		
Wines	Total																		
	Wine																		
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<b>All Categories</b>	<b>Total</b>																		
<b>All Soft</b>	<b>Total</b>																		
Soft (Standard)	Total																		
	Packaged Water																		
	Carbonates																		
	Juice																		
	Nectars																		
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	Dairy Drinks																		
	Hot Coffee																		
	Hot Tea																		
<b>All Alcoholic</b>	<b>Total</b>																		
Beer	Total																		
	Beer																		
	Cider																		
Spirits (Standard)	Total																		
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Spirits (Extended)	Total																		
	Flavoured Alcoholic Beverages																		
	Fortified Wine																		
	Wine																		

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Bolivia

		1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009P	2010F	2011F	2012F	2013F	2014F	2015F	
<b>Volume (Millions Litres)</b>																			
<b>All Categories</b>	<b>Total</b>																		
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	Nectars																		
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	Energy Drinks																		
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	Bulk/HOD Water																		
	Dairy Drinks																		
	Hot Coffee																		
	Hot Tea																		
<b>All Alcoholic</b>	<b>Total</b>																		
Beer	Total																		
	Beer																		
Spirits (Standard)	Total																		
	Spirits excluding FABs & Fort Wine																		
Spirits (Extended)	Total																		
	Flavoured Alcoholic Beverages																		
Wines	Total																		
	Wine																		
<b>Population (Millions)</b>																			
<b>Litres per Capita</b>																			
<b>All Categories</b>	<b>Total</b>																		
<b>All Soft</b>	<b>Total</b>																		
Soft (Standard)	Total																		
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Soft (Extended)	Total																		
	Bulk/HOD Water																		
	Dairy Drinks																		
	Hot Coffee																		
	Hot Tea																		
<b>All Alcoholic</b>	<b>Total</b>																		
Beer	Total																		
	Beer																		
Spirits (Standard)	Total																		
	Spirits excluding FABs & Fort Wine																		
Spirits (Extended)	Total																		
	Flavoured Alcoholic Beverages																		
	Wine																		

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Brazil

		1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009P	2010F	2011F	2012F	2013F	2014F	2015F	
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<b>All Categories</b>	<b>Total</b>																		
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	Packaged Water																		
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	Dairy Drinks																		
	Hot Coffee																		
	Hot Tea																		
<b>All Alcoholic</b>	<b>Total</b>																		
Beer	Total																		
	Beer																		
	Cider																		
Spirits (Standard)	Total																		
	Spirits excluding FABs & Fort Wine																		
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Wines	Total																		
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Beer	Total																		
	Beer																		
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Spirits (Standard)	Total																		
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	Wine																		

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Caribbean

		1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009P	2010F	2011F	2012F	2013F	2014F	2015F	
<b>Volume (Millions Litres)</b>																			
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Chile

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Colombia

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Costa Rica

		1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009P	2010F	2011F	2012F	2013F	2014F	2015F	
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Ecuador

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	Nectars																		
	Still Drinks																		
	Squash/Syrups																		
	Fruit Powders																		
	Iced/RTD Tea Drinks																		
	Sports Drinks																		
	Energy Drinks																		
Soft (Extended)	Total																		
	Bulk/HOD Water																		
	Dairy Drinks																		
	Hot Coffee																		
	Hot Tea																		
<b>All Alcoholic</b>	<b>Total</b>																		
Beer	Total																		
	Beer																		
Spirits (Standard)	Total																		
	Spirits excluding FABs & Fort Wine																		
Spirits (Extended)	Total																		
	Flavoured Alcoholic Beverages																		
	Fortified Wine																		
	Wine																		



Data extracted from Canadean Ltd's Global Beverage Forecasts Wisdom database  
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Guatemala

		1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009P	2010F	2011F	2012F	2013F	2014F	2015F	
<b>Volume (Millions Litres)</b>																			
<b>All Categories</b>	<b>Total</b>																		
<b>All Soft</b>	<b>Total</b>																		
Soft (Standard)	Total																		
	Packaged Water																		
	Carbonates																		
	Juice																		
	Nectars																		
	Still Drinks																		
	Squash/Syrups																		
	Fruit Powders																		
	Iced/RTD Tea Drinks																		
	Iced/RTD Coffee Drinks																		
	Sports Drinks																		
	Energy Drinks																		
Soft (Extended)	Total																		
	Bulk/HOD Water																		
	Dairy Drinks																		
	Hot Coffee																		
	Hot Tea																		
<b>All Alcoholic</b>	<b>Total</b>																		
Beer	Total																		
	Beer																		
	Cider																		
Spirits (Standard)	Total																		
	Spirits excluding FABs & Fort Wine																		
Spirits (Extended)	Total																		
	Flavoured Alcoholic Beverages																		
	Fortified Wine																		
Wines	Total																		
	Wine																		
<b>Population (Millions)</b>																			
<b>Litres per Capita</b>																			
<b>All Categories</b>	<b>Total</b>																		
<b>All Soft</b>	<b>Total</b>																		
Soft (Standard)	Total																		
	Packaged Water																		
	Carbonates																		
	Juice																		
	Nectars																		
	Still Drinks																		
	Squash/Syrups																		
	Fruit Powders																		
	Iced/RTD Tea Drinks																		
	Iced/RTD Coffee Drinks																		
	Sports Drinks																		
	Energy Drinks																		
Soft (Extended)	Total																		
	Bulk/HOD Water																		
	Dairy Drinks																		
	Hot Coffee																		
	Hot Tea																		
<b>All Alcoholic</b>	<b>Total</b>																		
Beer	Total																		
	Beer																		
	Cider																		
Spirits (Standard)	Total																		
	Spirits excluding FABs & Fort Wine																		
Spirits (Extended)	Total																		
	Flavoured Alcoholic Beverages																		
	Fortified Wine																		
	Wine																		

Data extracted from Canadean Ltd's Global Beverage Forecasts Wisdom database  
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Honduras

		1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009P	2010F	2011F	2012F	2013F	2014F	2015F	
<b>Volume (Millions Litres)</b>																			
<b>All Categories</b>	<b>Total</b>																		
<b>All Soft</b>	<b>Total</b>																		
Soft (Standard)	Total																		
	Packaged Water																		
	Carbonates																		
	Juice																		
	Nectars																		
	Still Drinks																		
	Fruit Powders																		
	Iced/RTD Tea Drinks																		
	Sports Drinks																		
	Energy Drinks																		
Soft (Extended)	Total																		
	Bulk/HOD Water																		
	Dairy Drinks																		
	Hot Coffee																		
	Hot Tea																		
<b>All Alcoholic</b>	<b>Total</b>																		
Beer	Total																		
	Beer																		
Spirits (Standard)	Total																		
	Spirits excluding FABs & Fort Wine																		
Spirits (Extended)	Total																		
	Flavoured Alcoholic Beverages																		
	Fortified Wine																		
Wines	Total																		
	Wine																		

**Population (Millions)**

<b>Litres per Capita</b>																			
<b>All Categories</b>	<b>Total</b>																		
<b>All Soft</b>	<b>Total</b>																		
Soft (Standard)	Total																		
	Packaged Water																		
	Carbonates																		
	Juice																		
	Nectars																		
	Still Drinks																		
	Fruit Powders																		
	Iced/RTD Tea Drinks																		
	Sports Drinks																		
	Energy Drinks																		
Soft (Extended)	Total																		
	Bulk/HOD Water																		
	Dairy Drinks																		
	Hot Coffee																		
	Hot Tea																		
<b>All Alcoholic</b>	<b>Total</b>																		
Beer	Total																		
	Beer																		
Spirits (Standard)	Total																		
	Spirits excluding FABs & Fort Wine																		
Spirits (Extended)	Total																		
	Flavoured Alcoholic Beverages																		
	Fortified Wine																		
	Wine																		

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Mexico

		1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009P	2010F	2011F	2012F	2013F	2014F	2015F	
<b>Volume (Millions Litres)</b>																			
<b>All Categories</b>	<b>Total</b>																		
<b>All Soft</b>	<b>Total</b>																		
Soft (Standard)	Total																		
	Packaged Water																		
	Carbonates																		
	Juice																		
	Nectars																		
	Still Drinks																		
	Squash/Syrups																		
	Fruit Powders																		
	Iced/RTD Tea Drinks																		
	Iced/RTD Coffee Drinks																		
	Sports Drinks																		
	Energy Drinks																		
Soft (Extended)	Total																		
	Bulk/HOD Water																		
	Dairy Drinks																		
	Hot Coffee																		
	Hot Tea																		
<b>All Alcoholic</b>	<b>Total</b>																		
Beer	Total																		
	Beer																		
	Cider																		
Spirits (Standard)	Total																		
	Spirits excluding FABs & Fort Wine																		
Spirits (Extended)	Total																		
	Flavoured Alcoholic Beverages																		
	Fortified Wine																		
Wines	Total																		
	Wine																		
<b>Population (Millions)</b>																			
<b>Litres per Capita</b>																			
<b>All Categories</b>	<b>Total</b>																		
<b>All Soft</b>	<b>Total</b>																		
Soft (Standard)	Total																		
	Packaged Water																		
	Carbonates																		
	Juice																		
	Nectars																		
	Still Drinks																		
	Squash/Syrups																		
	Fruit Powders																		
	Iced/RTD Tea Drinks																		
	Iced/RTD Coffee Drinks																		
	Sports Drinks																		
	Energy Drinks																		
Soft (Extended)	Total																		
	Bulk/HOD Water																		
	Dairy Drinks																		
	Hot Coffee																		
	Hot Tea																		
<b>All Alcoholic</b>	<b>Total</b>																		
Beer	Total																		
	Beer																		
	Cider																		
Spirits (Standard)	Total																		
	Spirits excluding FABs & Fort Wine																		
Spirits (Extended)	Total																		
	Flavoured Alcoholic Beverages																		
	Fortified Wine																		
	Wine																		

Data extracted from Canadean Ltd's Global Beverage Forecasts Wisdom database  
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Nicaragua

		1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009P	2010F	2011F	2012F	2013F	2014F	2015F	
<b>Volume (Millions Litres)</b>																			
<b>All Categories</b>	<b>Total</b>																		
<b>All Soft</b>	<b>Total</b>																		
Soft (Standard)	Total																		
	Packaged Water																		
	Carbonates																		
	Juice																		
	Nectars																		
	Still Drinks																		
	Squash/Syrups																		
	Fruit Powders																		
	Iced/RTD Tea Drinks																		
	Sports Drinks																		
	Energy Drinks																		
Soft (Extended)	Total																		
	Bulk/HOD Water																		
	Dairy Drinks																		
	Hot Coffee																		
	Hot Tea																		
<b>All Alcoholic</b>	<b>Total</b>																		
Beer	Total																		
	Beer																		
Spirits (Standard)	Total																		
	Spirits excluding FABs & Fort Wine																		
Spirits (Extended)	Total																		
	Flavoured Alcoholic Beverages																		
	Fortified Wine																		
Wines	Total																		
	Wine																		
<b>Population (Millions)</b>																			
<b>Litres per Capita</b>																			
<b>All Categories</b>	<b>Total</b>																		
<b>All Soft</b>	<b>Total</b>																		
Soft (Standard)	Total																		
	Packaged Water																		
	Carbonates																		
	Juice																		
	Nectars																		
	Still Drinks																		
	Squash/Syrups																		
	Fruit Powders																		
	Iced/RTD Tea Drinks																		
	Sports Drinks																		
	Energy Drinks																		
Soft (Extended)	Total																		
	Bulk/HOD Water																		
	Dairy Drinks																		
	Hot Coffee																		
	Hot Tea																		
<b>All Alcoholic</b>	<b>Total</b>																		
Beer	Total																		
	Beer																		
Spirits (Standard)	Total																		
	Spirits excluding FABs & Fort Wine																		
Spirits (Extended)	Total																		
	Flavoured Alcoholic Beverages																		
	Fortified Wine																		
	Wine																		



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Panama

		1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009P	2010F	2011F	2012F	2013F	2014F	2015F	
<b>Volume (Millions Litres)</b>																			
<b>All Categories</b>	<b>Total</b>																		
<b>All Soft</b>	<b>Total</b>																		
Soft (Standard)	Total																		
	Packaged Water																		
	Carbonates																		
	Juice																		
	Nectars																		
	Still Drinks																		
	Squash/Syrups																		
	Fruit Powders																		
	Iced/RTD Tea Drinks																		
	Iced/RTD Coffee Drinks																		
	Sports Drinks																		
	Energy Drinks																		
Soft (Extended)	Total																		
	Bulk/HOD Water																		
	Dairy Drinks																		
	Hot Coffee																		
	Hot Tea																		
<b>All Alcoholic</b>	<b>Total</b>																		
Beer	Total																		
	Beer																		
Spirits (Standard)	Total																		
	Spirits excluding FABs & Fort Wine																		
Spirits (Extended)	Total																		
	Flavoured Alcoholic Beverages																		
	Fortified Wine																		
Wines	Total																		
	Wine																		
<b>Population (Millions)</b>																			
<b>Litres per Capita</b>																			
<b>All Categories</b>	<b>Total</b>																		
<b>All Soft</b>	<b>Total</b>																		
Soft (Standard)	Total																		
	Packaged Water																		
	Carbonates																		
	Juice																		
	Nectars																		
	Still Drinks																		
	Squash/Syrups																		
	Fruit Powders																		
	Iced/RTD Tea Drinks																		
	Iced/RTD Coffee Drinks																		
	Sports Drinks																		
	Energy Drinks																		
Soft (Extended)	Total																		
	Bulk/HOD Water																		
	Dairy Drinks																		
	Hot Coffee																		
	Hot Tea																		
<b>All Alcoholic</b>	<b>Total</b>																		
Beer	Total																		
	Beer																		
Spirits (Standard)	Total																		
	Spirits excluding FABs & Fort Wine																		
Spirits (Extended)	Total																		
	Flavoured Alcoholic Beverages																		
	Fortified Wine																		
	Wine																		

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Paraguay

		1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009P	2010F	2011F	2012F	2013F	2014F	2015F	
<b>Volume (Millions Litres)</b>																			
<b>All Categories</b>	<b>Total</b>																		
<b>All Soft</b>	<b>Total</b>																		
Soft (Standard)	Total																		
	Packaged Water																		
	Carbonates																		
	Nectars																		
	Still Drinks																		
	Fruit Powders																		
	Iced/RTD Tea Drinks																		
	Sports Drinks																		
	Energy Drinks																		
Soft (Extended)	Total																		
	Bulk/HOD Water																		
	Dairy Drinks																		
	Hot Coffee																		
	Hot Tea																		
<b>All Alcoholic</b>	<b>Total</b>																		
Beer	Total																		
	Beer																		
Spirits (Standard)	Total																		
	Spirits excluding FABs & Fort Wine																		
Spirits (Extended)	Total																		
	Flavoured Alcoholic Beverages																		
	Fortified Wine																		
Wines	Total																		
	Wine																		
<b>Population (Millions)</b>																			
<b>Litres per Capita</b>																			
<b>All Categories</b>	<b>Total</b>																		
<b>All Soft</b>	<b>Total</b>																		
Soft (Standard)	Total																		
	Packaged Water																		
	Carbonates																		
	Nectars																		
	Still Drinks																		
	Fruit Powders																		
	Iced/RTD Tea Drinks																		
	Sports Drinks																		
	Energy Drinks																		
Soft (Extended)	Total																		
	Bulk/HOD Water																		
	Dairy Drinks																		
	Hot Coffee																		
	Hot Tea																		
<b>All Alcoholic</b>	<b>Total</b>																		
Beer	Total																		
	Beer																		
Spirits (Standard)	Total																		
	Spirits excluding FABs & Fort Wine																		
Spirits (Extended)	Total																		
	Flavoured Alcoholic Beverages																		
	Fortified Wine																		
	Wine																		

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Peru

		1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009P	2010F	2011F	2012F	2013F	2014F	2015F	
<b>Volume (Millions Litres)</b>																			
<b>All Categories</b>	<b>Total</b>																		
<b>All Soft</b>	<b>Total</b>																		
Soft (Standard)	Total																		
	Packaged Water																		
	Carbonates																		
	Juice																		
	Nectars																		
	Still Drinks																		
	Fruit Powders																		
	Iced/RTD Tea Drinks																		
	Sports Drinks																		
	Energy Drinks																		
Soft (Extended)	Total																		
	Bulk/HOD Water																		
	Dairy Drinks																		
	Hot Coffee																		
	Hot Tea																		
<b>All Alcoholic</b>	<b>Total</b>																		
Beer	Total																		
	Beer																		
Spirits (Standard)	Total																		
	Spirits excluding FABs & Fort Wine																		
Spirits (Extended)	Total																		
	Flavoured Alcoholic Beverages																		
	Fortified Wine																		
Wines	Total																		
	Wine																		

**Population (Millions)**

<b>Litres per Capita</b>																			
<b>All Categories</b>	<b>Total</b>																		
<b>All Soft</b>	<b>Total</b>																		
Soft (Standard)	Total																		
	Packaged Water																		
	Carbonates																		
	Juice																		
	Nectars																		
	Still Drinks																		
	Fruit Powders																		
	Iced/RTD Tea Drinks																		
	Sports Drinks																		
	Energy Drinks																		
Soft (Extended)	Total																		
	Bulk/HOD Water																		
	Dairy Drinks																		
	Hot Coffee																		
	Hot Tea																		
<b>All Alcoholic</b>	<b>Total</b>																		
Beer	Total																		
	Beer																		
Spirits (Standard)	Total																		
	Spirits excluding FABs & Fort Wine																		
Spirits (Extended)	Total																		
	Flavoured Alcoholic Beverages																		
	Fortified Wine																		
	Wine																		

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Uruguay

		1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009P	2010F	2011F	2012F	2013F	2014F	2015F	
<b>Volume (Millions Litres)</b>																			
<b>All Categories</b>	<b>Total</b>																		
<b>All Soft</b>	<b>Total</b>																		
Soft (Standard)	Total																		
	Packaged Water																		
	Carbonates																		
	Juice																		
	Nectars																		
	Still Drinks																		
	Fruit Powders																		
	Sports Drinks																		
	Energy Drinks																		
Soft (Extended)	Total																		
	Bulk/HOD Water																		
	Dairy Drinks																		
	Hot Coffee																		
	Hot Tea																		
<b>All Alcoholic</b>	<b>Total</b>																		
Beer	Total																		
	Beer																		
Spirits (Standard)	Total																		
	Spirits excluding FABs & Fort Wine																		
Spirits (Extended)	Total																		
	Flavoured Alcoholic Beverages																		
	Fortified Wine																		
Wines	Total																		
	Wine																		
<b>Population (Millions)</b>																			
<b>Litres per Capita</b>																			
<b>All Categories</b>	<b>Total</b>																		
<b>All Soft</b>	<b>Total</b>																		
Soft (Standard)	Total																		
	Packaged Water																		
	Carbonates																		
	Juice																		
	Nectars																		
	Still Drinks																		
	Fruit Powders																		
	Sports Drinks																		
	Energy Drinks																		
Soft (Extended)	Total																		
	Bulk/HOD Water																		
	Dairy Drinks																		
	Hot Coffee																		
	Hot Tea																		
<b>All Alcoholic</b>	<b>Total</b>																		
Beer	Total																		
	Beer																		
Spirits (Standard)	Total																		
	Spirits excluding FABs & Fort Wine																		
Spirits (Extended)	Total																		
	Flavoured Alcoholic Beverages																		
	Fortified Wine																		
	Wine																		

Data extracted from Canadean Ltd's Global Beverage Forecasts Wisdom database  
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Venezuela

		1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009P	2010F	2011F	2012F	2013F	2014F	2015F	
<b>Volume (Millions Litres)</b>																			
<b>All Categories</b>	<b>Total</b>																		
<b>All Soft</b>	<b>Total</b>																		
Soft (Standard)	Total																		
	Packaged Water																		
	Carbonates																		
	Juice																		
	Nectars																		
	Still Drinks																		
	Squash/Syrups																		
	Fruit Powders																		
	Iced/RTD Tea Drinks																		
	Sports Drinks																		
	Energy Drinks																		
Soft (Extended)	Total																		
	Bulk/HOD Water																		
	Dairy Drinks																		
	Hot Coffee																		
	Hot Tea																		
<b>All Alcoholic</b>	<b>Total</b>																		
Beer	Total																		
	Beer																		
Spirits (Standard)	Total																		
	Spirits excluding FABs & Fort Wine																		
Spirits (Extended)	Total																		
	Flavoured Alcoholic Beverages																		
	Fortified Wine																		
Wines	Total																		
	Wine																		
<b>Population (Millions)</b>																			
<b>Litres per Capita</b>																			
<b>All Categories</b>	<b>Total</b>																		
<b>All Soft</b>	<b>Total</b>																		
Soft (Standard)	Total																		
	Packaged Water																		
	Carbonates																		
	Juice																		
	Nectars																		
	Still Drinks																		
	Squash/Syrups																		
	Fruit Powders																		
	Iced/RTD Tea Drinks																		
	Sports Drinks																		
	Energy Drinks																		
Soft (Extended)	Total																		
	Bulk/HOD Water																		
	Dairy Drinks																		
	Hot Coffee																		
	Hot Tea																		
<b>All Alcoholic</b>	<b>Total</b>																		
Beer	Total																		
	Beer																		
Spirits (Standard)	Total																		
	Spirits excluding FABs & Fort Wine																		
Spirits (Extended)	Total																		
	Flavoured Alcoholic Beverages																		
	Fortified Wine																		
	Wine																		



MARKET COMMENTARY	
<b>Argentina</b>	
Packaged Water	
Bulk/HOD Water	
Carbonates	
Juice	



**MARKET COMMENTARY**

**Nectars**

**Still Drinks**

**Squash/Syrups**

**Fruit Powders**

**Sports Drinks**

**Energy Drinks**



**MARKET COMMENTARY**

**Dairy Drinks**

**Hot Tea**

**Hot Coffee**

**Beer**

**Cider**

**Wine**



**MARKET COMMENTARY**

**Spirits**

**Fortified Wine**

**FABs**



MARKET COMMENTARY	
<b>Brazil</b>	
Packaged Water	
Bulk/HOD Water	
Carbonates	
Juice	
Nectars	



**MARKET COMMENTARY**

<b>Still Drinks</b>	
<b>Squash/Syrups</b>	
<b>Fruit Powders</b>	
<b>Iced/Rtd Tea Drinks</b>	
<b>Sports Drinks</b>	
<b>Energy Drinks</b>	
<b>Dairy Drinks</b>	



MARKET COMMENTARY	
Hot Tea	
Hot Coffee	
Beer	
Cider	
Wine	
Spirits	
Fortified Wine	
FABs	



**MARKET COMMENTARY**

**Chile**

**Packaged Water**

**Bulk/HOD Water**

**Carbonates**

**Juice**



**MARKET COMMENTARY**

**Nectars**

**Still Drinks**

**Squash/Syrups**

**Fruit Powders**

**Iced/Rtd Tea Drinks**



**MARKET COMMENTARY**

**Sports Drinks**

**Energy Drinks**

**Dairy Drinks**

**Hot Tea**

**Hot Coffee**

**Beer**



**MARKET COMMENTARY**

**Wine**

**Spirits**

**Fortified Wine**

**FABs**



**MARKET COMMENTARY**

**Colombia**

Packaged Water

Bulk/HOD Water

Carbonates

Juice

Nectars

Still Drinks



MARKET COMMENTARY	
Squash/Syrups	
Fruit Powders	
Iced/Rtd Tea Drinks	
Sports Drinks	
Energy Drinks	
Dairy Drinks	
Hot Tea	



**MARKET COMMENTARY**

<b>Hot Coffee</b>	
<b>Beer</b>	
<b>Wine</b>	
<b>Spirits</b>	
<b>FABs</b>	



MARKET COMMENTARY	
<b>Mexico</b>	
Packaged Water	
Bulk/HOD Water	
Carbonates	
Juice	
Nectars	
Still Drinks	



**MARKET COMMENTARY**

**Squash/Syrups**

**Fruit Powders**

**Iced/Rtd Tea Drinks**

**Iced/Rtd Coffee Drinks**

**Sports Drinks**

**Energy Drinks**



**MARKET COMMENTARY**

**Dairy Drinks**

**Hot Tea**

**Hot Coffee**

**Beer**

**Cider**

**Wine**

**Spirits**



**MARKET COMMENTARY**

**Fortified Wine**

**FABs**



MARKET COMMENTARY	
<b>Peru</b>	
Packaged Water	
Bulk/HOD Water	
Carbonates	
Juice	
Nectars	



**MARKET COMMENTARY**

**Still Drinks**

**Fruit Powders**

**Iced/Rtd Tea Drinks**

**Sports Drinks**

**Energy Drinks**



**MARKET COMMENTARY**

**Dairy Drinks**

**Hot Tea**

**Hot Coffee**

**Beer**

**Wine**

**Spirits**

**FABs**



MARKET COMMENTARY	
<b>Venezuela</b>	
Packaged Water	
Bulk/HOD Water	
Carbonates	
Juice	
Nectars	
Still Drinks	
Squash/Syrups	



MARKET COMMENTARY	
Fruit Powders	
Iced/Rtd Tea Drinks	
Sports Drinks	
Energy Drinks	
Dairy Drinks	
Hot Tea	
Hot Coffee	
Beer	



**MARKET COMMENTARY**

**Wine**

**Spirits**

**FABs**