



BEVERAGE FORECASTS



Global Beverage Forecasts

2011 Cycle

Middle East & North Africa (MENA)

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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





Middle East & North Africa (MENA)

Contents & Notes

Please note that these forecasts were produced in February 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: 1999-2009 ACTUAL, 2010P (provisional) and 2011-2016F (forecast)

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

Geographic Coverage

MIDDLE EAST & NORTH AFRICA (MENA): Bahrain, Egypt, Jordan, Kuwait, Lebanon, Oman, Saudi Arabia, Qatar, Tunisia, United Arab Emirates, Other MENA

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, Dairy Drinks (White Milk, Flavoured Milk, Soymilk and Cultured Dairy Drinks including Drinking Yogurt and Fermented Milk combined), 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)





Data extracted from Canadean Ltd's Global Beverage Forecasts Wisdom database
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Middle East, North Africa

		1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010P	2011F	2012F	2013F	2014F	2015F	2016F
Volume (Millions Litres)																			
All Categories	Total																		
All Soft	Total																		
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																		
All Alcoholic	Total																		
Beer	Total Beer Sorghum Beer Cider																		
Spirits (Standard)	Total Spirits excluding FABs & Fort Wine																		
Spirits (Extended)	Total Flavoured Alcoholic Beverages Fortified Wine Sake Rice Wine																		
Wines	Total Wine																		
Population (Millions)																			
Litres per Capita																			
All Categories	Total																		
All Soft	Total																		
Soft (Standard)	Total Packaged Water Carbonate Juice Nectars Still Drinks Squash/Syrup1 Fruit Powders Iced/RTD Tea Drinks Iced/RTD Coffee Drinks Sports Drinks Energy Drinks																		
Soft (Extended)	Total Bulk/HOD Water Dairy Drink Hot Coffee Hot Tea																		
All Alcoholic	Total																		
Beer	Total Beer Sorghum Beer Cider																		
Spirits (Standard)	Total Spirits excluding FABs & Fort Wine																		
Spirits (Extended)	Total Flavoured Alcoholic Beverages Fortified Wine Sake Rice Wine																		
Wines	Wine																		



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Egypt

		1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010P	2011F	2012F	2013F	2014F	2015F	2016F
Volume (Millions Litres)																			
All Categories	Total																		
All Soft	Total																		
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																		
All Alcoholic	Total																		
Beer	Total																		
	Beer																		
	Sorghum Beer																		
	Cider																		
Spirits (Standard)	Total																		
	Spirits excluding FABs & Fort Wine																		
Spirits (Extended)	Total																		
	Flavoured Alcoholic Beverages																		
	Fortified Wine																		
	Sake																		
	Rice Wine																		
Wines	Total																		
	Wine																		
Population (Millions)																			
Litres per Capita																			
All Categories	Total																		
All Soft	Total																		
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																		
All Alcoholic	Total																		
Beer	Total																		
	Beer																		
	Sorghum Beer																		
	Cider																		
Spirits (Standard)	Total																		
	Spirits excluding FABs & Fort Wine																		
Spirits (Extended)	Total																		
	Flavoured Alcoholic Beverages																		
	Fortified Wine																		
	Sake																		
	Rice Wine																		
Wines	Total																		
	Wine																		



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Kuwait

		1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010P	2011F	2012F	2013F	2014F	2015F	2016F
Volume (Millions Litres)																			
All Categories	Total																		
All Soft	Total																		
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																		
All Alcoholic	Total																		
Beer	Total																		
	Beer																		
	Sorghum Beer																		
	Cider																		
Spirits (Standard)	Total																		
	Spirits excluding FABs & Fort Wine																		
Spirits (Extended)	Total																		
	Flavoured Alcoholic Beverages																		
	Fortified Wine																		
	Sake																		
	Rice Wine																		
Wines	Total																		
	Wine																		
Population (Millions)																			
Litres per Capita																			
All Categories	Total																		
All Soft	Total																		
Soft (Standard)	Total																		
	Packaged Water																		
	Carbonates																		
	Juice																		
	Nectars																		
	Still Drinks																		
	Squash/Syrups																		
	Fruit Powders																		
	Iced/RTD Tea Drinks																		
	Iced/RTD Coffee Drinks																		
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	Energy Drinks																		
Soft (Extended)	Total																		
	Bulk/HOD Water																		
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	Hot Coffee																		
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Spirits (Standard)	Total																		
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Spirits (Extended)	Total																		
	Flavoured Alcoholic Beverages																		
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	Rice Wine																		
Wines	Total																		
	Wine																		



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Oman

		1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010P	2011F	2012F	2013F	2014F	2015F	2016F
Volume (Millions Litres)																			
All Categories	Total																		
All Soft	Total																		
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																		
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Beer	Total																		
	Beer																		
	Sorghum Beer																		
	Cider																		
Spirits (Standard)	Total																		
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Spirits (Extended)	Total																		
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Wines	Total																		
	Wine																		
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Litres per Capita																			
All Categories	Total																		
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Wines	Total																		
	Wine																		



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Other MENA (Global)

		1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010P	2011F	2012F	2013F	2014F	2015F	2016F
Volume (Millions Litres)																			
All Categories	Total																		
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Saudi Arabia

		1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010P	2011F	2012F	2013F	2014F	2015F	2016F
Volume (Millions Litres)																			
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	Wine																		



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United Arab Emirates

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