



BEVERAGE FORECASTS



Global Beverage Forecasts

2010 Cycle

North America

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Visit the Canadean website @ www.canadean.com

Products & Services Available from Canadean in 2010
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
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





Contents

Data Table

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

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

Geographic Coverage

NORTH AMERICA: Canada, United States of 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

Market Commentary

Geographic Coverage

NORTH AMERICA: United States of America

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
 All data is owned by Canadean Ltd and may not be passed to a third party without written consent from Canadean Ltd

North America

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

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Canada

		1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009P	2010F	2011F	2012F	2013F	2014F	2015F	
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All Soft	Total																		
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United States of America

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	Wine																	



MARKET COMMENTARY	
United States of America	
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

Dairy Drinks



MARKET COMMENTARY

Hot Tea

Hot Coffee

Beer

Cider

Wine

Spirits

Fortified Wine

FABs