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global
SOFT DRINKS



Soft Drinks Service

Sample pages from a typical individual market Soft Drinks Review

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

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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



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Sample pages from a typical Soft Drinks Review

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Sample pages from a typical Soft Drinks Review

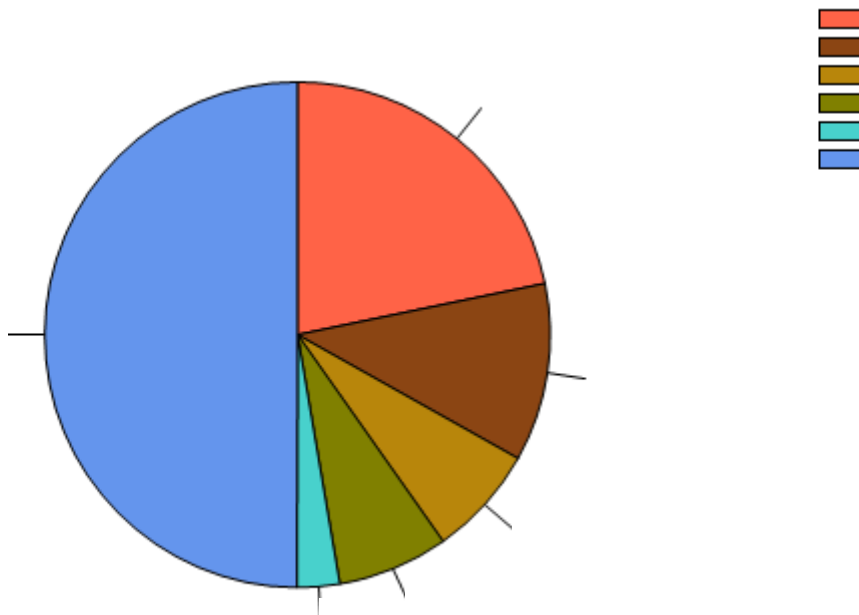
JUICE - CATEGORY PROFILE

Juice 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	EUR Million	EUR / Litre	US\$ Million	US\$ / Litre
Value (at consumer price)				
Segmentation 2010	Ambient	Chilled		
% Share				
Distribution 2010	Off-Premise	On-Premise		
% Share				
Packaging 2010	Board	PET	Glass	Other
% Share				

SOURCE: Trade Interviews; Canadean Wisdom

Chart - Juice Leading Trademark Owners, 2010



SOURCE: Canadean Wisdom



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JUICE COMMENTARY

Current and Emerging Trends

Text

Outlook

Text

Segmentation

Text

Functional Products

Text



Sample pages from a typical Soft Drinks Review

Private Label/Private Label Producers

Text

Marketing

Text

Pricing/Valuation

Text



Sample pages from a typical Soft Drinks Review

Packaging

Text

Distribution

Text



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New Products 2010

Juice New Products 2010

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



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Juice New Products Photo Shots 2010

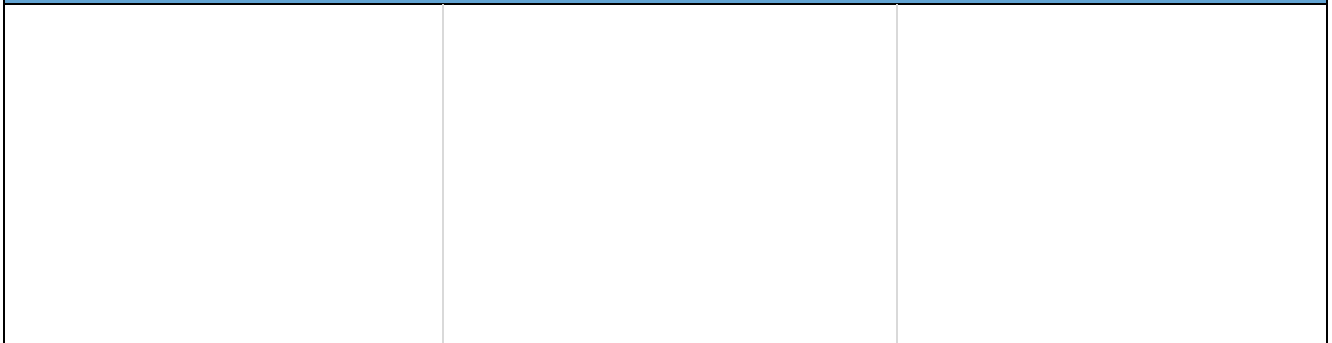


Figure 1:

Figure 2 :

Figure 3 :

Source : Canadean



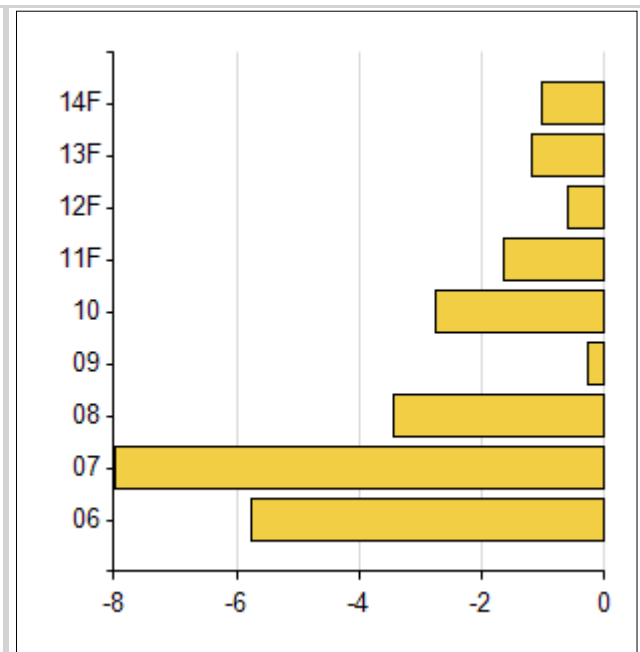
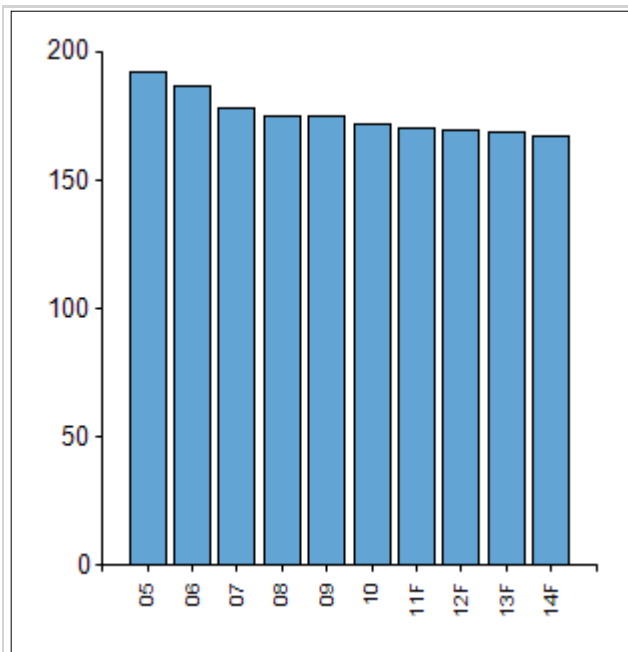
Sample pages from a typical Soft Drinks Review

JUICE DATA TABLES

Juice Consumption 2005-2011F							
Year	2005	2006	2007	2008	2009	2010	2011F
Consumption (Million Litres)							
Litres per Capita							
Population (Millions)							

Consumption (Million Litres)

Annual Incremental Growth (Million Litres)



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



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Juice Segments 2009-2011F			
	2009	2010	2011F
Total	100.0 %	100.0 %	100.0 %
Other Fruit			
Cocktail Mix (Fruit)			
Orange			
Apple			
Pineapple			
Other Flavours			
Ambient			
Chilled			

Juice Packaging 2009-2011F			
	2009	2010	2011F
Total	100.0 %	100.0 %	100.0 %
Board			
PET			
Glass			
Metal			
Foil			
Non-Refillable			
Multi Serve			
Single Serve			



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

Juice Leading Companies 2009-2010		
	2009	2010
Total	53.2 %	50.0 %
Parmalat		
Rauch		
Zuegg		
Conserve Italia		
Heineken		