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global  
SOFT DRINKS



Soft Drinks Service

# Argentina

Soft Drinks Review

2009 Cycle

**Canadean Contacts:**

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

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

**Editorial:**

Antonella Reda, Managing Editor

Clare Gilham, Edit Manager

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## CONTENTS

### **Bottled Water Category Profile**

- Key Facts – Chart – Leading Trademark Owners 2008
- Commentary / Summary Text
- Consumption – Million Litres/Litres per Capita, 2003-2012F
- Population – Millions, 2003-2012F
- Import Volume - Million Litres, 2003-2009F
- Imports' Share of Consumption %, 2003-2009F
- Chart - Consumption – Million Litres, 2003-2012F
- Chart – Annual Incremental Growth – Million Litres, 2004-2012F
- Segment, % Shares, 2007-2009F
- Packaging, % Shares, 2007-2009F
- Distribution, % Shares, 2007-2009F
- Leading Companies, % Shares, 2007-2008

### **Bulk/HOD Water Category Profile**

- Key Facts – Chart – Leading Trademark Owners 2008
- Commentary / Summary Text
- Consumption – Million Litres/Litres per Capita, 2003-2012F
- Population – Millions, 2003-2012F
- Chart - Consumption – Million Litres, 2003-2012F
- Chart – Annual Incremental Growth – Million Litres, 2004-2012F
- Segment, % Shares, 2007-2009F
- Packaging, % Shares, 2007-2009F
- Distribution, % Shares, 2007-2009F
- Leading Companies, % Shares, 2007-2008

### **Carbonates Category Profile**

- Key Facts – Chart – Leading Trademark Owners 2008
- Commentary / Summary Text
- Consumption – Million Litres/Litres per Capita, 2003-2012F
- Population – Millions, 2003-2012F
- Million Cases, 192oz or 24 x 8oz 2003-2012F
- 8oz servings per capita, 2003-2012F
- Chart - Consumption – Million Litres, 2003-2012F
- Chart – Annual Incremental Growth – Million Litres, 2004-2012F
- Segment, % Shares, 2007-2009F
- Packaging, % Shares, 2007-2009F
- Distribution, % Shares, 2007-2009F
- Leading Companies, % Shares, 2007-2008

### **Juice & Nectars Category Profile**

- Key Facts – Chart – Leading Trademark Owners 2008
- Commentary / Summary Text
- Consumption – Million Litres/Litres per Capita, 2003-2012F
- Population – Millions, 2003-2012F
- Chart - Consumption – Million Litres, 2003-2012F
- Chart – Annual Incremental Growth – Million Litres, 2004-2012F
- Segment, % Shares, 2007-2009F
- Packaging, % Shares, 2007-2009F
- Distribution, % Shares, 2007-2009F
- Leading Companies, % Shares, 2007-2008



## Still Drinks Category Profile

- Key Facts – Chart – Leading Trademark Owners 2008
- Commentary / Summary Text
- Consumption – Million Litres/Litres per Capita, 2003-2012F
- Population – Millions, 2003-2012F
- Chart - Consumption – Million Litres, 2003-2012F
- Chart – Annual Incremental Growth – Million Litres, 2004-2012F
- Segment, % Shares, 2007-2009F
- Packaging, % Shares, 2007-2009F
- Distribution, % Shares, 2007-2009F
- Leading Companies, % Shares, 2007-2008

## Squash/Syrups Category Profile

- Key Facts – Chart – Leading Trademark Owners 2008
- Commentary / Summary Text
- Consumption – Million Litres/Litres per Capita, 2003-2012F
- Population – Millions, 2003-2012F
- Chart - Consumption – Million Litres, 2003-2012F
- Chart – Annual Incremental Growth – Million Litres, 2004-2012F
- Segment, % Shares, 2007-2009F
- Packaging, % Shares, 2007-2009F
- Distribution, % Shares, 2007-2009F
- Leading Companies, % Shares, 2007-2008

## Fruit Powders Category Profile

- Key Facts – Chart – Leading Trademark Owners 2008
- Commentary / Summary Text
- Consumption – Million Litres/Litres per Capita, 2003-2012F
- Population – Millions, 2003-2012F
- Other Powders, 2003-2009F
- Chart - Consumption – Million Litres, 2003-2012F
- Chart – Annual Incremental Growth – Million Litres, 2004-2012F
- Segment, % Shares, 2007-2009F
- Packaging, % Shares, 2007-2009F
- Distribution, % Shares, 2007-2009F
- Leading Companies, % Shares, 2007-2008

## Sports Drinks Category Profile

- Key Facts – Chart – Leading Trademark Owners 2008
- Commentary / Summary Text
- Consumption – Million Litres/Litres per Capita, 2003-2012F
- Population – Millions, 2003-2012F
- Chart - Consumption – Million Litres, 2003-2012F
- Chart – Annual Incremental Growth – Million Litres, 2004-2012F
- Segment, % Shares, 2007-2009F
- Packaging, % Shares, 2007-2009F
- Distribution, % Shares, 2007-2009F
- Leading Companies, % Shares, 2007-2008

## Energy Drinks Category Profile

- Key Facts – Chart – Leading Trademark Owners 2008
- Commentary / Summary Text
- Consumption – Million Litres/Litres per Capita, 2003-2012F



- Population – Millions, 2003-2012F
- Chart - Consumption – Million Litres, 2003-2012F
- Chart – Annual Incremental Growth – Million Litres, 2004-2012F
- Segment, % Shares, 2007-2009F
- Packaging, % Shares, 2007-2009F
- Distribution, % Shares, 2007-2009F
- Leading Companies, % Shares, 2007-2008

## Appendices

- Methodology
- Product Definitions
- Packaging Definitions
- Glossary



## TYPICAL CATEGORY PROFILE

<b>STILL DRINKS - CATEGORY PROFILE .....</b>	<b>2</b>
<b>Key Facts .....</b>	<b>2</b>
Chart - Still Drinks Leading Trademark Owners, 2008 .....	2
<b>Still Drinks Commentary .....</b>	<b>3</b>
Current & Emerging Trends .....	3
Outlook .....	3
Segmentation .....	3
Functional Products .....	3
DOBs/DOB Producers .....	3
Marketing .....	4
Pricing/Valuation .....	4
Distribution .....	4
Packaging .....	4
Still Drinks New Products 2008.....	4
<b>Still Drinks - Consumption, 2003-2009F .....</b>	<b>5</b>
<b>Still Drinks - Forecast Consumption, 2010F-2012F .....</b>	<b>5</b>
<b>Still Drinks - Segments, 2007-2009F .....</b>	<b>6</b>
<b>Still Drinks - Packaging, 2007-2009F .....</b>	<b>6</b>
<b>Still Drinks - Distribution, 2007-2009F .....</b>	<b>6</b>
<b>Still Drinks - Leading Companies, 2007-2008 .....</b>	<b>6</b>



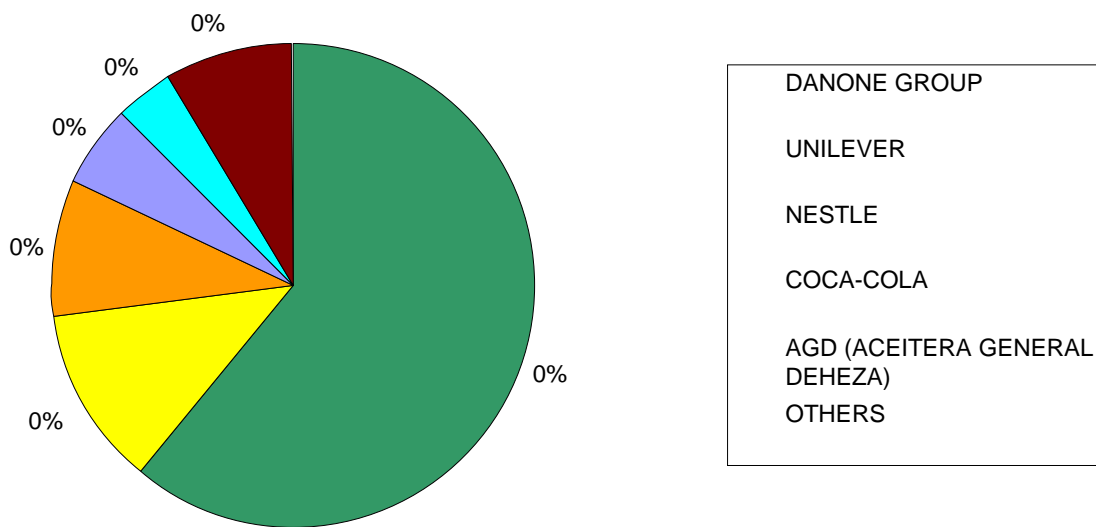
**STILL DRINKS - CATEGORY PROFILE**

**Key Facts**

Market Size	Million Litres	Litres per Capita		
Consumption 2008				
Growth	CAGR % 03-08	CAGR % 05-08	CAGR % 07-08	
Consumption M Litres				
Market Value	ARS Million	ARS/Litre	US\$ Million	US\$/Litre
Value (at consumer price)				
Segmentation 2008	Grapefruit	Others		
% Share				
Distribution 2008	Off-Premise	On-Premise		
% Share				
Packaging 2008	PET	Board	LDPE	
% Share				

SOURCE : Trade Interviews; Canadean Wisdom

**Chart - Still Drinks Leading Trademark Owners, 2008**



SOURCE : Canadean Wisdom



**Still Drinks Commentary**

**Current &  
Emerging Trends**

**Outlook**

**Segmentation**

**Functional  
Products**

**DOBs/DOB  
Producers**



**Still Drinks Commentary**

**Marketing**

**Pricing/Valuation**

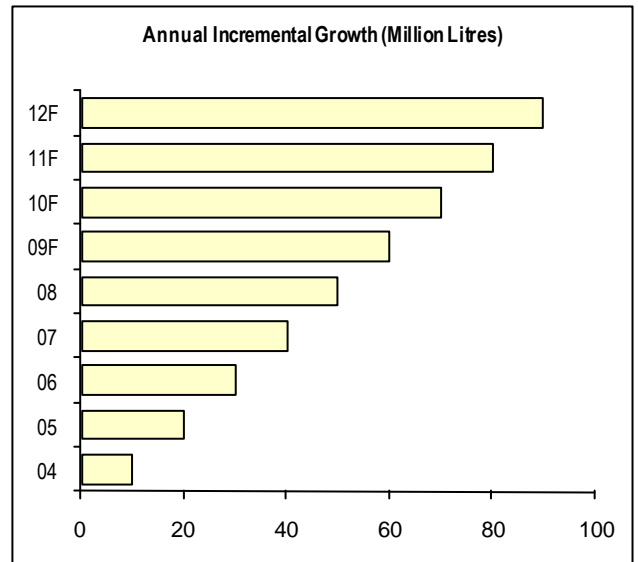
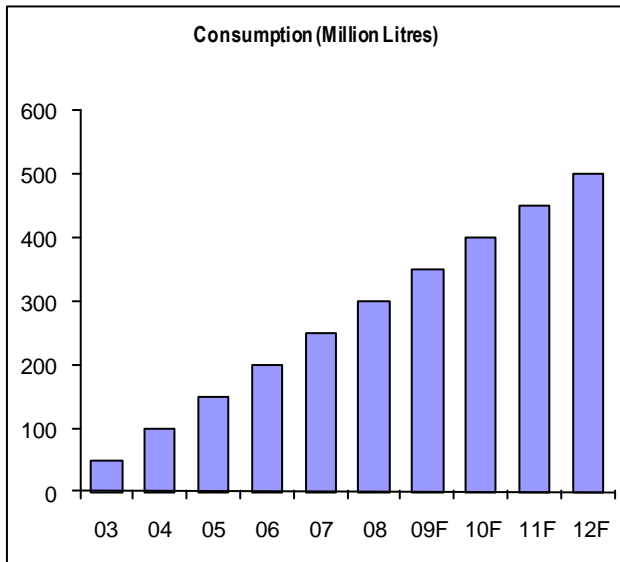
**Distribution**

**Packaging**

**Still Drinks New  
Products 2008**



Still Drinks - Consumption, 2003-2009F	2003	2004	2005	2006	2007	2008	2009F
Consumption (million litres)							
Litres per capita							
Population (millions)							



Still Drinks - Forecast Consumption, 2010F-2012F	2010F	2011F	2012F
Consumption (million litres)			
Litres per capita			
Population (millions)			



Still Drinks - Segments, 2007-2009F	2007 %	2008 %	2009F %
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
Apple			
Orange			
Other Flavours			
- Grapefruit			

Still Drinks - Packaging, 2007-2009F	2007 %	2008 %	2009F %
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
Glass			
Plastic			
- PET			
- PVC			
- Other Plastic			
Board			
Metal			
Other Packaging Material			
Returnable/refillable			
One-Way/non-refillable			
Single-serve (<= 60cl)			
Multi-serve (> 60cl)			

Still Drinks - Distribution, 2007-2009F	2007 %	2008 %	2009F %
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
Off-Premise (Retail/At Home)			
On-Premise (Away from Home)			

Still Drinks - Leading Companies, 2007-2008	2007 %	2008 %
Danone Group		
Unilever		
Nestle		
Coca-Cola		
AGD (Aceitera General Deheza)		