



# Distribution Trends in Soft Drinks: On-Premise vs Off-Premise Dynamics & Forecasts to 2015

## Individual market typical sample pages

A Special Focus Report from Canadean  
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## Distribution Trends in Soft Drinks: On-Premise vs Off-Premise Dynamics & Forecasts to 2015

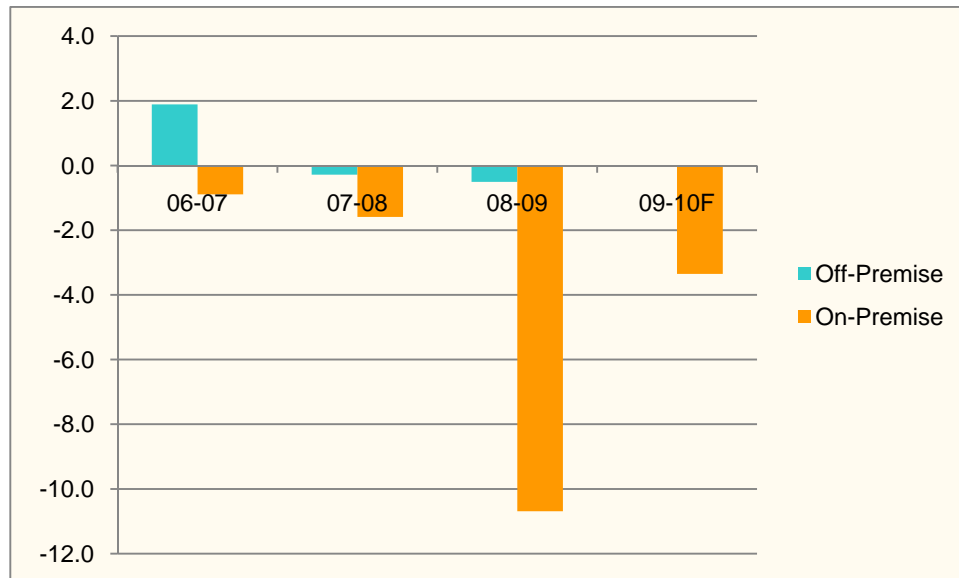
### Distribution Trends

Text

### Market Valuation/Pricing

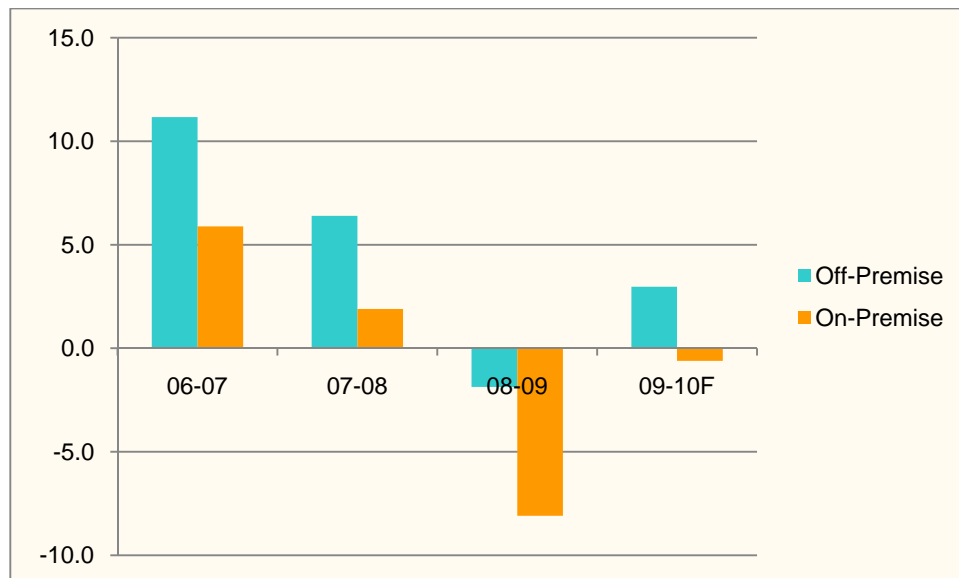
Text

**Soft Drinks On-Premise vs Off-Premise – Volume, 2006-2010F (% Growth)**



Source : Canadean

**Soft Drinks On-Premise vs Off-Premise – Value, 2006-2010F (% Growth)**



Source : Canadean



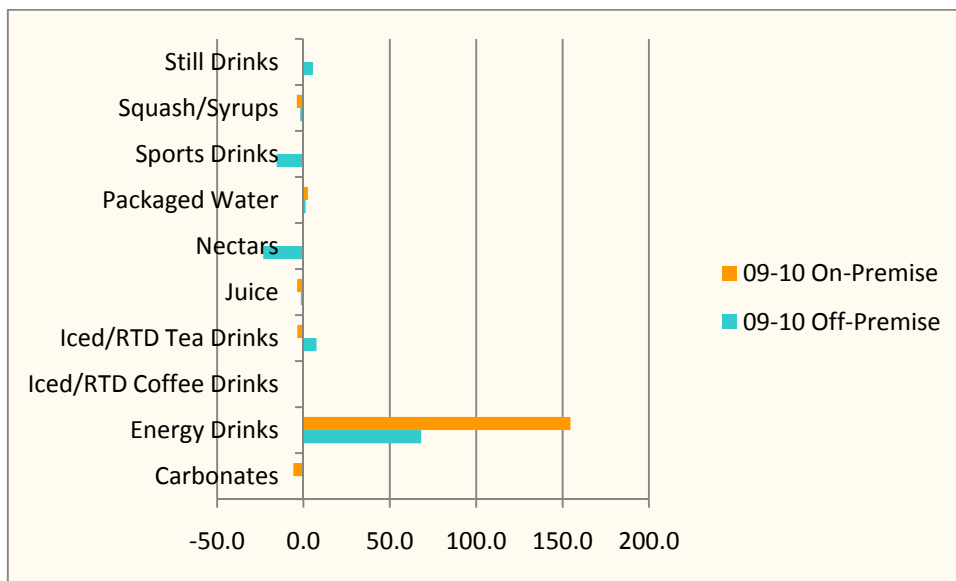
## Distribution Trends in Soft Drinks – Typical Sample Pages

### Soft Drinks on-Premise vs Off-Premise – Volume & Value, 2006-2010F (M Litres/Local Currency)

		2006	2007	2008	2009	2010F
Off-Premise	Value Local Currency					
	Volume M Litres					
On-Premise	Value Local Currency					
	Volume M Litres					

Source : Canadean

### Soft Drinks On-Premise vs Off-Premise by Category, 2009 vs 2010F (% Growth)

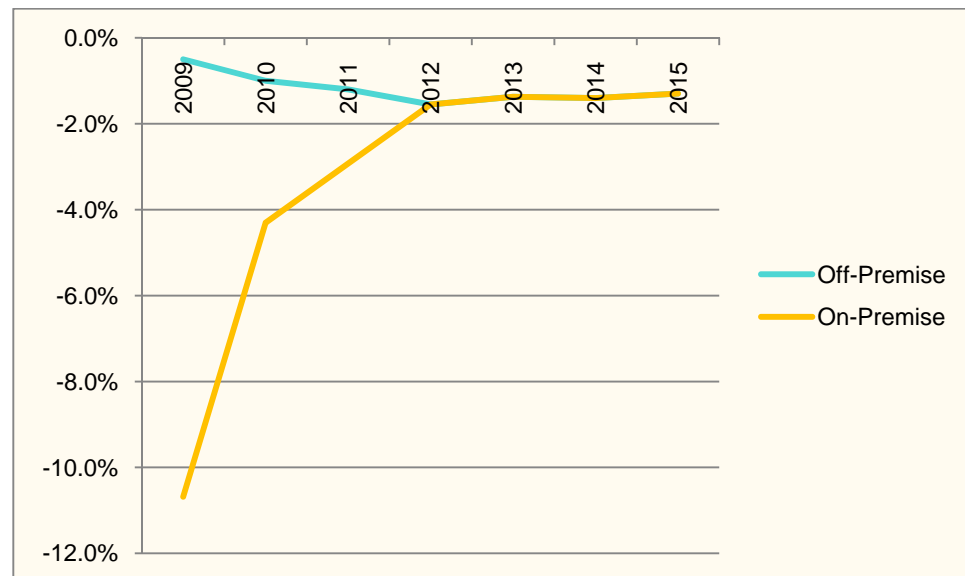


Source : Canadean



## Distribution Trends in Soft Drinks – Typical Sample Pages

### Soft Drinks On-Premise vs Off-Premise, 2009-2015F (% Growth)



Source : Canadean

### Soft Drinks On-Premise vs Off-Premise, 2009, 2010F & 2015F (% Share)

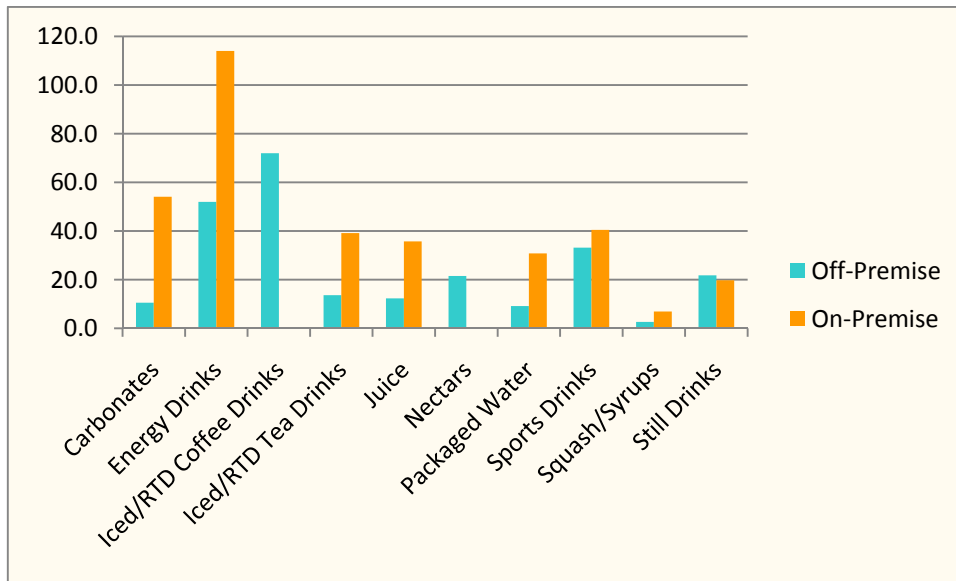
Channel	2009	2010F	2015F
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>
Off-Premise			
On-Premise			

Source : Canadean



## Distribution Trends in Soft Drinks – Typical Sample Pages

Soft Drinks On-Premise vs Off-Premise Average Price Per Litre by Category, 2010F (Local Currency)



Source : Canadean