



BULK/HOD WATER REPORT

global
SOFT DRINKS



Global

Bulk/HOD Water Sample Pages

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

Beverage Packaging Service - annual country and global Wisdom databases and reports

Iberia - annual, quarterly and monthly reports available on Spain and Portugal

Special Focus Reports - please check our website or contact us for details of the latest special reports available

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Industry presentations

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Conferences

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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Countries

AFRICA: Nigeria, South Africa.

ASIA: China, Hong Kong, India, Indonesia, Japan, Kazakhstan, Malaysia, Pakistan, Philippines, Singapore, South Korea, Taiwan, Thailand, Vietnam.



AUSTRALASIA: Australia, New Zealand.

EAST EUROPE: Belarus, Bosnia-Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Macedonia, Poland, Romania, Russia, Serbia, Slovak Republic, Slovenia, Turkey, Ukraine.

LATAM: Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay, Venezuela.

MENA: Bahrain, Egypt, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, Tunisia, United Arab Emirates.

NORTH AMERICA: Canada, United States of America.

WEST EUROPE: Austria, Belgium, Denmark, Finland, France, Germany, Greece, Italy, Netherlands, Norway, Portugal, Republic of Ireland, Spain, Sweden, Switzerland, United Kingdom.

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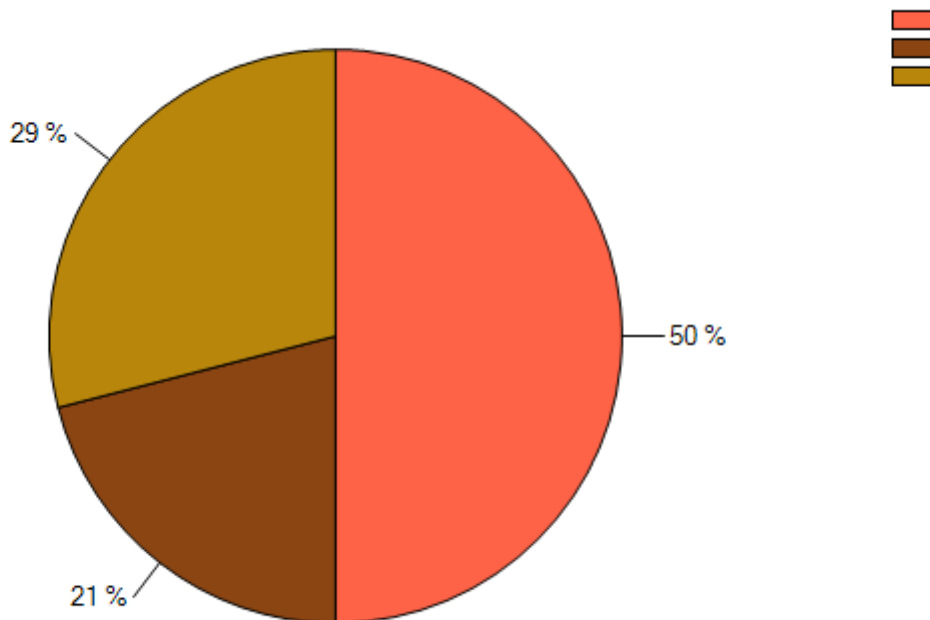
BULK/HOD WATER - CATEGORY PROFILE

Bulk/HOD Water 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	NGN Million	NGN / Litre	US\$ Million	US\$ / Litre
Value (at consumer price)				
Segmentation 2010	Still			
% Share				
Distribution 2010	On-Premise	Off-Premise		
% Share				
Packaging 2010	Polycarbonate			
% Share				

SOURCE: Trade Interviews; Canadean Wisdom

Chart - Bulk/HOD Water Leading Trademark Owners, 2010



SOURCE: Canadean Wisdom



BULK/HOD WATER COMMENTARY

Current and Emerging Trends

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Segmentation

Functional Products

Private Label/Private Label Producers

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Pricing/Valuation



Packaging

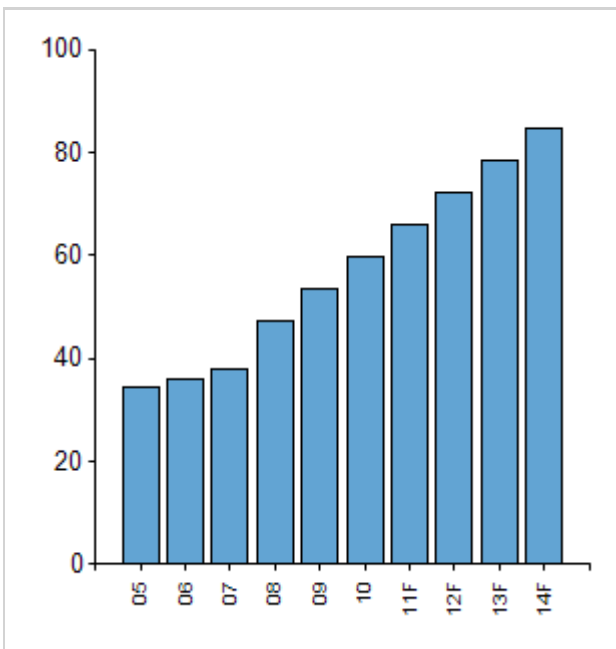
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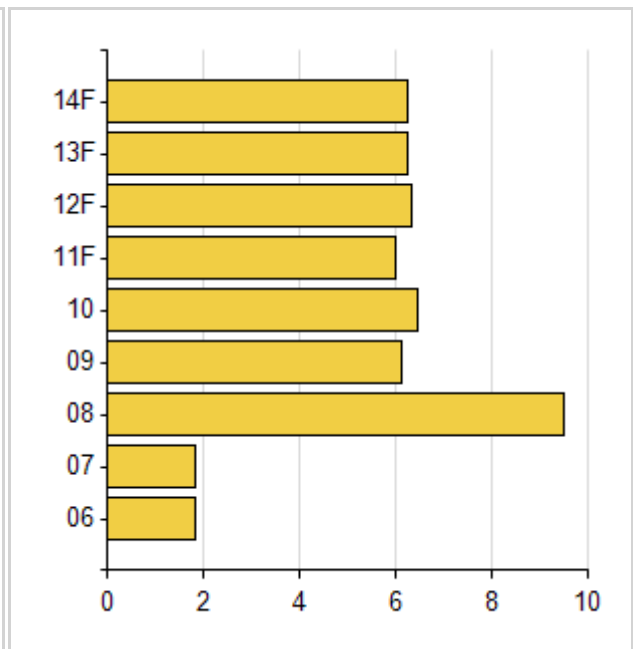
BULK/HOD WATER DATA TABLES

Bulk/HOD Water 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)



Bulk/HOD Water Consumption Forecast 2012F-2014F			
Year	2012F	2013F	2014F
Consumption (Million Litres)			
Litres per Capita			
Population (Millions)			



Bulk/HOD Water Segments 2009-2011F			
	2009	2010	2011F
Total	100.0 %	100.0 %	100.0 %
Still			
Table			

Bulk/HOD Water Packaging 2009-2011F			
	2009	2010	2011F
Total	100.0 %	100.0 %	100.0 %
Polycarbonate			
Refillable			

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

Bulk/HOD Water Leading Companies 2009-2010		
	2009	2010
Total	81.1 %	71.0 %
Cway		
Astral		