



BULK/HOD WATER REPORT

global
SOFT DRINKS



Global

Bulk/HOD Water Asia 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

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 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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Market Size – Consumption Million Litres, Litres Per Capita, 2010
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Chart - Bulk/HOD Water Leading Trademark Owners, 2010

Commentary

Current & Emerging Trends
Outlook
Segmentation
Marketing
Pricing/Valuation
Packaging
Distribution
Bulk/HOD Water New Products 2010

Data Tables

Consumption, Million Litres/Litres Per Capita, 2005-2014F
Segments, Carbonated vs Still / Table vs Mineral/Spring, % Market Share, 2009-2011F
Packaging, Material / Non-Refillable vs Refillable, 2009-2011F
Distribution, Off-Premise vs On-Premise, % Market Share, 2009-2011F
Leading Companies, % Market Share, 2009-2010

Countries

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

Population
Methodology
Product Definitions



Packaging Definitions
Glossary



BULK/HOD WATER CATEGORY PROFILE

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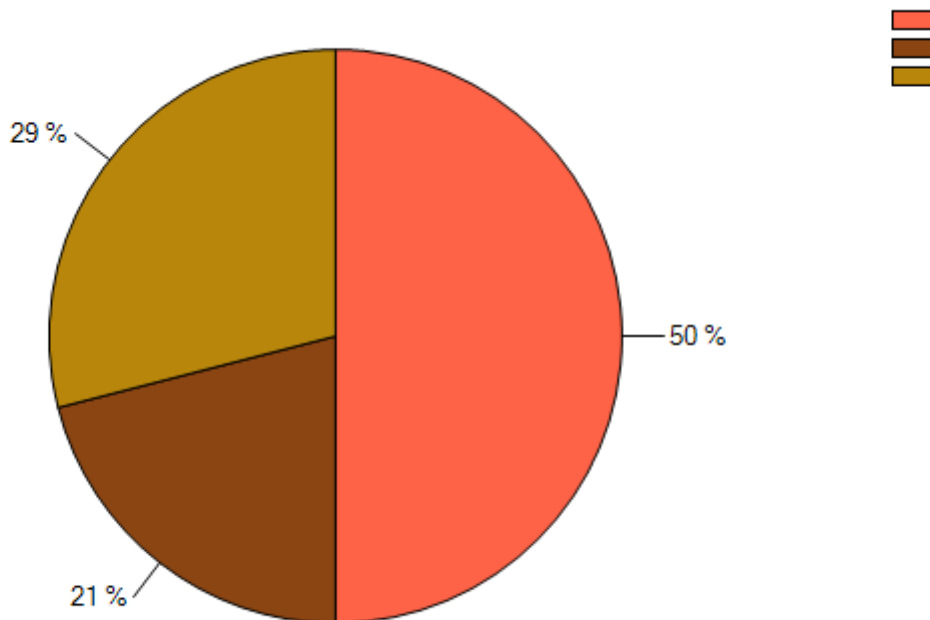
BULK/HOD WATER - CATEGORY PROFILE

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

Outlook

Segmentation

Functional Products

Private Label/Private Label Producers

Marketing

Pricing/Valuation



Packaging

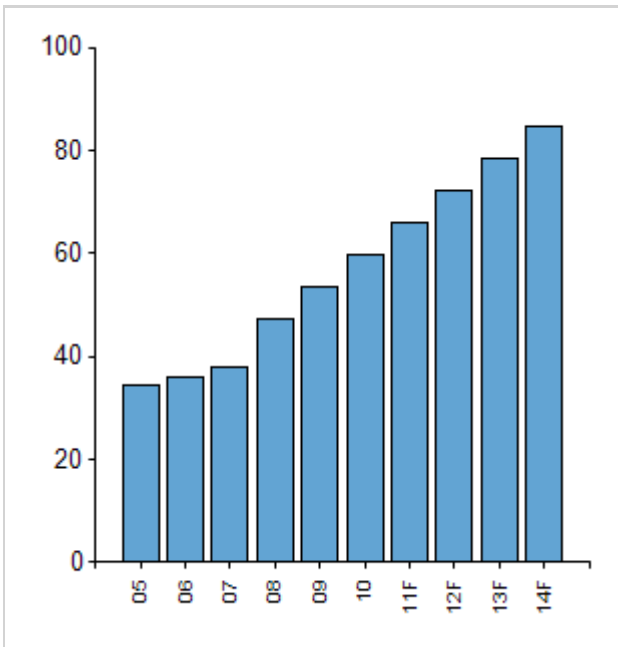
Distribution



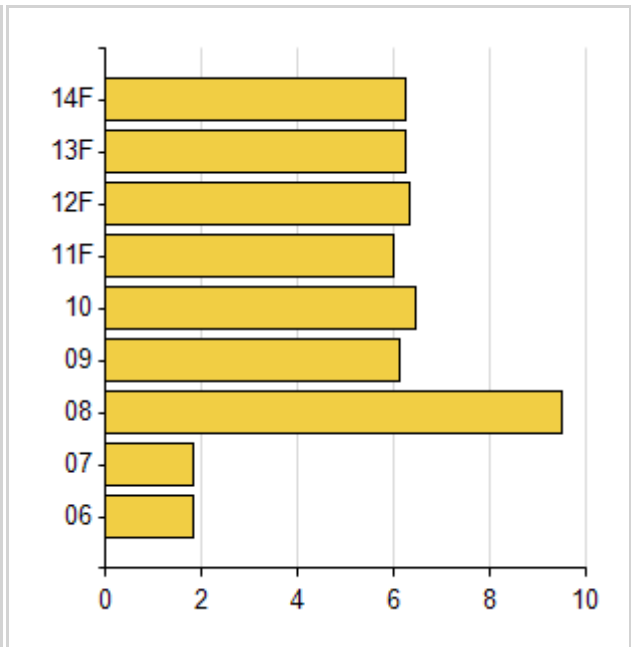
BULK/HOD WATER DATA TABLES

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		