

THE GLOBAL MULTIPLE BEVERAGE MARKETPLACE

2014 EDITION (Published December 2014. Data through 2013. Market projections through 2018.) More than 300 pages, with extensive text analysis, graphs, charts and more than 70 tables.

This report offers worldwide and country trends and data. It includes volume, growth and per capita consumption statistics for eleven major beverage categories, with each considered in its own chapter as well as in the context of the overall marketplace. It also covers developments by beverage type and country, plus five-year growth projections.

AVAILABLE FORMAT & PRICING

↓
Direct
Download

\$3,995

To learn more, to place an advance order or to inquire about additional user licenses **call:** Charlene Harvey +1 212.688.7640 ext. 1962 charvey@beveragemarketing.com



FOR A FULL CATALOG OF REPORTS AND DATABASES, GO TO bmcreports.com

INSIDE:

REPORT OVERVIEW

A brief discussion of this report's key features. **2**

TABLE OF CONTENTS

A detailed outline of this report's contents and data tables. **5**

SAMPLE TEXT AND INFOGRAPHICS

Examples of report text, data content, layout and style. **10**



HAVE QUESTIONS?

Contact Charlene Harvey: 212-688-7640 x 1962
charvey@beveragemarketing.com

BEVERAGE
MARKETING
CORPORATION

BEVERAGE MARKETING CORPORATION
850 Third Avenue, 13th Floor, New York, NY 10022
Tel: 212-688-7640 Fax: 212-826-1255

THE ANSWERS YOU NEED

- How do various countries around the world compare in overall and average consumption of beer, carbonated soft drinks, milk, tea, wine and other beverages?
- How large is the global sports beverage market? What about the energy drink market?
- What impact have developments in the large and growing Chinese market had on categories such as beer and distilled spirits?
- How have the rankings and output of the leading coffee producing nations changed?
- Which country's consumers lead the world in bottled water consumption? Which leads in beer?
- What will consumption statistics look like for each beverage category by 2018?

THIS REPORT FEATURES

The Global Multiple Beverage Marketplace provides a comprehensive overview of the international beverage marketplace, looking at international trends for 11 major beverage categories. Coverage includes:

- A summary of developments in the major categories and gives a bird's eye view of the commercial beverage industry as a whole
- Discussion of current industry trends as well as a break-down of the industry down by volume by beverage category, including per capita consumption figures. The chapter also discusses current industry trends
- Concise discussions of each basic beverage type. Coverage of beer, bottled water, carbonated soft drinks (CSD), coffee, distilled spirits, energy drinks, fruit beverages, milk, sports beverages, tea and wine
- Beer production and consumption volume, growth and share by country
- Bottled water global consumption, share and growth by country
- Carbonated soft drink consumption and per capita data by country
- Green coffee production and consumption by country
- Distilled spirits trends and consumption data by country
- A look at the size and growth of the global energy drink market
- Fruit beverage trends and country-by-country consumption data
- Details on fresh, whole cow milk production and growth by country as well as fluid milk consumption trends by country
- An overview of global sports beverage volume and growth
- Tea production and consumption trends by country, plus per capita consumption statistics
- An overview of wine production and consumption by country
- Beverage Marketing's volume, per capita consumption and compound annual growth projections for each beverage group and analysis of the forces determining each category's future.

The Global Multiple Beverage Marketplace

2014 Edition

December 2014



RESEARCH • DATA • CONSULTING

NOTE: The information contained in this report is confidential and solely intended for the benefit of the immediate recipient hereof.

Copyright © 2014 Beverage Marketing Corporation of New York, 850 Third Avenue, New York, New York 10022, (212) 688-7640. All rights reserved. Reproductions in any form prohibited by law.

Contents

Table of Contents

TABLE OF CONTENTS

TABLE OF CONTENTS-----	i
DEFINITIONS USED IN THIS REPORT-----	vii
INTRODUCTION-----	xvii

Chapter

1. THE GLOBAL BEVERAGE MARKET	
The International Beverage Market -----	1
• Overview-----	1
• Volume by Category -----	2
• Per Capita Consumption -----	5
Exhibits	
1.1 Global Beverage Market Consumption Volume by Category 2008 – 2013 -----	7
1.2 Global Beverage Market Share of Volume by Category 2008 – 2013 -----	8
1.3 Global Beverage Market Change in Volume by Category 2009 – 2013-----	9
1.4 Global Beverage Market Per Capita Consumption by Category 2008 – 2013 -----	10
2. THE GLOBAL BEER MARKET	
The International Beer Market-----	11
• Overview-----	11
• Production -----	13
• Consumption -----	16
Exhibits	
2.5 Global Beer Market Production Volume and Growth 1980 – 2013 -----	20
2.6 Global Beer Market Production by Country 2008 – 2013-----	21
2.7 Global Beer Market Share of Production by Country 2008 – 2013-----	25
2.8 Global Beer Market Change in Production by Country 2009 – 2013 -----	29
2.9 Global Beer Market Consumption by Selected Countries 2008 – 2013 -----	33
2.10 Global Beer Market Share of Consumption by Selected Countries 2008 – 2013 -----	35
2.11 Global Beer Market Change in Consumption by Selected Countries 2009 – 2013 -----	37
2.12 Global Beer Market Per Capita Consumption by Selected Countries 2008 – 2013-----	39
3. THE GLOBAL BOTTLED WATER MARKET	
The International Bottled Water Market -----	41
• Overview-----	41
• Volume-----	45
• Per Capita Consumption -----	47
Exhibits	
3.13 Global Bottled Water Market Consumption and Annual Change 1996 – 2013 -----	50
3.14 Global Bottled Water Market Consumption by Country 2008 – 2013-----	51

TABLE OF CONTENTS

Chapter

3. THE GLOBAL BOTTLED WATER MARKET (cont'd)	
<i>Exhibits (cont'd)</i>	
3.15 Global Bottled Water Market Share of Consumption by Country 2008 – 2013-----	53
3.16 Global Bottled Water Market Change in Consumption by Country 2009 – 2013 -----	55
3.17 Global Bottled Water Market Per Capita Consumption by Country 2008 – 2013-----	57
4. THE GLOBAL CARBONATED SOFT DRINK MARKET	
The International Carbonated Soft Drink Market -----	59
• Overview-----	59
• Volume-----	60
• Per Capita Consumption -----	63
<i>Exhibits</i>	
4.18 Global Carbonated Soft Drink Market Consumption Volume and Change 1994 – 2013	66
4.19 Global Carbonated Soft Drink Market Estimated Consumption by Country 2008 – 2013 -----	67
4.20 Global Carbonated Soft Drink Market Share of Consumption by Country 2008 – 2013	72
4.21 Global Carbonated Soft Drink Market Change in Consumption by Country 2009 – 2013 -----	77
4.22 Global Carbonated Soft Drink Market Per Capita Consumption by Country 2008 – 2013 -----	82
5. THE GLOBAL COFFEE MARKET	
The International Coffee Market-----	87
• Overview-----	87
• Production -----	89
• Consumption -----	91
<i>Exhibits</i>	
5.23 Global Coffee Market Production Volume and Change 1994 – 2013-----	96
5.24 Global Green Coffee Market Production (Metric Tons) by Country 2007 – 2013-----	97
5.25 Global Green Coffee Market Production (Hectoliters) by Country 2007 – 2013-----	102
5.26 Global Green Coffee Market Share of Production by Country 2007 – 2013 -----	107
5.27 Global Green Coffee Market Change in Production by Country 2008 – 2013 -----	112
5.28 Global Coffee Market Consumption Volume and Change 1994 – 2013 -----	117
5.29 Global Coffee Market Estimated Consumption (Metric Tons) by Country 2006 – 2012 -----	118
5.30 Global Coffee Market Estimated Consumption (Hectoliters) by Country 2006 – 2012	123
5.31 Global Coffee Market Share of Consumption by Country 2006 – 2012-----	128
5.32 Global Coffee Market Change in Consumption by Country 2007 – 2012 -----	133
5.33 Global Coffee Market Estimated Per Capita Consumption by Country 2006 – 2012 ---	138

TABLE OF CONTENTS

Chapter

6. THE GLOBAL DISTILLED SPIRITS MARKET	
The International Distilled Spirits Market -----	143
• Overview-----	143
• Volume-----	147
• Per Capita Consumption -----	150
Exhibits	
6.34 Global Distilled Spirits Market Consumption by Country 2006 – 2012 -----	153
6.35 Global Distilled Spirits Market Share of Consumption by Country 2006 – 2012 -----	155
6.36 Global Distilled Spirits Market Change in Consumption by Country 2007 – 2012 -----	157
6.37 Global Distilled Spirits Market Per Capita Consumption by Country 2006 – 2012 -----	159
7. THE GLOBAL ENERGY DRINK MARKET	
The International Energy Drink Market -----	161
• Overview-----	161
• Volume-----	164
• Per Capita Consumption -----	164
Exhibits	
7.38 Global Energy Drink Market Volume and Change 2002 – 2013 -----	165
7.39 Global Energy Drink Market Per Capita Consumption 2002 – 2013 -----	166
8. THE GLOBAL FRUIT BEVERAGE MARKET	
The International Fruit Beverage Market -----	167
• Overview-----	167
• Volume-----	168
• Per Capita Consumption -----	171
Exhibits	
8.40 Global Fruit Beverage Market Volume and Change 1990 – 2013 -----	172
8.41 Global Fruit Beverage Market Consumption by Country 2008 – 2013-----	173
8.42 Global Fruit Beverage Market Share of Consumption by Country 2008 – 2013-----	175
8.43 Global Fruit Beverage Market Change in Consumption by Country 2009 – 2013-----	177
8.44 Global Fruit Beverage Market Per Capita Consumption by Country 2008 – 2013-----	179
9. THE GLOBAL MILK MARKET	
The International Milk Market -----	181
• Overview-----	181
• Production -----	182
• Consumption -----	185
Exhibits	
9.45 Global Fresh Whole Cow Milk Market Production Volume and Change 1994 – 2013 --	188
9.46 Global Fresh Whole Cow Milk Market Production by Country 2007 – 2013-----	189
9.47 Global Fresh Whole Cow Milk Market Share of Production by Country 2007 – 2013 --	194
9.48 Global Fresh Whole Cow Milk Market Change in Production by Country 2008 – 2013-	199

TABLE OF CONTENTS

Chapter

9. THE GLOBAL MILK MARKET (cont'd)	
<i>Exhibits (cont'd)</i>	
9.49 Global Fluid Milk Market Estimated Consumption Volume and Change 1994 – 2013--	204
9.50 Global Fluid Milk Market Estimated Consumption by Country 2007 – 2013-----	205
9.51 Global Fluid Milk Market Estimated Share of Consumption by Country 2007 – 2013--	210
9.52 Global Fluid Milk Market Estimated Change in Consumption by Country 2008 – 2013	215
9.53 Global Fluid Milk Market Estimated Per Capita Consumption by Country 2007 – 2013	220
10. THE GLOBAL SPORTS BEVERAGE MARKET	
The International Sports Beverage Market -----	225
• Overview-----	225
• Volume-----	228
• Per Capita Consumption -----	228
<i>Exhibits</i>	
10.54 Global Sports Beverage Market Volume and Change 2002 – 2013 -----	229
10.55 Global Sports Beverage Market Per Capita Consumption 2002 – 2013 -----	230
11. THE GLOBAL TEA MARKET	
The International Tea Market-----	231
• Overview-----	231
• Production -----	232
• Consumption -----	236
<i>Exhibits</i>	
11.56 Global Tea Market Production Volume and Change 1994 – 2013-----	240
11.57 Global Tea Market Production (Metric Tons) by Country 2007 – 2013 -----	241
11.58 Global Tea Market Production (Hectoliters) by Country 2007 – 2013 -----	246
11.59 Global Tea Market Share of Production by Country 2007 – 2013-----	251
11.60 Global Tea Market Change in Production by Country 2008 – 2013 -----	256
11.61 Global Tea Market Consumption Volume and Change 1994 – 2013 -----	261
11.62 Global Tea Market Estimated Consumption (Metric Tons) by Country 2006 – 2012--	262
11.63 Global Tea Market Estimated Consumption (Hectoliters) by Country 2006 – 2012 --	267
11.64 Global Tea Market Share of Consumption by Country 2006 – 2012-----	272
11.65 Global Tea Market Change in Consumption by Country 2007 – 2012 -----	277
11.66 Global Tea Market Per Capita Consumption by Country 2006 – 2012 -----	282
12. THE GLOBAL WINE MARKET	
The International Wine Market -----	287
• Overview-----	287
• Production -----	287
• Consumption -----	290

TABLE OF CONTENTS

Chapter

12. THE GLOBAL WINE MARKET (cont'd)

Exhibits

12.67 Global Wine Market Production by Country 2007 – 2013 ----- 293
12.68 Global Wine Market Share of Production by Country 2007 – 2013 ----- 295
12.69 Global Wine Market Change in Production by Country 2008 – 2013----- 297
12.70 Global Wine Market Consumption by Country 2006 – 2012----- 299
12.71 Global Wine Market Share of Consumption by Country 2006 – 2012 ----- 301
12.72 Global Wine Market Change in Consumption by Country 2007 – 2012----- 303
12.73 Global Wine Market Per Capita Consumption by Country 2006 – 2012 ----- 305

13. THE PROJECTED GLOBAL BEVERAGE MARKET

The Projected International Beverage Market ----- 307

- Overview----- 307
- Volume by Category ----- 307
- Per Capita Consumption ----- 310

Exhibits

13.74 Projected Global Beverage Market Consumption Volume by Category 2008 – 2018 312
13.75 Projected Global Beverage Market Compound Annual Growth by Category
2008 – 2018----- 313
13.76 Projected Global Beverage Market Per Capita Consumption by Category
2013 – 2018----- 314

Countries in every part of the world produce and consume beer. A small number of nations are especially productive, but countries with significant levels of output brew and drink beer all around the globe.

- Five of the six major geographical regions of the world had countries ranking among the 20 most productive nations in 2013. Africa, Asia/Middle East, Europe, North America and South America each had one or more prominent brewing nations.
- Australia/Oceania long had a player among the top 20, but Australia has fallen off the bottom of the list as intensified output from Asian countries like Thailand and Viet Nam, Eastern European markets such as Poland and Ukraine, and African and South American nations altered the global brewing landscape. In 2013, Australia was the 26th largest brewing nation. Viet Nam, Nigeria and Thailand ranked among the top 20 in 2013.
- The countries that make sizeable quantities of beer generally consume proportionally large amounts as well. For example, the 10 largest beer-producing countries also ranked as the biggest consuming countries.

Beer's apparently universal appeal obscures some definite regional differences. While brewers make and market beer on every continent, history, culture and economic development contribute decisively to the popularity of beer and the magnitude of national and regional beer markets.

- For many years, the most economically advanced industrialized countries dominated the international beer industry. Europe long accounted for almost one-third of global beer production and out produced all other regions.
- The increasingly dynamic Asian/Middle Eastern market, which previously surpassed North America in beer production, displaced Europe as the leading beer-brewing region in 2009 and appears poised to continue enlarging its share of global beer volume.
- Those countries with long traditions of beer production and consumption – which tend to be clustered in Europe – consume beer at a much higher rate than the rest of the world. That has not changed even with Asia's ascendance in output. For example, nine of the 10 countries or territories with the highest per capita beer consumption in 2013 were located in Europe; not one was in Asia.
- Moreover, the countries with the highest rate of beer consumption imbibe a far greater amount of beer than the global average. Residents of the country with the highest per capita consumption – the Czech Republic – drank about five times as much beer annually as the 2013 international average. Although China stands first in both beer production and overall consumption, Czech consumers also drank nearly four times as much beer as did the Chinese, who realized an average intake level higher than the global standard for the first time in 2005.
- Simultaneously, some of the fastest growth in consumption is occurring in developing markets, while the most developed markets are seeing little, if any, growth.

Exhibit 1.3

**GLOBAL BEVERAGE MARKET
CHANGE IN VOLUME BY CATEGORY (r)
2009 – 2013**

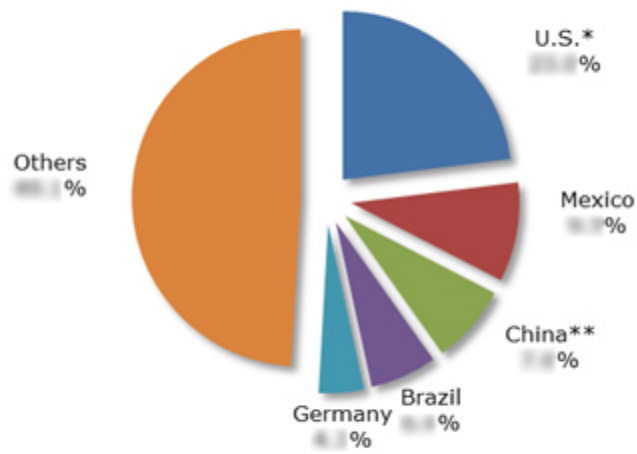
Category	2008/09	2009/10	2010/11	2011/12	2012/13
Beer	4.0%	3.8%	4.2%	5.0%	5.2%
Bottled Water	3.7%	3.7%	3.8%	7.8%	8.2%
Carbonated Soft Drinks	3.8%	3.8%	3.2%	4.2%	3.3%
Coffee	10.1%	11.8%	12.8%	14.8%	15.8%
Distilled Spirits	3.2%	3.2%	4.1%	4.7%	5.1%
Energy Drinks	3.4%	7.8%	10.2%	10.1%	10.8%
Fruit Beverages	3.1%	3.7%	3.8%	3.2%	3.4%
Milk	3.2%	3.8%	3.7%	3.2%	3.8%
Sports Beverages	4.2%	3.8%	3.2%	3.1%	3.8%
Tea	3.1%	3.2%	4.2%	4.8%	5.2%
Wine	10.2%	10.7%	10.8%	10.1%	10.2%
Subtotal	5.2%	5.8%	6.2%	6.8%	7.2%
Others*	3.1%	3.2%	3.8%	3.2%	3.4%
TOTAL	8.3%	9.0%	10.0%	10.0%	10.6%

(r) Revised

* Includes all beverages, commercial and non-commercial, such as tap water.

Source: Beverage Marketing Corporation

FIVE COUNTRIES CONSUME MORE THAN 50% OF CSDS
Shares of global soft drink volume by leading countries, 2013



* Includes Guam and the U.S. Virgin Islands.

** Includes Taiwan.

Source: Beverage Marketing Corporation