

GLOBAL MULTIPLE BEVERAGE MARKETPLACE TRENDS: EXCEL DATA SET

2018 EDITION (Published December 2018. Data through 2017. Market projections through 2022.) Excel tables.

This research report offers worldwide and country beverage data. It includes volume, growth and per capita consumption statistics for eleven major beverage categories. Developments by beverage type and country round out the coverage provided in this comprehensive international report.

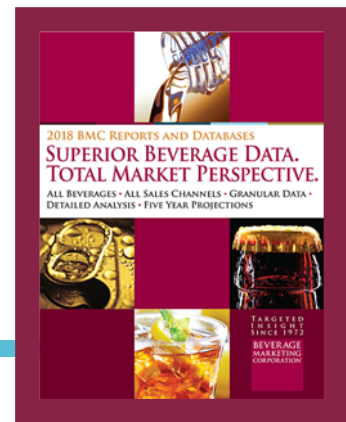
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INSIDE:

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. 8



HAVE
QUESTIONS?

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THE ANSWERS YOU NEED

Put the world into perspective with this research study that looks at international alcohol and non-alcohol beverages across key sectors. Questions answered include:

- 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?
- How have the rankings and output of the leading coffee producing nations changed?
- How do various countries' market share rankings compare? 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 2022?

THIS MULTIPLE BEVERAGE INDUSTRY REPORT FEATURES

This multiple beverage industry report features a comprehensive overview of the international beverage marketplace and includes:

- A bird's eye view of the commercial beverage industry as a whole.
- A break-down of the industry down by volume by beverage category, including per capita consumption figures.
- 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.
- Coffee production and consumption by country.
- Distilled spirits 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 worldwide 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 sector.

Global Multiple Beverage Marketplace Trends: Excel Data Set

December 2018



RESEARCH • DATA • CONSULTING

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

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Contents

Table of Contents

TABLE OF CONTENTS

Chapter

1. THE GLOBAL BEVERAGE MARKET

- 1.1 Global Beverage Market Consumption Volume by Category 2012 – 2017
- 1.2 Global Beverage Market Share of Consumption Volume by Category 2012 – 2017
- 1.3 Global Beverage Market Change in Volume by Category 2013 – 2017
- 1.4 Global Beverage Market Per Capita Consumption by Category 2012 – 2017

2. THE GLOBAL BEER MARKET

- 2.5 Global Beer Market Production Volume and Growth 1980 – 2017
- 2.6 Global Beer Market Production by Country 2012 – 2017
- 2.7 Global Beer Market Share of Production by Country 2012 – 2017
- 2.8 Global Beer Market Change in Production by Country 2013 – 2017
- 2.9 Global Beer Market Consumption by Selected Countries 2012 – 2017
- 2.10 Global Beer Market Share of Consumption by Selected Countries 2012 – 2017
- 2.11 Global Beer Market Change in Consumption by Selected Countries 2013 – 2017
- 2.12 Global Beer Market Per Capita Consumption by Selected Countries 2012 – 2017

3. THE GLOBAL BOTTLED WATER MARKET

- 3.13 Global Bottled Water Market Consumption and Annual Change 1996 – 2017
- 3.14 Global Bottled Water Market Consumption by Country 2012 – 2017
- 3.15 Global Bottled Water Market Share of Consumption by Country 2012 – 2017
- 3.16 Global Bottled Water Market Change in Consumption by Country 2013 – 2017
- 3.17 Global Bottled Water Market Per Capita Consumption by Country 2012 – 2017

4. THE GLOBAL CARBONATED SOFT DRINK MARKET

- 4.18 Global Carbonated Soft Drink Market Consumption Volume and Change 1994 – 2017
- 4.19 Global Carbonated Soft Drink Market Estimated Consumption by Country 2012 – 2017
- 4.20 Global Carbonated Soft Drink Market Share of Consumption by Country 2012 – 2017
- 4.21 Global Carbonated Soft Drink Market Change in Consumption by Country 2013 – 2017
- 4.22 Global Carbonated Soft Drink Market Per Capita Consumption by Country 2012 – 2017

5. THE GLOBAL COFFEE MARKET

- 5.23 Global Coffee Market Production Volume and Change 1994 – 2017
- 5.24 Global Green Coffee Market Production (Metric Tons) by Country 2012 – 2017
- 5.25 Global Green Coffee Market Production (Hectoliters) by Country 2012 – 2017
- 5.26 Global Green Coffee Market Share of Production by Country 2012 – 2017
- 5.27 Global Green Coffee Market Change in Production by Country 2013 – 2017
- 5.28 Global Coffee Market Consumption Volume and Change 1994 – 2017
- 5.29 Global Coffee Market Estimated Consumption (Metric Tons) by Country 2012 – 2017
- 5.30 Global Coffee Market Estimated Consumption (Hectoliters) by Country 2012 – 2017
- 5.31 Global Coffee Market Share of Consumption by Country 2012 – 2017
- 5.32 Global Coffee Market Change in Consumption by Country 2013 – 2017
- 5.33 Global Coffee Market Estimated Per Capita Consumption by Country 2012 – 2017

TABLE OF CONTENTS

Chapter

6. THE GLOBAL DISTILLED SPIRITS MARKET

- 6.34 Global Distilled Spirits Market Consumption by Country 2012 – 2017
- 6.35 Global Distilled Spirits Market Share of Consumption by Country 2012 – 2017
- 6.36 Global Distilled Spirits Market Change in Consumption by Country 2013 – 2017
- 6.37 Global Distilled Spirits Market Per Capita Consumption by Country 2012 – 2017

7. THE GLOBAL ENERGY DRINK MARKET

- 7.38 Global Energy Drink Market Volume and Change 2002 – 2017
- 7.39 Global Energy Drink Market Per Capita Consumption 2002 – 2017
- 7.40 Global Energy Drink Market Consumption by Country 2012 – 2017
- 7.41 Global Energy Drink Market Share of Consumption by Country 2012 – 2017
- 7.42 Global Energy Drink Market Change in Consumption by Country 2013 – 2017
- 7.43 Global Energy Drink Market Per Capita Consumption by Country 2012 – 2017

8. THE GLOBAL FRUIT BEVERAGE MARKET

- 8.44 Global Fruit Beverage Market Volume and Change 1990 – 2017
- 8.45 Global Fruit Beverage Market Consumption by Country 2012 – 2017
- 8.46 Global Fruit Beverage Market Share of Consumption by Country 2012 – 2017
- 8.47 Global Fruit Beverage Market Change in Consumption by Country 2013 – 2017
- 8.48 Global Fruit Beverage Market Per Capita Consumption by Country 2012 – 2017

9. THE GLOBAL MILK MARKET

- 9.49 Global Fresh Whole Cow Milk Market Production Volume and Change 1994 – 2017
- 9.50 Global Fresh Whole Cow Milk Market Production by Country 2012 – 2017
- 9.51 Global Fresh Whole Cow Milk Market Share of Production by Country 2012 – 2017
- 9.52 Global Fresh Whole Cow Milk Market Change in Production by Country 2013 – 2017
- 9.53 Global Fluid Milk Market Estimated Consumption Volume and Change 1994 – 2017
- 9.54 Global Fluid Milk Market Estimated Consumption by Country 2012 – 2017
- 9.55 Global Fluid Milk Market Estimated Share of Consumption by Country 2012 – 2017
- 9.56 Global Fluid Milk Market Estimated Change in Consumption by Country 2013 – 2017
- 9.57 Global Fluid Milk Market Estimated Per Capita Consumption by Country 2012 – 2017

10. THE GLOBAL SPORTS BEVERAGE MARKET

- 10.58 Global Sports Beverage Market Volume and Change 2002 – 2017
- 10.59 Global Sports Beverage Market Per Capita Consumption 2002 – 2017

11. THE GLOBAL TEA MARKET

- 11.60 Global Tea Market Production Volume and Change 1994 – 2017
- 11.61 Global Tea Market Production (Metric Tons) by Country 2012 – 2017
- 11.62 Global Tea Market Production (Hectoliters) by Country 2012 – 2017
- 11.63 Global Tea Market Share of Production by Country 2012 – 2017
- 11.64 Global Tea Market Change in Production by Country 2013 – 2017
- 11.65 Global Tea Market Consumption Volume and Change 1994 – 2017

TABLE OF CONTENTS

Chapter

11. THE GLOBAL TEA MARKET (cont'd)

- 11.66 Global Tea Market Estimated Consumption (Metric Tons) by Country 2012 – 2017
- 11.67 Global Tea Market Estimated Consumption (Hectoliters) by Country 2012 – 2017
- 11.68 Global Tea Market Share of Consumption by Country 2012 – 2017
- 11.69 Global Tea Market Change in Consumption by Country 2013 – 2017
- 11.70 Global Tea Market Per Capita Consumption by Country 2012 – 2017

12. THE GLOBAL WINE MARKET

- 12.71 Global Wine Market Production by Country 2012 – 2017
- 12.72 Global Wine Market Share of Production by Country 2012 – 2017
- 12.73 Global Wine Market Change in Production by Country 2013 – 2017
- 12.74 Global Wine Market Consumption by Selected Countries 2012 – 2017
- 12.75 Global Wine Market Share of Consumption by Selected Countries 2012 – 2017
- 12.76 Global Wine Market Change in Consumption by Selected Countries 2012 – 2017
- 12.77 Global Wine Market Per Capita Consumption by Selected Countries 2012 – 2017

13. THE PROJECTED GLOBAL BEVERAGE MARKET

- 13.78 Projected Global Beverage Market Consumption Volume by Category 2012 – 2022
- 13.79 Projected Global Beverage Market Share of Volume by Category 2012 – 2022
- 13.80 Projected Global Beverage Market Compound Annual Growth by Category 2017 – 2022
- 13.81 Projected Global Beverage Market Per Capita Consumption by Category 2012 – 2022

**GLOBAL BEVERAGE MARKET
CHANGE IN VOLUME BY CATEGORY (r)
2013 – 2017**

Category	2012/13	2013/14	2014/15	2015/16	2016/17	5-Year CAGR
Beer	■ %	■ %	■ %	■ %	■ %	■ %
Bottled Water	■ %	■ %	■ %	■ %	■ %	■ %
Carbonated Soft Drinks	■ %	■ %	■ %	■ %	■ %	■ %
Coffee	■ %	■ %	■ %	■ %	■ %	■ %
Distilled Spirits	■ %	■ %	■ %	■ %	■ %	■ %
Energy Drinks	■ %	■ %	■ %	■ %	■ %	■ %
Fruit Beverages	■ %	■ %	■ %	■ %	■ %	■ %
Milk	■ %	■ %	■ %	■ %	■ %	■ %
Sports Beverages	■ %	■ %	■ %	■ %	■ %	■ %
Tea	■ %	■ %	■ %	■ %	■ %	■ %
Wine	■ %	■ %	■ %	■ %	■ %	■ %
Subtotal	■ %	■ %	■ %	■ %	■ %	■ %
All Others*	■ %	■ %	■ %	■ %	■ %	■ %
TOTAL	■ %	■ %	■ %	■ %	■ %	■ %

(r) Revised

CAGR: Compound Annual Growth Rate

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

Source: Beverage Marketing Corporation

GLOBAL BEER MARKET
SHARE OF CONSUMPTION BY SELECTED COUNTRIES (r)
2012 – 2017

Countries	2012	2013	2014	2015	2016	2017
Algeria	%	%	%	%	%	%
Argentina	%	%	%	%	%	%
Australia	%	%	%	%	%	%
Austria	%	%	%	%	%	%
Belgium	%	%	%	%	%	%
Botswana	%	%	%	%	%	%
Brazil	%	%	%	%	%	%
Bulgaria	%	%	%	%	%	%
Cameroon	%	%	%	%	%	%
Canada	%	%	%	%	%	%
Canaries	%	%	%	%	%	%
Chile	%	%	%	%	%	%
China	%	%	%	%	%	%
Colombia	%	%	%	%	%	%
Croatia	%	%	%	%	%	%
Cuba	%	%	%	%	%	%
Cyprus	%	%	%	%	%	%
Czech Republic	%	%	%	%	%	%
Denmark	%	%	%	%	%	%
El Salvador	%	%	%	%	%	%
Estonia	%	%	%	%	%	%
Finland	%	%	%	%	%	%
France	%	%	%	%	%	%
Germany	%	%	%	%	%	%
Greece	%	%	%	%	%	%
Guyana	%	%	%	%	%	%
Honduras	%	%	%	%	%	%
Hungary	%	%	%	%	%	%
Iceland	%	%	%	%	%	%
India	%	%	%	%	%	%
Indonesia	%	%	%	%	%	%
Ireland	%	%	%	%	%	%
Israel	%	%	%	%	%	%
Italy	%	%	%	%	%	%
Japan	%	%	%	%	%	%
Kenya	%	%	%	%	%	%
Korea, Republic of	%	%	%	%	%	%
Latvia	%	%	%	%	%	%
Lithuania	%	%	%	%	%	%
Luxembourg	%	%	%	%	%	%
Malaysia	%	%	%	%	%	%
Malta	%	%	%	%	%	%
Mexico	%	%	%	%	%	%
Morocco	%	%	%	%	%	%
Mozambique	%	%	%	%	%	%
Namibia	%	%	%	%	%	%
Netherlands	%	%	%	%	%	%
New Zealand	%	%	%	%	%	%
Nigeria	%	%	%	%	%	%
Norway	%	%	%	%	%	%
Paraguay	%	%	%	%	%	%
Peru	%	%	%	%	%	%
Philippines	%	%	%	%	%	%
Poland	%	%	%	%	%	%
Portugal	%	%	%	%	%	%
Romania	%	%	%	%	%	%
Russian Federation	%	%	%	%	%	%
Singapore	%	%	%	%	%	%
Slovakia	%	%	%	%	%	%
Slovenia	%	%	%	%	%	%
South Africa	%	%	%	%	%	%
Spain	%	%	%	%	%	%
Sweden	%	%	%	%	%	%
Switzerland	%	%	%	%	%	%
Taiwan	%	%	%	%	%	%
Tanzania, United Rep of	%	%	%	%	%	%
Thailand	%	%	%	%	%	%
Tunisia	%	%	%	%	%	%
Turkey	%	%	%	%	%	%
Ukraine	%	%	%	%	%	%
United Kingdom	%	%	%	%	%	%
United States	%	%	%	%	%	%
Uruguay	%	%	%	%	%	%
Venezuela, Boliv Rep of	%	%	%	%	%	%
Viet Nam	%	%	%	%	%	%
Zimbabwe	%	%	%	%	%	%
Subtotal	%	%	%	%	%	%
Others	%	%	%	%	%	%
TOTAL	%	%	%	%	%	%

(r) Revised

Source: Beverage Marketing Corporation; Productschap voor Gedistilleerde Dranken/
Commodity Board for the Distilled Spirits Industry (Netherlands); Joh. Barth & Sohn GmbH & Co.; The Brewers of Europe

**GLOBAL DISTILLED SPIRITS MARKET
SHARE OF CONSUMPTION BY COUNTRY
2012 – 2017**

Countries	2012	2013	2014	2015	2016	2017
Argentina	%	%	%	%	%	%
Australia	%	%	%	%	%	%
Austria	%	%	%	%	%	%
Belarus	%	%	%	%	%	%
Belgium	%	%	%	%	%	%
Brazil	%	%	%	%	%	%
Bulgaria	%	%	%	%	%	%
Canada	%	%	%	%	%	%
Chile	%	%	%	%	%	%
China	%	%	%	%	%	%
Colombia	%	%	%	%	%	%
Cuba	%	%	%	%	%	%
Cyprus	%	%	%	%	%	%
Czech Republic	%	%	%	%	%	%
Denmark	%	%	%	%	%	%
Estonia	%	%	%	%	%	%
Finland	%	%	%	%	%	%
France	%	%	%	%	%	%
Germany	%	%	%	%	%	%
Greece	%	%	%	%	%	%
Guyana	%	%	%	%	%	%
Hungary	%	%	%	%	%	%
Iceland	%	%	%	%	%	%
India	%	%	%	%	%	%
Ireland	%	%	%	%	%	%
Italy	%	%	%	%	%	%
Japan	%	%	%	%	%	%
Korea, Republic of	%	%	%	%	%	%
Latvia	%	%	%	%	%	%
Luxembourg	%	%	%	%	%	%
Malaysia	%	%	%	%	%	%
Malta	%	%	%	%	%	%
Mexico	%	%	%	%	%	%
Netherlands	%	%	%	%	%	%
New Zealand	%	%	%	%	%	%
Norway	%	%	%	%	%	%
Poland	%	%	%	%	%	%
Portugal	%	%	%	%	%	%
Romania	%	%	%	%	%	%
Russian Federation	%	%	%	%	%	%
Singapore	%	%	%	%	%	%
Slovakia	%	%	%	%	%	%
South Africa	%	%	%	%	%	%
Spain	%	%	%	%	%	%
Sweden	%	%	%	%	%	%
Switzerland	%	%	%	%	%	%
Taiwan	%	%	%	%	%	%
Thailand	%	%	%	%	%	%
Turkey	%	%	%	%	%	%
Ukraine	%	%	%	%	%	%
United Kingdom	%	%	%	%	%	%
United States	%	%	%	%	%	%
Uruguay	%	%	%	%	%	%
Venezuela, Boliv Rep of	%	%	%	%	%	%
Viet Nam	%	%	%	%	%	%
Subtotal	%	%	%	%	%	%
Others	%	%	%	%	%	%
TOTAL	%	%	%	%	%	%

Source: Beverage Marketing Corporation