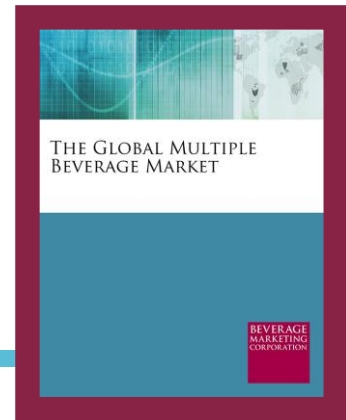


THE GLOBAL MULTIPLE BEVERAGE MARKET

2019 EDITION (To be published December 2019. Data through 2018. Market projections through 2023.) Excel tables plus an executive summary.



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. Data is augmented by an overview of key developments in the global beverage industry.

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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

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 2023?

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, including an executive summary describing key developments.
- 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.

NOTE: The 2019 edition of this report has not yet been published. The dates on tables of contents/exhibits and sample data reflect information from last year's edition of this report.

The 2019 edition you receive will have updated data through 2018 and projections through 2023 where applicable.



THE GLOBAL MULTIPLE BEVERAGE MARKET

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NOTE: The 2019 edition of this report has not yet been published. The dates on tables of contents/exhibits and sample data reflect information from last year's edition of this report.

The 2019 edition you receive will have updated data through 2018 and projections through 2023 where applicable.

Global Multiple Beverage Marketplace Trends: Excel Data Set December 2018

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

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**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