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.
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 breakdown 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.
THE GLOBAL MULTIPLE BEVERAGE MARKET
Table of Contents
Summary

THE GLOBAL MULTIPLE BEVERAGE MARKET
The International Beverage Market

- Overview
- Volume by Category
- Per Capita Consumption
- Projections

Exhibit

1. THE GLOBAL BEVERAGE MARKET
   1.1 Global Beverage Market Consumption Volume by Category 2013 – 2018
   1.2 Global Beverage Market Share of Consumption Volume by Category 2013 – 2018
   1.3 Global Beverage Market Change in Volume by Category 2014 – 2018
   1.4 Global Beverage Market Per Capita Consumption by Category 2013 – 2018

2. THE GLOBAL BEER MARKET
   2.5 Global Beer Market Production Volume and Growth 1980 – 2018
   2.6 Global Beer Market Production by Country 2013 – 2018
   2.7 Global Beer Market Share of Production by Country 2013 – 2018
   2.8 Global Beer Market Change in Production by Country 2014 – 2018
   2.9 Global Beer Market Consumption by Selected Countries 2013 – 2018
   2.10 Global Beer Market Share of Consumption by Selected Countries 2013 – 2018
   2.11 Global Beer Market Change in Consumption by Selected Countries 2014 – 2018
   2.12 Global Beer Market Per Capita Consumption by Selected Countries 2013 – 2018

3. THE GLOBAL BOTTLED WATER MARKET
   3.13 Global Bottled Water Market Consumption and Annual Change 1996 – 2018
   3.15 Global Bottled Water Market Share of Consumption by Country 2013 – 2018
   3.16 Global Bottled Water Market Change in Consumption by Country 2014 – 2018
   3.17 Global Bottled Water Market Per Capita Consumption by Country 2013 – 2018

4. THE GLOBAL CARBONATED SOFT DRINK MARKET
   4.18 Global Carbonated Soft Drink Market Consumption Volume and Change 1994 – 2018
   4.19 Global Carbonated Soft Drink Market Estimated Consumption by Country 2013 – 2018
   4.20 Global Carbonated Soft Drink Market Share of Consumption by Country 2013 – 2018
   4.21 Global Carbonated Soft Drink Market Change in Consumption by Country 2014 – 2018
   4.22 Global Carbonated Soft Drink Market Per Capita Consumption by Country 2013 – 2018
5. THE GLOBAL COFFEE MARKET
   5.23 Global Coffee Market Production Volume and Change 1994 – 2018
   5.24 Global Green Coffee Market Production (Metric Tons) by Country 2013 – 2018
   5.25 Global Green Coffee Market Production (Hectoliters) by Country 2013 – 2018
   5.26 Global Green Coffee Market Share of Production by Country 2013 – 2018
   5.27 Global Green Coffee Market Change in Production by Country 2014 – 2018
   5.28 Global Coffee Market Consumption Volume and Change 1994 – 2018
   5.29 Global Coffee Market Estimated Consumption (Metric Tons) by Country 2013 – 2018
   5.30 Global Coffee Market Estimated Consumption (Hectoliters) by Country 2013 – 2018
   5.31 Global Coffee Market Share of Consumption by Country 2013 – 2018
   5.32 Global Coffee Market Change in Consumption by Country 2014 – 2018
   5.33 Global Coffee Market Estimated Per Capita Consumption by Country 2013 – 2018

6. THE GLOBAL DISTILLED SPIRITS MARKET
   6.34 Global Distilled Spirits Market Consumption by Country 2013 – 2018
   6.35 Global Distilled Spirits Market Share of Consumption by Country 2013 – 2018
   6.36 Global Distilled Spirits Market Change in Consumption by Country 2014 – 2018
   6.37 Global Distilled Spirits Market Per Capita Consumption by Country 2013 – 2018

7. THE GLOBAL ENERGY DRINK MARKET
   7.38 Global Energy Drink Market Volume and Change 2002 – 2018
   7.39 Global Energy Drink Market Per Capita Consumption 2002 – 2018
   7.40 Global Energy Drink Market Consumption by Country 2013 – 2018
   7.41 Global Energy Drink Market Share of Consumption by Country 2013 – 2018
   7.42 Global Energy Drink Market Change in Consumption by Country 2014 – 2018
   7.43 Global Energy Drink Market Per Capita Consumption by Country 2013 – 2018

8. THE GLOBAL FRUIT BEVERAGE MARKET
   8.44 Global Fruit Beverage Market Volume and Change 1990 – 2018
   8.45 Global Fruit Beverage Market Consumption by Country 2013 – 2018
   8.46 Global Fruit Beverage Market Share of Consumption by Country 2013 – 2018
   8.47 Global Fruit Beverage Market Change in Consumption by Country 2014 – 2018
   8.48 Global Fruit Beverage Market Per Capita Consumption by Country 2013 – 2018

9. THE GLOBAL MILK MARKET
   9.49 Global Fresh Whole Cow Milk Market Production Volume and Change 1994 – 2018
   9.50 Global Fresh Whole Cow Milk Market Production by Country 2013 – 2018
   9.51 Global Fresh Whole Cow Milk Market Share of Production by Country 2013 – 2018
   9.52 Global Fresh Whole Cow Milk Market Change in Production by Country 2014 – 2018
# Exhibit

9. **THE GLOBAL MILK MARKET (cont’d)**
   - 9.54 Global Fluid Milk Market Estimated Consumption by Country 2013 – 2018
   - 9.56 Global Fluid Milk Market Estimated Change in Consumption by Country 2014 – 2018
   - 9.57 Global Fluid Milk Market Estimated Per Capita Consumption by Country 2013 – 2018

10. **THE GLOBAL SPORTS BEVERAGE MARKET**
    - 10.58 Global Sports Beverage Market Volume and Change 2002 – 2018
    - 10.59 Global Sports Beverage Market Per Capita Consumption 2002 – 2018

11. **THE GLOBAL TEA MARKET**
    - 11.60 Global Tea Market Production Volume and Change 1994 – 2018
    - 11.61 Global Tea Market Production (Metric Tons) by Country 2013 – 2018
    - 11.62 Global Tea Market Production (Hectoliters) by Country 2013 – 2018
    - 11.64 Global Tea Market Change in Production by Country 2014 – 2018
    - 11.65 Global Tea Market Consumption Volume and Change 1994 – 2018
    - 11.66 Global Tea Market Estimated Consumption (Metric Tons) by Country 2013 – 2018
    - 11.67 Global Tea Market Estimated Consumption (Hectoliters) by Country 2013 – 2018
    - 11.68 Global Tea Market Share of Consumption by Country 2013 – 2018
    - 11.69 Global Tea Market Change in Consumption by Country 2014 – 2018
    - 11.70 Global Tea Market Per Capita Consumption by Country 2013 – 2018

12. **THE GLOBAL WINE MARKET**
    - 12.71 Global Wine Market Production by Country 2013 – 2018
    - 12.73 Global Wine Market Change in Production by Country 2014 – 2018
    - 12.74 Global Wine Market Consumption by Selected Countries 2013 – 2018
    - 12.75 Global Wine Market Share of Consumption by Selected Countries 2013 – 2018
    - 12.76 Global Wine Market Change in Consumption by Selected Countries 2013 – 2018
    - 12.77 Global Wine Market Per Capita Consumption by Selected Countries 2013 – 2018

13. **THE PROJECTED GLOBAL BEVERAGE MARKET**
    - 13.80 Projected Global Beverage Market Compound Annual Growth by Category 2018 – 2023
    - 13.81 Projected Global Beverage Market Per Capita Consumption by Category 2013 – 2023
Tea, a beverage with deep roots in the world’s two most populous countries as well as its variety of flavors and health benefits that make it appealing to consumers around the world, ranked as the number-one beverage by volume in 2018. Bottled water surpassed milk, a staple around the globe, to become the number-two category by volume several years earlier and remained second in 2018. However, the quantity of tea, packaged water and milk consumed remained far less than the amount of non-packaged water, which accounts for the bulk of humans’ liquid consumption. Yet packaged water was the second fastest growing major beverage category. (Only the tiny energy drink category moved faster.) With the exception of beer, which fell roughly in the middle of the list of the 11 major categories, alcoholic beverages rank low in terms of consumption, followed by sports beverages in the 10th position and energy drinks the 11th.

- With the equivalent of 4.5 billion hectoliters (119.4 billion gallons), tea led the field with approximately 8.2% of all the liquid consumed by human beings around the world during 2018.

- Bottled water first surpassed the 1-billion-hectoliter mark in 2000 on growth of nearly 10%, and it maintained strong if slightly slower growth in several subsequent years. By 2018, its volume approached 4 billion hectoliters. The category’s share of total liquid consumption volume increased from 5.6% in 2013 to 7.2% in 2018, which put its percentage of total beverage volume 2.6 points higher than milk’s market share.

- Consequently, milk stood into third place with a 4.6% share.

- The total amount of cow milk produced in any given year greatly exceeds the volume of tea brewed, but of course not all milk is distributed in liquid form.

- Moreover, significant but immeasurable quantities of fluid milk are used in non-beverage form, which even before being surpassed by bottled water complicated its claims to number-two status.

- In 2018, CSD volume inched very slightly upward. It was hampered by lackluster performance in its largest market. CSDs lagged most other beverage categories. (Only beer and wine, which declined, performed worse.) CSDs accounted for 3.9% of global beverage consumption, only a bit smaller than the share they had five years earlier.

- While CSDs remain popular, and in some markets are the largest commercial beverage category, they have faced an array of challenges, from contamination scares in India to concerns about their impact on consumers’ waistlines.
**TEA AND WATER LEAD COMMERCIAL CATEGORIES**

*Share of global beverage volume by category, 2018*

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

Source: Beverage Marketing Corporation
**GLOBAL BEVERAGE MARKET**

**SHARE OF CONSUMPTION VOLUME BY CATEGORY (r)**

2013 – 2018

<table>
<thead>
<tr>
<th>Category</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beer</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bottled Water</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carbonated Soft Drinks</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coffee</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Distilled Spirits</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Energy Drinks</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fruit Beverages</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Milk</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sports Beverages</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tea</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wine</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All Others*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*(r) Revised

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

Source: Beverage Marketing Corporation