

NORTH AMERICAN TOPLINE

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

North American Beverage Market Topline from Beverage Marketing Corporation provides a data overview of the total North American beverage market with key market statistics and five-year forecasts. Perfect for investors, entrepreneurs requiring statistics for their business plan, ad agencies preparing an account pitch or anyone who needs a quick view of the region.

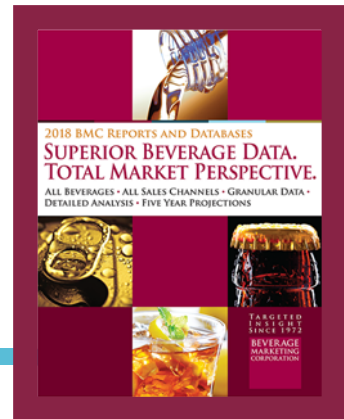
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HAVE
QUESTIONS?

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THE ANSWERS YOU NEED

North American Beverage Market Topline offers a concise summary of the overall regional market. Questions answered include:

- How much bottled water is consumed per capita in the United States, Canada and Mexico, and how has this changed in recent years?
- How did the carbonated soft drink market perform in the region in 2017, and how is it likely to develop in the future?
- In which North American country do residents drink the most coffee, tea and milk per capita?
- What's the number-one beverage category by volume in Mexico?
- What are the growth prospects for coffee in the region and in the individual markets?
- How have energy drinks and sports beverages fared on a regional basis?

THIS REPORT FEATURES

This report contains key information on each major beverage category and on the beverage markets of the countries comprising the region; it features volume for 11 beverage types as well as per capita consumption data and five-year forecast data. Beverage categories covered include bottled water, carbonated soft drinks, coffee, distilled spirits, energy drinks, fruit beverages, milk, sports beverages, tea and wine. Data includes volume, growth, share and per capita consumption for Mexico, Canada, U.S. and islands in the region. Caribbean island data provided in select beverage categories.

North American Topline

December 2018



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

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**NORTH AMERICAN BEVERAGE MARKET
SHARE OF VOLUME BY CATEGORY
2012 – 2017**

Category	2012	2013	2014	2015	2016	2017
Beer	11%	11%	11%	11%	11%	11%
Bottled Water	10%	10%	10%	10%	10%	10%
Carbonated Soft Drinks	33%	33%	33%	33%	33%	33%
Coffee	10%	10%	10%	10%	10%	10%
Distilled Spirits	1%	1%	1%	1%	1%	1%
Energy Drinks	1%	1%	1%	1%	1%	1%
Fruit Beverages	1%	1%	1%	1%	1%	1%
Milk	1%	1%	1%	1%	1%	1%
Sports Beverages	1%	1%	1%	1%	1%	1%
Tea	1%	1%	1%	1%	1%	1%
Wine	1%	1%	1%	1%	1%	1%
TOTAL	100%	100%	100%	100%	100%	100%

Source: Beverage Marketing Corporation

Exhibit 15

**NORTH AMERICAN BOTTLED WATER MARKET
CHANGE IN VOLUME BY COUNTRY
2013 – 2017**

Countries	2012/13	2013/14	2014/15	2015/16	2016/17
United States	1%	1%	1%	1%	1%
Mexico	1%	1%	1%	1%	1%
Canada	1%	1%	1%	1%	1%
Cuba	1%	1%	1%	1%	1%
Subtotal	1%	1%	1%	1%	1%
All Others	1%	1%	1%	1%	1%
TOTAL	1%	1%	1%	1%	1%

Source: Beverage Marketing Corporation

**NORTH AMERICAN DISTILLED SPIRITS MARKET
CHANGE IN VOLUME BY COUNTRY
2013 – 2017**

Countries	2012/13	2013/14	2014/15	2015/16	2016/17
United States	███%	███%	███%	███%	███%
Mexico	███%	███%	███%	███%	███%
Canada	███%	███%	███%	███%	███%
Cuba	███%	███%	███%	███%	███%
Subtotal	███%	███%	███%	███%	███%
All Others	███%	███%	███%	███%	███%
TOTAL	███%	███%	███%	███%	███%

Source: Beverage Marketing Corporation