

Executive Summary

Global & Regional Summaries - Bottled Water Data Tables

REGIONS: Africa, Asia, Australasia, East Europe, Latin America (Latam), Middle East North Africa (MENA), North America, West Europe

Consumption (Million Litres) By Global/Region/Country, 2005-2014F

Litres per Capita Consumption By Global/Region/Country, 2005-2014F

8oz Servings per Capita Consumption By Global/Region/Country, 2005-2014F

Consumption (Million Cases) By Global/Region/Country, 2005-2014F

Share of Consumption by Segment: Still vs Carbonated, By Global/ Region/Country 2009-2011F

Share of Consumption by Segment: Mineral/Spring vs Table, By Global/ Region/Country 2009-2011F

Share of Consumption by Top Packaging Materials, By Global/Region/Country 2009-2011F

Share of Consumption by Segment: Refillable vs Non-Refillable, By Global/ Region/Country 2009-2011F

Share of Consumption by Pack Mix: Single-Serve (<=60cl) vs Multi-Serve(>60cl), By Global/Region/Country 2009-2011F

Share of Distribution: Off-Premise (Retail/At Home) vs. On-Premise (Away from Home), By Global/Region/Country 2009-2011F

Country Profiles

Table - Bottled Water Key Facts

Market Size – Consumption Million Litres, Litres Per Capita, 2010

Growth – CAGR% 05-10, CAGR % 07-10, CAGR% 09-10

Market Value (at Consumer Price), Local Currency/US\$, 2010

Segmentation – Carbonated/Still, % Market Share, 2010

Distribution – Off-Premise/On-Premise, % Market Share, 2010

Packaging – Material, % Market Share, 2010#

Chart - Bottled Water Leading Trademark Owners, 2010

Commentary

Current & Emerging Trends

Outlook

Segmentation

Functional Products

Private Label/Private Label Producers

Marketing

Pricing/Valuation

Packaging

Distribution

Bottled Water New Products 2010

Data Tables

Consumption, Million Litres/Litres Per Capita, 2005-2014F

Import Volume, Million Litres & % Share of Consumption, 2005-2011F

Segments, Carbonated vs Still / Table vs Mineral/Spring, % Market Share, 2009-2011F

Packaging, Material / Non-Refillable vs Refillable / Multi Serve vs Single Serve, 2009-2011F

Distribution, Off-Premise vs On-Premise, % Market Share, 2009-2011F

Leading Companies, % Market Share, 2009-2010

Countries

AFRICA: Nigeria, South Africa.

ASIA: China, Hong Kong, India, Indonesia, Japan, Kazakhstan, Malaysia, Pakistan, Philippines, Singapore, South Korea, Taiwan, Thailand, Vietnam.

AUSTRALASIA: Australia, New Zealand.

EAST EUROPE: Belarus, Bosnia-Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Macedonia, Poland, Romania, Russia, Serbia, Slovak Republic, Slovenia, Turkey, Ukraine.

LATAM: Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay, Venezuela.

MENA: Bahrain, Egypt, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, Tunisia, United Arab Emirates.

NORTH AMERICA: Canada, United States of America.

WEST EUROPE: Austria, Belgium, Denmark, Finland, France, Germany, Greece, Italy, Netherlands, Norway, Portugal, Republic of Ireland, Spain, Sweden, Switzerland, United Kingdom.

Population

Methodology

Product Definitions

Packaging Definitions

Glossary