



Consumer Data Analytics User Guide

MarketLine Advantage



Table of Contents

1.	CONSUMER DATA ANALYTICS	2
1.1.	How to access	2
1.2.	Navigation between Dashboards	3
2.	VALUE GRAPHICS	5
3.	VOLUME GRAPHICS	6
4.	PER CAPITA	7
5.	PER CAPITA GROWTH	8
6.	COMPANY GRAPHICS	9
7.	DISTRIBUTION GRAPHICS	10
8.	VALUE DATA BY CATEGORY	11
9.	VALUE GROWTH DATA BY COUNTRY	12
10.	PER CAPITA EXPENDITURE BY COUNTRY	13
11.	PER CAPITA EXPENDITURE BY CATEGORY	14
12.	PER CAPITA CONSUMPTION BY CATEGORY	16
13.	COMPANY VALUE DATA	17
14.	DISTRIBUTION VALUE DATA	19
15.	DISTRIBUTION VOLUME DATA	20
16.	METHODOLOGY	21
17.	CONTACT US	22

1. Consumer Data Analytics

1.1. How to access

Consumer Data Analytics can be accessed by clicking the Browse by Database box on the MarketLine Advantage homepage:

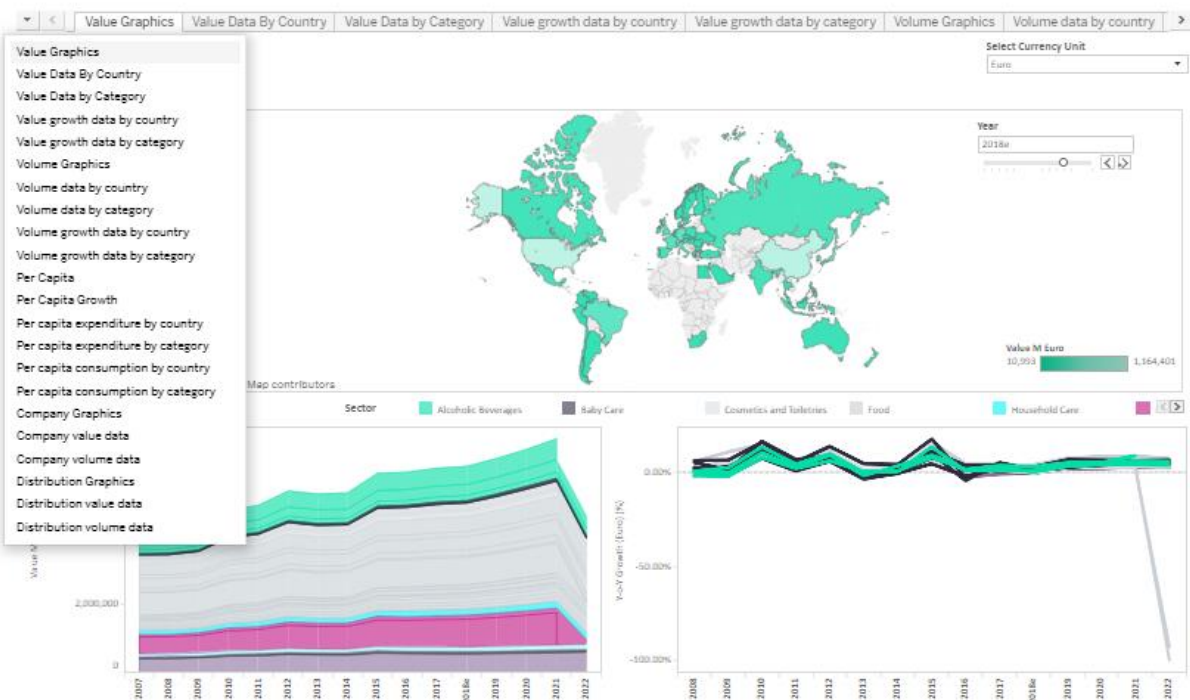
The screenshot displays the MarketLine Advantage homepage. At the top, there is a navigation bar with links for Sectors, Companies, Geographies, Databases, and Analysis. A search bar is located on the right. Below the navigation bar, a banner reads "Search 2,379,782 Intelligence Reports & Analysis". A search input field is provided with the placeholder "Type keyword". Below the search bar, there are five main navigation boxes: "Browse by Sector" (Refine content by 19 core sectors), "Browse by Company" (Key facts, data, and analysis for over 100,000 companies), "Browse by Geography" (Refine content by region or country), "Browse by Database" (City, Country, and Industry Statistics), and "Browse by Content Type" (Explore MarketLine's Industry, Company, and Geography focused reports and data). Below these boxes, there is a grid of report thumbnails under the heading "Theme Reports". The thumbnails include titles like "Medical Devices: Burgeoning industry has plenty of opportunities in wearables, old age care and neurology", "Mega Construction Projects: Top ten largest construction projects in planning and execution", "Aerospace and Defense Technology: Big Data, Cybersecurity, 3D Printing and Block Chain tech are the emerging defense trends of 2018 and beyond", "Key Trends in Alcoholic Beverages: Powerful changes shaping the wine, beer, spirits and alcohol-free beverages industry", "Key Trends in Non-Alcoholic Beverages: Powerful changes shaping the soft drinks, hot drinks, enhanced water and packaging segment", and "Senior Consumers: Understanding key trends driving consumer behaviors". The bottom of the page features a footer with "MarketLine Support", "Contact Us" (including email and phone numbers), and an "Accessibility" section with a language selector and a "Powered by Google Translate" notice.

Once you're on the Browse By Databases page click "Consumer Data Analytics" to be automatically directed to the Consumer Data Analytics 'tool.

Alternatively you can access Consumer Data Analytics at any time by clicking Databases>Industry>Consumer Data Analytics on the navigation bar at the top of the MarketLine Advantage page.

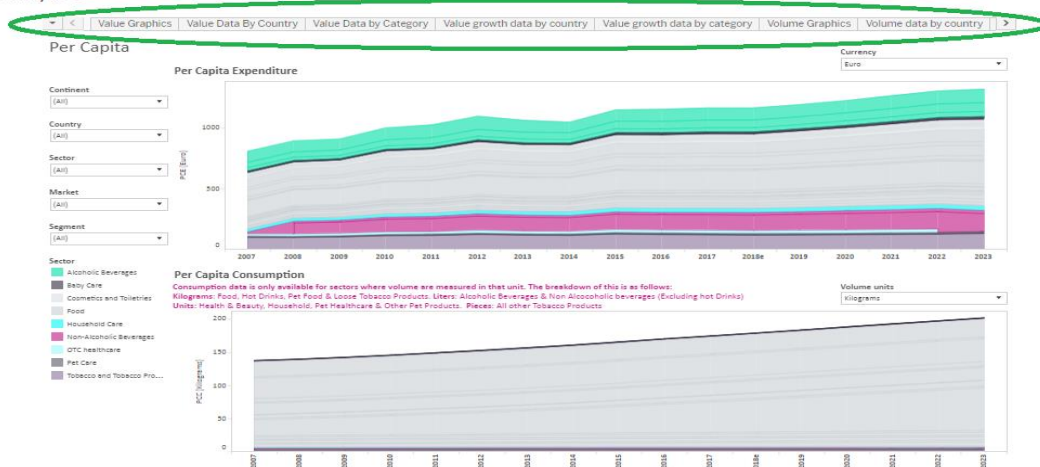
1.2. Navigation between Dashboards

The Consumer Data Analytics tool is divided into separate 'Dashboards'. Each Dashboard can be accessed by clicking the down arrow at the top left of the screen. This brings up a drop down menu listing each Dashboard:



Clicking the name of a Dashboard in the drop down will then take you to the relevant section. Alternatively the tool can be navigated by clicking the Dashboard tabs at the top of the screen:

Consumer Data Analytics



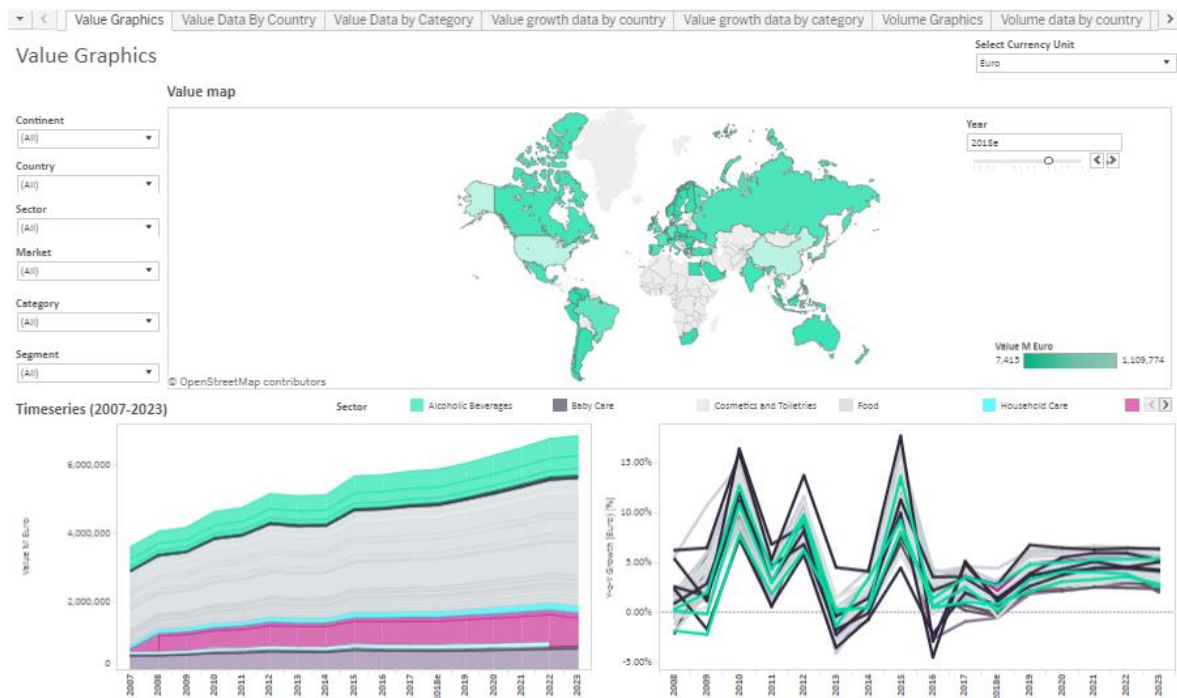
Additional features:

- *If you hover over any data point with the cursor, this will show more information for that particular data value*
- *If you wish to download a map, chart or data point via Tableau Workbook, PDF, data cut or image, you will first need to click on the map, chart or data point which you wish to download, then select the **'Download'** button in the bottom right corner of the page and choose the format in which you would like the data to be downloaded.*
- *To undo your most recent action, click 'Undo'*
- *To undo all of your actions, click 'Revert'*

2. Value Graphics

The Value Graphics Dashboard enables the user to view graphically the value (in multiple currency units), of markets, categories, or segments. The Value Graphics Dashboard consists of the Value map (top central), and Time Series (both value and volume) charts (bottom).

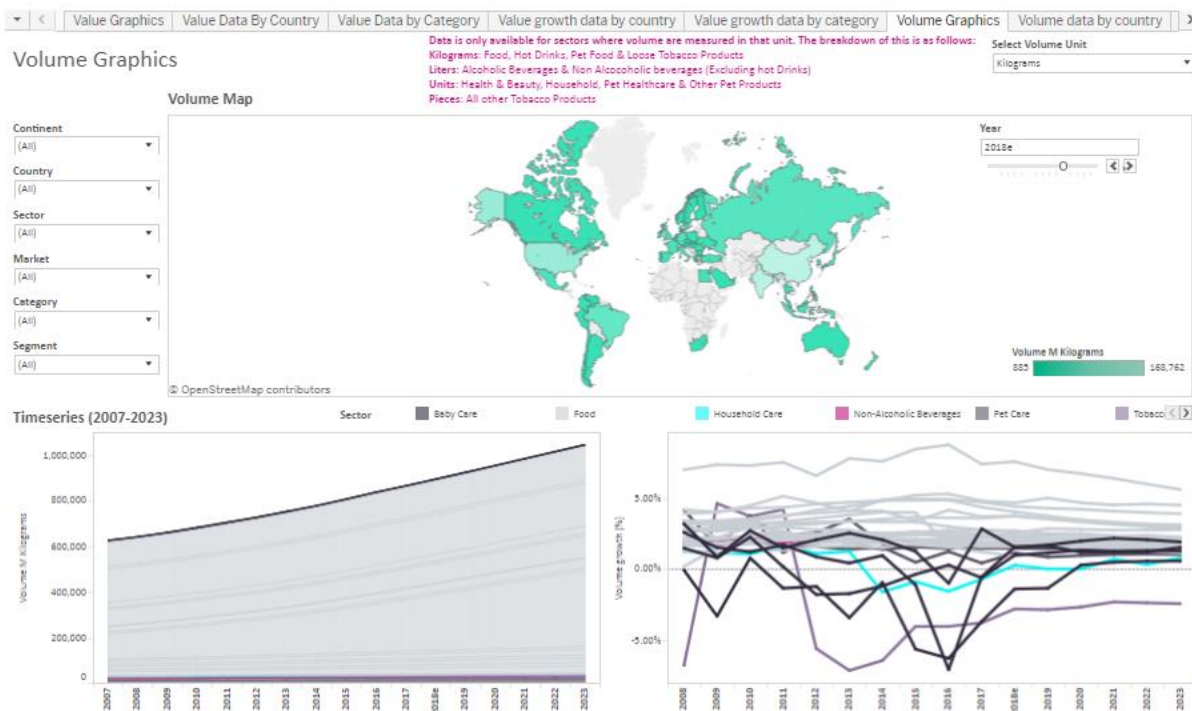
- *In order to quickly find data for your industry and/or geographical preference, you will find the filters 'Continent', 'Country', 'Sector', 'Market' and 'Segment' on the left hand side of the page. You can select single or multiple filters at any one time. When you have made your selection(s) click any white space outside of the drop down to hide the menu.*
- *The Currency Unit can be selected using the drop down box at the top right.*
- *There are also options in the Value map to change the Year displayed, zoom the map in or out, and search for countries. These options become available when hovering the mouse cursor over the map.*



3. Volume Graphics

The Volume Graphics Dashboard enables the user to view graphically the volume (in multiple volume units), of markets, categories, or segments. The Volume Graphics Dashboard consists of the Volume map (top central), and Time Series (both value and volume) charts (bottom).

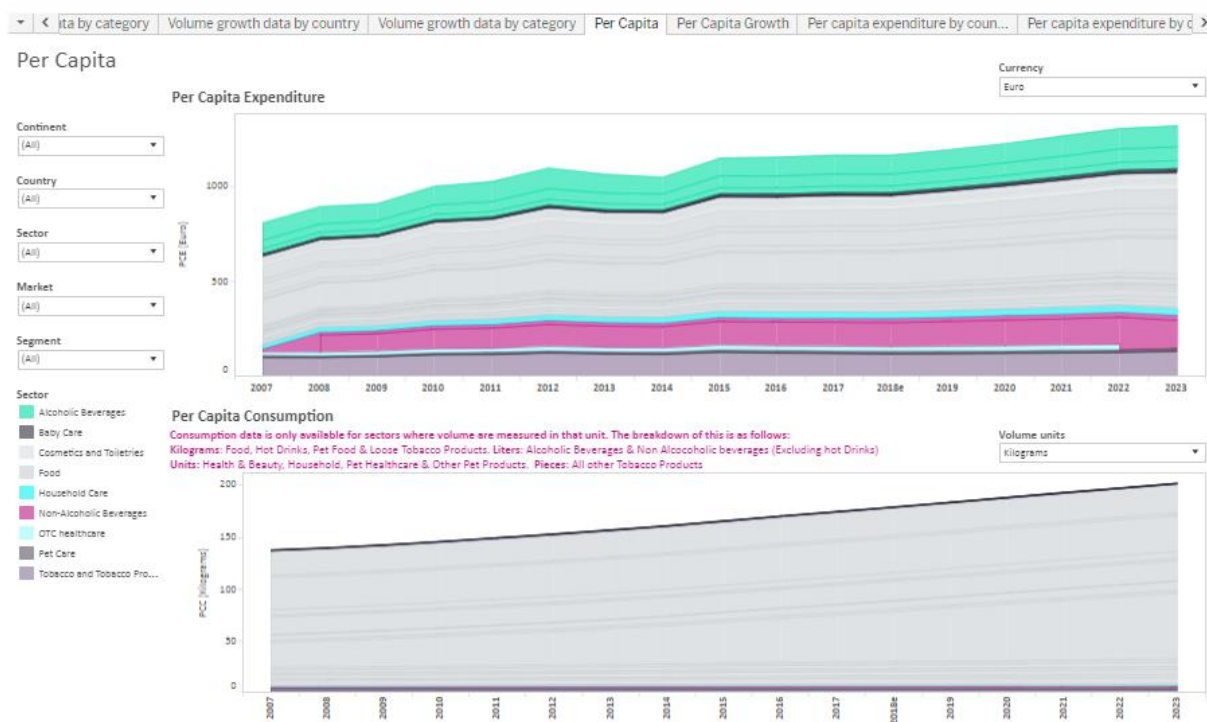
- *In order to quickly find data for your industry and/or geographical preference, you will find the filters 'Continent', 'Country', 'Sector', 'Market' and 'Segment' on the left hand side of the page. You can select single or multiple filters at any one time. When you have made your selection(s) click any white space outside of the drop down to hide the menu.*
- *The Volume Unit can be selected using the drop down box at the top right.*
- *There are also options in the Volume map to change the Year displayed, zoom the map in or out, and search for countries. These options become available when hovering the mouse cursor over the map.*



4. Per Capita

The Per Capita Dashboard enables the user to view graphically Per Capita Expenditure and Consumption of markets, categories, or segments.

- In order to quickly find data for your industry and/or geographical preference, you will find the filters 'Continent', 'Country', 'Sector', 'Market' and 'Segment' on the left hand side of the page. You can select single or multiple filters at any one time. When you have made your selection(s) click any white space outside of the drop down to hide the menu.
- The Currency and Volume units can be selected using the drop down box on the right hand side of the charts.
- There is also an option to highlight a specific sector within a chart by clicking the sector name in the left hand pane.



5. Per Capita Growth

The Per Capita Growth Dashboard enables the user to view graphically Per Capita Expenditure Growth, Per Capita Consumption Growth and Population Growth of sectors, markets, categories, or segments.

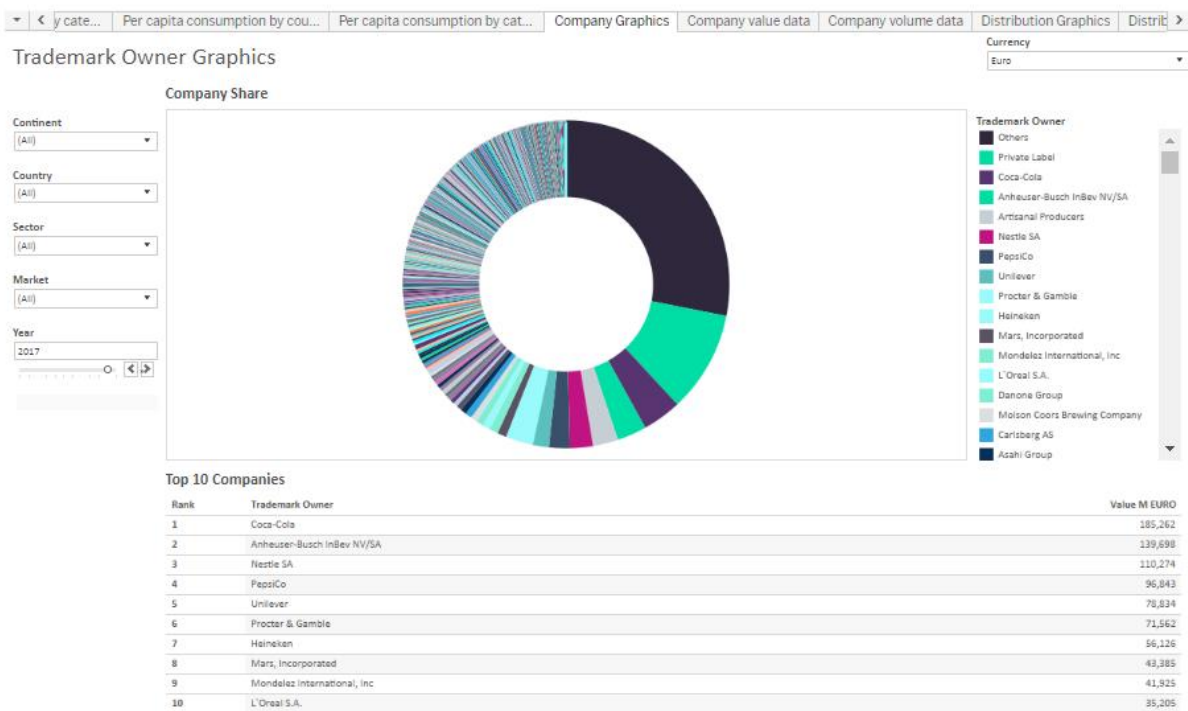
- *In order to quickly find data for your industry and/or geographical preference, you will find the filters 'Continent', 'Country', 'Sector', 'Market', 'Category', and 'Segment' on the left hand side of the page. You can select single or multiple filters at any one time. When you have made your selection(s) click any white space outside of the drop down to hide the menu.*
- *The Currency and Volume units can be selected using the drop down box on the right hand side of the charts.*



6. Company Graphics

The Company Graphics Dashboard enables the user to view graphically the market share of trademark owning companies for sectors, markets, categories, or segments.

- *In order to quickly find data for your industry and/or geographical preference, you will find the filters 'Continent', 'Country', 'Sector', 'Market', and 'Year' on the left hand side of the page. You can select single or multiple filters at any one time. When you have made your selection(s) click any white space outside of the drop down to hide the menu.*
- *The Currency and Volume units can be selected using the drop down box on the right hand side of the charts.*



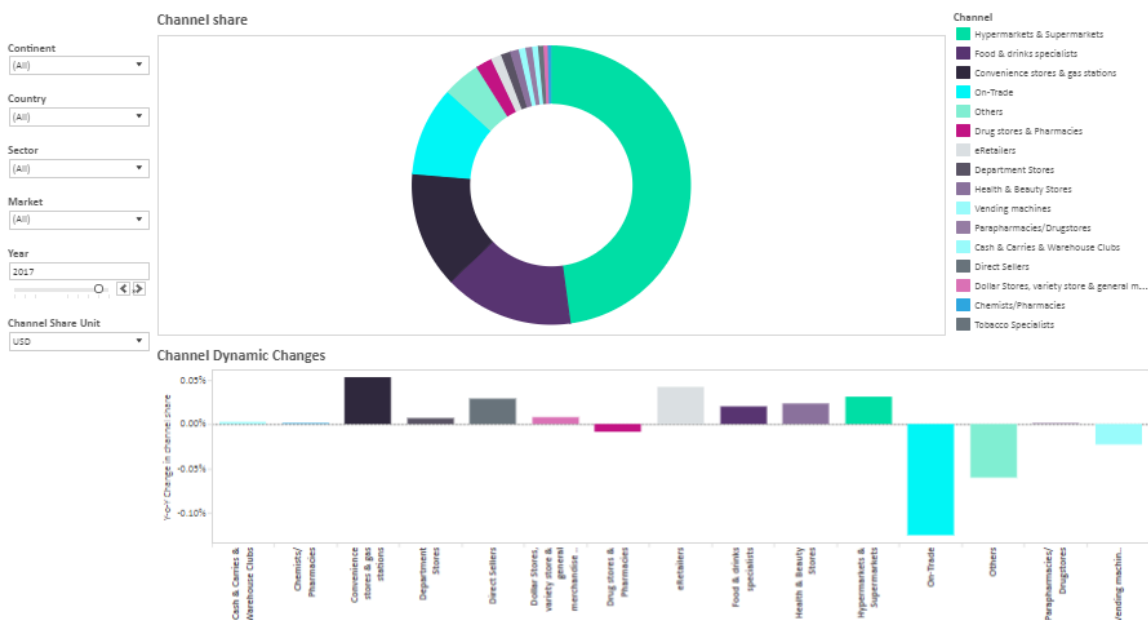
7. Distribution Graphics

The Distribution Graphics Dashboard enables the user to view graphically the share and dynamic changes of distribution channels for sectors, markets, categories, or segments.

- *In order to quickly find data for your market, segment, and/or geographical preference, you will find the filters 'Continent', 'Country', 'Sector', 'Market', and 'Year' on the left hand side of the page. You can select single or multiple filters at any one time. When you have made your selection(s) click any white space outside of the drop down to hide the menu.*
- *The channel share currency unit can be selected using the drop down box in the left hand pane.*

[Per capita consumption by cat...](#)
[Company Graphics](#)
[Company value data](#)
[Company volume data](#)
[Distribution Graphics](#)
[Distribution value data](#)
[Distribution volume data](#)

Distribution Graphics



8. Value Data by Category

The Value Data by Category Dashboard enables the user to view value data in a tabular format for sectors, markets, categories, or segments.

- In order to quickly find data for your market, segment, and/or geographical preference, you will find the filters 'Currency', 'Continent', 'Country', 'Sector', 'Market', 'Category' and 'Segment' at the top of the Dashboard. You can select single or multiple filters at any one time. When you have made your selection(s) click any white space outside of the drop down to hide the menu.

Value Graphics Value Data By Country Value Data by Category Value growth data by country Value growth data by category Volume Graphics Volume data by country

Global Market Data Value by Category

Currency		Continent		Country		Sector		Market		Category		Segment		
Euro		(All)		(All)		(All)		(All)		(All)		(All)		
				Value M Euro										
Sector	Market	Category	Segment	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	
Alcoholic Beverages	Beer & Cider	Beer	Ale	10,882.71	9,637.78	9,393.67	10,366.33	10,797.35	12,076.64	12,088.54	13,196.97	15,349.12	15,116.72	15.24
			Beer Mixes	1,726.97	1,848.11	1,884.50	2,055.98	2,193.39	2,621.95	2,927.48	3,308.61	3,690.40	3,840.73	3.96
			Dark Beer	1,688.56	1,873.81	1,881.75	2,025.16	2,199.17	2,378.91	2,429.84	2,565.11	2,711.35	2,699.05	2.86
			Flavored Beer	1,557.52	2,273.36	2,613.98	2,829.38	2,938.88	3,575.15	4,203.38	4,646.55	5,607.90	5,718.83	5.94
			Lager Beer	316,933.49	316,749.38	314,124.69	348,053.97	356,522.27	387,143.79	380,674.89	391,957.05	425,453.89	425,717.43	428.89
			Other Top Fermented	3,835.84	3,954.77	3,934.87	4,015.70	4,279.39	4,675.36	4,811.94	5,037.80	5,279.93	5,466.56	5.60
			Others	5,994.86	6,805.44	8,699.42	10,777.21	11,761.27	13,622.50	11,805.93	11,675.47	12,934.11	14,829.54	14.47
			Seasonal (Beer)	546.37	593.57	658.07	720.71	745.03	855.74	837.19	997.76	1,169.01	1,227.78	1.25
			Stout	3,940.95	3,726.47	3,433.11	3,658.26	3,732.15	4,222.36	4,177.63	4,089.39	4,414.70	4,476.05	4.46
			Wheat Beer	5,225.44	5,450.33	5,444.46	5,731.09	6,085.99	6,915.42	7,243.17	7,998.26	8,970.43	9,079.25	10.00
			Cider	5,705.55	5,467.91	5,446.22	5,892.25	6,394.47	7,089.49	7,269.84	7,692.92	9,314.33	9,125.44	9.36
			Flavored Cider	326.91	325.35	352.15	428.69	559.97	876.24	1,129.55	1,426.27	1,849.38	1,965.96	2.11
			Not Applicable	295.05	313.79	330.88	394.16	447.49	554.53	576.87	547.38	264.47		
			Pear Cider	332.86	363.48	450.24	512.01	563.62	602.98	614.94	595.00	549.11	515.55	50
Spirits	Brandy	Armagnac	Cognac	106.58	108.07	102.29	109.21	106.08	110.89	112.34	107.65	114.55	114.43	7.11
			Cognac	3,869.36	3,465.59	3,386.93	3,829.04	3,964.84	4,472.41	5,004.66	5,170.53	6,335.06	6,681.14	12
			Fruit Brandy	1,404.14	1,409.37	1,392.87	1,487.27	1,545.92	1,664.33	1,706.89	1,748.77	2,008.78	2,091.52	2.15
			Other Grape Brandy	13,408.40	12,980.12	12,736.16	14,262.38	14,173.49	14,572.49	13,975.85	13,560.36	14,127.68	13,877.15	14.34
			Flavoured Alcoholic Beverages	791.46	768.75	747.32	878.52	915.40	907.70	995.10	912.45	941.10	939.04	99
			Pre-mixed spirits	5,005.49	4,997.10	5,125.83	6,245.55	6,630.75	7,191.08	7,103.23	6,908.23	7,549.09	8,099.86	8.58
			Wine coolers	803.89	832.06	764.67	912.36	980.15	905.88	1,060.02	882.67	771.99	732.74	78
			Gin & Genever	3,515.10	3,360.51	3,266.96	3,580.65	3,497.09	3,671.16	3,572.47	3,604.18	4,082.78	4,080.89	4.19
			Liqueurs	3,296.69	3,247.71	3,192.33	3,350.89	3,328.09	3,387.57	3,283.70	3,178.57	3,291.09	3,250.75	3.34
			Cream Liqueurs	2,075.32	2,034.85	1,952.24	2,168.73	2,147.23	2,290.23	2,246.83	2,216.77	2,321.46	2,337.49	2.43
			Fruit Liqueurs	1,484.75	1,507.85	1,541.66	1,728.72	1,783.10	1,920.13	1,808.29	1,774.14	1,857.69	1,964.62	2.02
			Other Liqueurs	5,970.10	5,929.64	5,955.72	6,432.14	6,517.20	6,899.25	6,843.06	6,853.97	7,374.33	7,492.95	7.74

9. Value Growth Data by Country

The Value Growth Data by Country Dashboard enables the user to view value data in a tabular format for sectors, markets, categories, or segments.

- In order to quickly find data for your market, segment, and/or geographical preference, you will find the filters 'Currency', 'Continent', 'Country', 'Sector', 'Market', 'Category' and , 'Segment' at the top of the Dashboard. You can select single or multiple filters at any one time. When you have made your selection(s) click any white space outside of the drop down to hide the menu.
- The Growth measure can be toggled between Year-on-Year (Y-o-Y), and Five Year Compound Annual Growth Rate (CAGR), using the Growth measure dropdown menu at the top left.

Value Graphics Value Data By Country Value Data by Category Value growth data by country Value growth data by category Volume Graphics Volume data by country

Global market value growth data by country

Growth measure	Currency	Continent	Country	Sector	Market	Category												
Y-o-Y Growth	Euro	(All)	(All)	(All)	(All)	(All)												
Global	Continent	Country	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018e	2019	2020	2021	2022	2023
Global	Africa	South Africa	-2.16%	6.57%	26.65%	1.62%	3.23%	-13.32%	-5.80%	9.20%	-6.55%	13.47%	-0.70%	1.56%	1.65%	1.82%	1.93%	0.91%
		Asia	China	18.27%	15.85%	14.46%	7.69%	18.20%	5.86%	7.07%	24.03%	-1.81%	1.22%	1.93%	5.19%	6.34%	6.57%	6.69%
Global	Asia	Hong Kong	11.41%	11.00%	11.84%	2.37%	16.58%	3.22%	5.55%	26.98%	6.34%	3.45%	1.53%	5.23%	5.01%	5.62%	5.93%	4.12%
		India	3.64%	5.96%	23.58%	4.18%	4.28%	-2.08%	5.22%	24.25%	5.82%	9.18%	1.63%	6.52%	6.57%	6.75%	6.84%	5.86%
		Indonesia	19.84%	7.89%	30.55%	9.44%	13.03%	-4.33%	-3.68%	15.06%	10.67%	3.44%	0.51%	4.91%	6.64%	8.47%	7.97%	5.30%
		Japan	29.53%	16.86%	14.63%	8.45%	9.93%	-19.61%	-6.50%	6.50%	14.25%	-3.55%	-0.01%	2.26%	1.70%	2.09%	2.43%	-1.68%
		Malaysia	11.60%	3.63%	20.41%	6.31%	13.11%	-1.48%	0.26%	5.13%	-0.70%	-2.88%	1.69%	6.93%	6.57%	6.52%	5.82%	2.88%
		Philippines	19.29%	3.02%	19.00%	2.70%	16.89%	0.06%	1.25%	22.31%	2.87%	-3.14%	3.40%	9.61%	8.31%	8.42%	7.43%	5.21%
		Singapore	17.48%	8.97%	18.85%	8.85%	14.01%	1.45%	5.92%	14.64%	8.69%	1.36%	0.32%	4.20%	5.36%	4.17%	4.66%	-0.52%
		South Korea	-9.71%	-6.19%	19.23%	3.01%	11.68%	4.50%	8.80%	13.12%	2.58%	5.07%	-0.51%	3.17%	2.79%	3.05%	3.45%	-1.09%
		Thailand	21.10%	4.67%	19.23%	2.00%	14.57%	3.39%	-1.56%	19.65%	1.86%	6.34%	2.17%	5.05%	4.63%	4.88%	4.51%	-1.83%
	Australasia	Australia	9.02%	1.80%	26.48%	7.69%	12.07%	-6.05%	-3.93%	2.44%	2.05%	3.67%	1.23%	3.17%	2.85%	2.72%	2.73%	-1.44%
		New Zealand	0.12%	-4.85%	22.28%	6.77%	13.25%	0.07%	3.27%	3.09%	3.75%	2.50%	0.67%	2.80%	3.16%	3.49%	3.86%	1.47%
Global	East Europe	Bulgaria	16.36%	-0.85%	1.17%	4.64%	4.48%	2.72%	3.52%	6.45%	5.13%	3.70%	4.38%	5.10%	4.69%	4.82%	4.66%	2.30%
		Czech Republic	31.65%	-2.21%	6.71%	7.21%	2.06%	-0.44%	-3.30%	3.27%	4.40%	4.32%	8.83%	4.83%	4.73%	4.75%	4.30%	0.62%
		Hungary	16.77%	-10.79%	-2.58%	3.66%	-0.53%	-3.40%	-5.04%	2.25%	2.46%	4.87%	3.89%	3.57%	3.32%	2.67%	2.12%	-1.06%
		Poland	21.20%	-16.47%	11.87%	1.19%	2.13%	1.89%	2.93%	3.88%	0.16%	5.67%	6.64%	4.06%	4.60%	5.15%	5.00%	-0.34%
		Romania	8.11%	-13.04%	0.97%	2.85%	-1.11%	3.69%	0.94%	4.04%	3.43%	1.20%	4.66%	5.07%	4.88%	4.93%	6.20%	3.68%
		Russia	9.16%	-14.68%	19.14%	5.20%	10.72%	0.15%	-11.63%	-21.82%	-3.86%	19.11%	-2.18%	1.91%	3.04%	2.59%	3.30%	0.34%
		Slovak Republic	12.66%	2.50%	1.93%	3.55%	3.93%	3.03%	1.71%	3.83%	3.19%	3.45%	4.03%	3.88%	3.87%	2.50%	2.67%	0.90%
		Turkey	7.95%	-7.51%	11.44%	-10.03%	8.84%	-4.78%	-6.36%	3.34%	-4.03%	-14.12%	-3.15%	-0.77%	-0.89%	-0.84%	-0.64%	-1.73%
		Ukraine	14.20%	-23.88%	10.40%	1.51%	12.03%	-0.18%	-27.63%	-17.31%	-5.57%	5.57%	-1.75%	3.35%	2.60%	2.79%	2.13%	0.22%
	Europe	Switzerland	129.67%	3.28%	11.46%	6.37%	0.17%	1.99%	4.37%	12.79%	-2.48%	-0.70%	-0.52%	1.49%	1.44%	1.53%	1.62%	1.47%
Global	Latin America	Argentina	21.86%	-1.86%	13.02%	5.11%	12.10%	-6.16%	-17.71%	26.92%	-19.08%	6.34%	-1.70%	7.55%	2.05%	2.71%	0.98%	1.66%
		Brazil	20.34%	4.13%	30.23%	9.27%	0.22%	-5.93%	-0.42%	-11.58%	0.64%	11.62%	-1.32%	1.42%	2.30%	2.45%	2.62%	0.17%
		Chile	23.97%	2.97%	22.54%	6.81%	16.25%	1.68%	-7.43%	11.16%	1.96%	6.17%	-5.52%	2.87%	3.00%	3.61%	3.78%	2.22%
		Colombia	25.74%	2.53%	24.83%	2.02%	16.99%	-2.11%	-1.28%	-3.35%	-0.72%	3.97%	-0.36%	3.67%	3.24%	3.81%	3.85%	2.10%
		Mexico	18.96%	-9.06%	17.90%	2.52%	7.50%	4.18%	1.66%	5.97%	-9.35%	1.98%	3.83%	3.49%	3.68%	3.87%	4.13%	2.25%
Global	Peru	27.86%	9.41%	18.21%	-1.37%	18.01%	-1.86%	0.56%	12.46%	0.88%	2.00%	-7.41%	2.03%	2.08%	2.67%	4.06%	2.01%	

10. Per Capita Expenditure by Country

The Per Capita Expenditure by Country Dashboard enables the user to view per capita expenditure data in a tabular format for sectors, markets, categories, or segments.

- In order to quickly find data for your market, segment, and/or geographical preference, you will find the filters 'Continent', 'Country', 'Sector', 'Market', 'Category' and 'Segment' at the top of the Dashboard. You can select single or multiple filters at any one time. When you have made your selection(s) click any white space outside of the drop down to hide the menu.*
- The Currency can be changed using the Currency dropdown menu at the top right.*

<

try

Volume growth data by category

Per Capita

Per Capita Growth

Per capita expenditure by coun...

Per capita expenditure by cate...

Per capita consumption by cou...

>

Per capita expenditure data by country

Continent		Country	Sector	Market	Category	Segment	Currency						
(All)		(All)	(All)	(All)	(All)	(All)	Euro						
Global	Continent	Country	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Global	Africa	South Africa	796.60	769.13	808.86	1,010.89	1,013.66	1,033.11	883.55	816.59	876.19	804.85	903.3
	Asia	China	293.03	344.81	396.84	452.04	484.48	569.83	600.25	639.37	709.11	770.27	775.1
		Hong Kong	1,189.55	1,428.08	1,581.70	1,756.08	1,785.56	2,058.75	2,116.47	2,318.28	2,792.82	2,951.68	3,031.6
		India	53.72	54.99	57.47	70.07	72.04	74.16	71.71	74.52	91.48	95.68	103.2
		Indonesia	123.39	145.81	155.15	199.86	215.60	240.28	226.73	215.50	244.75	267.46	273.3
		Japan	1,496.60	1,937.71	2,285.27	2,596.25	2,820.61	3,106.42	2,900.85	2,341.66	2,496.74	2,856.12	2,763.5
		Malaysia	421.80	462.04	470.07	555.86	581.39	648.18	623.71	615.24	636.90	623.52	597.6
		Philippines	323.39	378.92	383.55	448.61	452.26	519.11	510.22	507.53	610.17	617.08	587.7
		Singapore	951.02	1,059.19	1,119.95	1,307.71	1,394.02	1,550.80	1,547.97	1,618.47	1,833.54	1,967.12	1,992.1
		South Korea	1,291.43	1,157.23	1,080.03	1,281.32	1,309.77	1,455.04	1,713.66	1,636.61	1,841.55	1,880.47	1,968.2
		Thailand	317.68	383.25	398.15	470.90	476.89	542.50	556.05	546.08	652.25	662.07	701.3
	Australasia	Australia	2,798.94	2,990.83	2,982.71	3,714.20	3,944.70	4,342.54	4,008.75	3,792.37	3,828.62	3,849.05	3,932.1
		New Zealand	2,892.22	2,870.15	2,707.36	3,272.81	3,461.39	3,895.96	3,874.94	3,956.26	4,008.29	4,075.91	4,090.0
	East Europe	Bulgaria	1,204.84	1,408.13	1,404.02	1,431.53	1,594.25	1,612.33	1,665.04	1,734.10	1,858.51	1,968.09	2,056.1
		Czech Republic	1,395.80	1,818.72	1,768.06	1,882.14	2,021.84	2,061.03	2,051.75	1,981.47	2,082.34	2,169.27	2,257.6
		Hungary	1,461.17	1,709.16	1,527.17	1,491.11	1,550.01	1,549.74	1,501.24	1,429.45	1,465.10	1,505.56	1,580.5
		Poland	1,420.90	1,757.62	1,467.00	1,625.62	1,644.67	1,679.85	1,713.29	1,764.32	1,836.50	1,839.66	1,946.6
		Romania	1,484.09	1,612.05	1,413.55	1,435.73	1,483.95	1,473.95	1,533.87	1,554.18	1,624.54	1,690.23	1,721.5
		Russia	1,130.67	1,343.99	1,146.36	1,365.15	1,435.03	1,536.13	1,585.18	1,397.75	1,090.65	1,049.03	1,250.3
		Slovak Republic	1,412.77	1,588.98	1,625.33	1,652.88	1,722.19	1,786.42	1,838.64	1,868.23	1,937.94	1,997.10	2,064.0
		Turkey	1,187.94	1,266.28	1,155.13	1,287.82	1,124.04	1,207.87	1,136.85	1,052.82	1,076.29	1,022.16	868.9
		Ukraine	728.55	836.51	639.60	708.92	722.21	811.12	811.47	590.07	489.23	473.33	501.3
	Europe	Switzerland	299.68	678.58	693.30	764.50	804.53	797.40	803.24	828.35	924.27	891.50	877.8
	Latin America	Argentina	1,198.95	1,446.77	1,406.12	1,563.71	1,624.84	1,800.86	1,671.10	1,360.04	1,707.66	1,367.29	1,438.9
		Brazil	886.96	1,055.82	1,088.05	1,402.75	1,518.00	1,507.19	1,405.15	1,387.28	1,216.56	1,214.62	1,345.4
		Chile	1,007.97	1,235.98	1,258.32	1,534.85	1,610.77	1,852.25	1,863.40	1,706.87	1,877.55	1,895.29	1,992.3

- In order to quickly find data for your market, segment, and/or geographical preference, you will find the filters 'Continent', 'Country', 'Sector', 'Market', 'Category' and, 'Segment' at the top of the Dashboard. You can select single or multiple filters at any one time. When you have made your selection(s) click any white space outside of the drop down to hide the menu.
- The Currency can be changed using the Currency dropdown menu at the top left.

Per Capita Consumption by Country

The Per Capita Consumption by Country Dashboard enables the user to view per capita consumption data in a tabular format for sectors, markets, categories, or segments.

- In order to quickly find data for your market, segment, and/or geographical preference, you will find the filters, 'Continent', 'Country', 'Sector', 'Market', 'Category' and , 'Segment' at the top of the Dashboard. You can select single or multiple filters at any one time. When you have made your selection(s) click any white space outside of the drop down to hide the menu.*
- The Volume measure can be selected using the Volume measure dropdown menu at the top left.*

<

12. Per Capita Consumption by Category

The Per Capita Consumption by Category Dashboard enables the user to view per capita consumption data in a tabular format for sectors, markets, categories, or segments.

- In order to quickly find data for your market, segment, and/or geographical preference, you will find the filters, 'Continent', 'Country', 'Sector', 'Market', 'Category' and , 'Segment' at the top of the Dashboard. You can select single or multiple filters at any one time. When you have made your selection(s) click any white space outside of the drop down to hide the menu.
- The Volume measure can be selected using the Volume measure dropdown menu at the top left.

...

Per capita expenditure by cate...

Per capita consumption by cou...

Per capita consumption by cat...

Company Graphics

Company value data

Company volume data

...

Per capita consumption data by category

Data is only available for sectors where volume are measured in that unit. The breakdown of this is as follows:

Kilograms: Food, Hot Drinks, Pet Food & Loose Tobacco Products. Liters: Alcoholic Beverages & Non Alcoholic beverages (Excluding hot Drinks)

Units: Health & Beauty, Household, Pet Healthcare & Other Pet Products. Pieces: All other Tobacco Products

Volume

Continent

Country

Sector

Market

Category

Segment

Kilograms

(All)

(All)

(All)

(All)

(All)

(All)

Sector

Market

Category

Segment

2007

2008

2009

2010

2011

2012

2013

2014

2015

2016

2017

2018

PCC (Kilograms)

Baby Care

Baby Dry Foods

Baby Cereals & Dry Meals

Baby Cereals

0.07

0.07

0.07

0.07

0.07

0.07

0.07

0.07

0.07

0.06

0.06

0.06

Baby Dry Meals

0.01

0.01

0.01

0.01

0.01

0.01

0.01

0.01

0.01

0.01

0.01

0.01

Baby Milks

Follow On Milk/Second St.

Liquid Follow On Milk/S...

0.01

0.01

0.01

0.01

0.01

0.01

0.01

0.01

0.01

0.01

0.01

0.01

Powder Follow On Milk/...

0.05

0.05

0.05

0.05

0.05

0.05

0.05

0.05

0.05

0.05

0.05

0.05

Special Formula

Liquid Special Formula B...

0.02

0.02

0.02

0.01

0.01

0.01

0.01

0.01

0.01

0.01

0.01

0.01

Powder Special Formula...

0.03

0.03

0.03

0.03

0.03

0.03

0.03

0.03

0.03

0.03

0.03

0.03

Starter/First Stage

Liquid Starter/First Stag...

0.10

0.10

0.09

0.09

0.08

0.08

0.07

0.07

0.07

0.07

0.07

0.07

Powder Starter/First Sta...

0.06

0.06

0.06

0.06

0.06

0.06

0.06

0.06

0.06

0.06

0.06

0.06

Toddler Milk/ Third Stage/GU...

Liquid Toddler Milk/Thir...

0.02

0.02

0.02

0.02

0.02

0.02

0.02

0.02

0.03

0.03

0.02

0.02

Powder Toddler Milk/Th...

0.10

0.11

0.11

0.12

0.13

0.13

0.13

0.13

0.14

0.14

0.14

0.14

Baby Wet Foods

Baby Wet Meals & Others

Baby Wet Ambient Meals

0.20

0.20

0.20

0.20

0.20

0.20

0.19

0.19

0.19

0.19

0.19

0.15

Other Baby Wet Meals/...

0.05

0.05

0.04

0.04

0.03

0.03

0.03

0.01

0.01

0.01

0.01

0.01

Other Baby Foods

Baby Drinks

Baby Fruit & Vegetable J...

0.05

0.05

0.04

0.04

0.04

0.04

0.04

0.04

0.04

0.03

0.03

0.03

Baby Teas

0.01

0.01

0.01

0.01

0.01

0.01

0.01

0.01

0.01

0.01

0.01

0.01

Baby Waters

0.02

0.02

0.02

0.02

0.02

0.02

0.02

0.02

0.01

0.01

0.01

0.01

Other Baby Drinks

0.00

0.00

0.00

0.00

0.00

0.00

0.00

0.00

0.00

0.00

0.00

0.00

Baby Finger Fo...

Baby Finger Foods

0.02

0.02

0.02

0.01

0.01

0.01

0.01

0.01

0.01

0.01

0.01

0.01

Baking

Bakery & Cereals

Baking Chocolate Chips...

0.03

0.03

0.03

0.03

0.03

0.03

0.03

0.03

0.03

0.03

0.04

0.04

Baking Powder/Soda

0.02

0.02

0.02

0.02

0.02

0.02

0.02

0.02

0.02

0.02

0.02

0.02

Cake Decorations & Icing

0.03

0.03

0.03

0.03

0.04

0.04

0.04

0.04

0.04

0.04

0.04

0.04

Cocoa-Baking

0.01

0.01

0.01

0.01

0.01

0.01

0.01

0.01

0.01

0.01

0.01

0.01

Corn & Potato Starch

0.01

0.02

0.02

0.02

0.02

0.02

0.02

0.02

0.02

0.02

0.02

0.02

Desiccated Coconut

0.02

0.02

0.02

0.02

0.02

0.02

0.02

0.02

0.02

0.02

0.02

0.02

Dry Yeast

0.01

0.01

0.01

0.01

0.01

0.01

0.01

0.01

0.01

0.01

0.01

0.01

Fruit Pectins and Glazed...

0.01

0.01

0.01

0.01

0.01

0.01

0.01

0.01

0.01

0.01

0.01

0.01

Non-Chocolate Baking C...

0.02

0.02

0.02

0.02

0.02

0.02

0.02

0.02

0.02

0.02

0.02

0.02

13. Company Value Data

The Company Value Data Dashboard enables the user to view company value data in a tabular format for sectors, markets, categories, or segments.

- In order to quickly find data for your market, segment, and/or geographical preference, you will find the filters, 'Continent', 'Country', 'Sector', 'Market', 'Category' and , 'Segment' at the top of the Dashboard. You can select single or multiple filters at any one time. When you have made your selection(s) click any white space outside of the drop down to hide the menu.
- The Currency measure can be selected using the Volume measure dropdown menu at the top left.

◀ ◀ consumption by cou... Per capita consumption by cat... Company Graphics Company value data Company volume data Distribution Graphics Distribution value data Dist ▶

Global market data company value

Select Currency	Continent	Country					Sector			Market		
Euro	[All]	[All]	[All]	[All]	[All]	[All]	[All]	[All]	[All]	[All]	[All]	[All]
Value M EURO												
Trademark Owner	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
BUBBA foods, LLC							0.13	0.14	0.18	0.20	0.21	0.23
Christian Nagel GmbH							0.03	0.04	0.04	0.05	0.05	0.06
Ekologisfood							0.29	0.30	0.32	0.34	0.36	0.39
kolbazaruhaz.hu							0.02	0.02	0.02	0.02	0.02	0.02
PRIMAL SPIRIT FOODS, INC.							0.30	0.31	0.33	0.36	0.38	0.42
XIANGPIAOPAO Food Co.,Ltd			444.10	522.93	579.80	713.54	782.93	879.21	1,153.83	1,209.15	1,288.33	
2 Towns Ciderhouse						0.51	0.93	2.07	6.15	10.13	14.15	
3 Sinetin			2.68	2.75	2.83	2.91	2.99	3.07	3.15	3.24	3.33	
3Coracoez			642.55	854.89	963.29	1,003.80	1,000.28	1,015.75	951.50	992.18	1,162.64	
3M Company			610.50	679.47	697.78	756.50	737.81	745.42	832.81	851.14	865.45	
3P Inversiones CA			0.43	0.45	0.42	0.45	0.43	0.40	0.49	0.49	0.43	
4 Dent			0.03	0.04	0.04	0.04	0.04	0.04	0.04	0.05	0.05	0.05
4 Estaciones			0.11	0.13	0.14	0.16	0.16	0.16	0.18	0.18	0.19	
4 Sezona			10.96	13.42	14.77	17.03	17.78	16.55	13.97	14.28	17.75	
4beauty Group			0.12	0.13	0.13	0.15	0.16	0.16	0.21	0.22	0.22	0.23
4C Foods Corp.		28.41	24.16	25.75	24.60	26.12	24.24	24.00	27.61	26.85	25.70	23.87
4ever Young GmbH			1.71	1.98	2.06	2.24	2.22	1.95	1.55	1.47	1.71	1.63
7 Coin			6.15	7.43	8.46	10.70	12.04	13.88	18.68	20.22	21.74	
7 Cumbres			2.19	2.67	2.95	3.52	3.59	3.41	3.88	4.01	4.30	
7-Eleven		9.14	9.15	10.53	10.30	10.54	9.63	10.02	13.85	15.62	18.15	19.05
9MM American Beverage Company						0.71	0.42					
21st Amendment Brewery					7.69	21.42	26.73	34.11	44.76	46.43	54.34	
21st Century			4.20	5.06	5.32	5.98	5.96	6.03	6.35	6.31	6.21	
24 Mantra Organic			3.57	4.47	4.62	4.86	4.78	4.98	6.06	6.02	6.37	
180 Degrees Ltd			0.94	1.19	1.28	1.48	1.49	1.57	1.64	1.70	1.76	1.80
365			135.47	136.10	135.12	128.57	130.33	130.50	131.52	131.43	130.55	
479 Degrees								1.13	1.66	2.02	2.29	
1300 Loveit Pvt Ltd			5.08	6.08	6.55	7.39	7.58	6.83	5.66	5.65	6.96	6.99

Company Volume Data

The Company Volume Data Dashboard enables the user to view company volume data in a tabular format for sectors, markets, categories, or segments.

- In order to quickly find data for your market, segment, and/or geographical preference, you will find the filters, 'Continent', 'Country', 'Sector', 'Market', 'Category' and , 'Segment' at the top of the Dashboard. You can select single or multiple filters at any one time. When you have made your selection(s) click any white space outside of the drop down to hide the menu.
- The Volume measure can be selected using the Volume measure dropdown menu at the top left.

<div> <div>Per capita consumption by cat...</div> <div>Company Graphics</div> <div>Company value data</div> <div>Company volume data</div> <div>Distribution Graphics</div> <div>Distribution value data</div> <div>Distribution volume data</div> </div>										
<div> <div>Company volume data</div> <div> <div>Data is only available for sectors where volume are measured in that unit. The breakdown of this is as follows:</div> <div>Kilograms: Food, Hot Drinks, Pet Food & Loose Tobacco Products. Liters: Alcoholic Beverages & Non Alcoholic beverages (Excluding hot Drinks)</div> <div>Units: Health & Beauty, Household, Pet Healthcare & Other Pet Products. Pieces: All other Tobacco Products</div> </div> </div>										
Select Volume Unit	Continent	Country	Sector	Market						
Kilograms	(All)	(All)	(All)	(All)						
Trademark Owner	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
XIANGPIAOPIAO Food Co.,Ltd	0.00	0.00	0.00	0.00	0.00	74.28	78.42	82.91	86.99	
3 Sinetin	0.00	0.00	0.00	0.00	0.00	0.10	0.10	0.10	0.10	
3Coracoes	0.00	0.00	0.00	0.00	0.00	198.96	217.81	234.91	237.40	
3P Inversiones CA	0.00	0.00	0.00	0.00	0.00	0.22	0.22	0.23	0.23	
4 Estaciones	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
4 Sezona	0.00	0.00	0.00	0.00	0.00	2.78	3.08	3.33	3.61	
4C Foods Corp.	0.00	0.00	0.00	0.00	0.00	0.06	0.06	0.06	0.06	0.06
7 Coin	0.00	0.00	0.00	0.00	0.00	3.46	3.86	4.37	4.88	
7 Cumbres	0.00	0.00	0.00	0.00	0.00	0.27	0.28	0.28	0.29	
21st Century	0.00	0.00	0.00	0.00	0.00	0.05	0.06	0.06	0.06	
24 Mantra Organic	0.00	0.00	0.00	0.00	0.00	0.70	0.73	0.75	0.77	
180 Degrees Ltd						0.08	0.08	0.09	0.09	0.09
365						14.46	14.51	14.61	14.66	
479 Degrees						0.05	0.06	0.07	0.08	
A Canadian Family Company	0.00	0.00	0.00	0.00	0.00	0.71	0.72	0.74	0.76	0.78
A Colmeia Do Minho SA	0.00	0.00	0.00	0.00	0.00	0.10	0.10	0.10	0.11	
A S Watson						0.20	0.18	0.17	0.14	
A Saloinha, Lda	0.00	0.00	0.00	0.00	0.00	0.22	0.23	0.24	0.26	
A Tung Chingco Manufacturing Corp	0.00	0.00	0.00	0.00	0.00	0.07	0.07	0.08	0.08	
A1 Best One Food Industry Sdn Bhd	0.00	0.00	0.00	0.00	0.00	0.26	0.28	0.30	0.32	
A2 Dairy Products Australia Pty Ltd	0.00	0.00	0.00	0.00	0.00	29.07	29.82	30.57	30.99	31.48
A'La Meira	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.01	0.01	
A. Loacker Ag						21.48	21.97	22.22	22.60	22.92
A. W. spol. s r. o.	0.00	0.00	0.00	0.00	0.00	0.28	0.29	0.30	0.30	0.31
A.C. CONSTANTINIDES S.A						0.35	0.37	0.40	0.40	0.40
A.E. Rodda & Son	0.00	0.00	0.00	0.00	0.00	0.56	0.55	0.53	0.51	0.49
A/S Crispy Food International						0.09	0.09	0.10	0.10	0.11
Aabvbro Meieri						0.98	1.00	1.01	1.03	

14. Distribution Value Data

The Distribution Value Data Dashboard enables the user to view distribution channel value data in a tabular format for sectors, markets, categories, or segments.

- *In order to quickly find data for your market, segment, and/or geographical preference, you will find the filters, 'Continent', 'Country', 'Sector', 'Market', 'Category' and , 'Segment' at the top of the Dashboard. You can select single or multiple filters at any one time. When you have made your selection(s) click any white space outside of the drop down to hide the menu.*
- *The Channel Share unit can be selected using the Channel Share Unit dropdown menu at the top left.*

▼ < Per capita consumption by cat... Company Graphics Company value data Company volume data Distribution Graphics Distribution value data Distribution volume data >

Distribution value data

Channel Share Unit	Country	Continent	Sector	Market	Value M USD					
USD	[All]	[All]	[All]	[All]						
Channel	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Cash & Carries & Warehouse Clubs	34,554.74	36,199.35	38,780.75	38,961.99	40,137.78	40,765.54	37,994.85	38,668.35	40,363.88	19,403.96
Chemists/Pharmacies	18,433.54	19,444.19	21,225.46	20,929.48	21,006.41	20,856.79	18,412.32	18,600.45	19,438.05	20,590.63
Convenience stores & gas stations	674,316.91	731,411.93	799,275.07	810,020.53	831,396.88	833,947.85	785,194.36	764,799.75	799,160.59	401,007.02
Department Stores	50,963.83	54,880.30	60,171.91	61,722.48	61,960.00	62,557.08	58,888.09	60,792.18	63,702.07	50,447.15
Direct Sellers	30,742.69	34,834.19	38,444.61	38,291.22	39,013.60	38,793.02	34,273.16	34,393.73	37,465.99	39,647.01
Dollar Stores, variety store & general merchandise retailers	24,591.00	26,304.37	28,710.80	28,899.21	29,823.10	30,342.69	27,975.58	28,453.91	30,047.84	20,925.04
Drug stores & Pharmacies	99,399.22	105,230.71	113,284.51	113,541.24	114,881.28	115,594.96	106,911.35	108,618.57	112,538.18	5,370.02
eRetailers	48,471.05	51,838.86	57,222.24	59,251.36	63,667.15	67,293.44	66,231.00	69,109.09	74,413.15	44,858.11
Food & drinks specialists	785,438.97	834,862.33	900,887.75	902,147.24	923,987.87	927,143.00	853,648.39	852,296.79	888,292.65	290,921.04
Health & Beauty Stores	51,666.03	55,149.12	60,018.49	59,778.08	61,512.56	62,217.82	56,710.21	57,791.89	61,526.50	65,312.68
Hypermarkets & Supermarkets	2,428,780.20	2,570,286.84	2,778,738.07	2,799,339.72	2,879,296.53	2,891,739.64	2,686,712.25	2,719,783.70	2,832,735.14	995,086.06
On-Trade	532,138.73	559,155.35	601,961.20	606,773.94	618,221.74	638,963.14	592,562.83	592,889.98	609,707.75	256,745.84
Others	188,456.52	201,887.51	211,174.77	200,530.67	188,087.76	187,278.35	187,601.73	168,458.82	164,287.61	12,431.10

15. Distribution Volume Data

The Distribution Volume Data Dashboard enables the user to view distribution channel volume data in a tabular format for sectors, markets, categories, or segments. Currently this is only available for beverages and tobacco.

- *In order to quickly find data for your market, segment, and/or geographical preference, you will find the filters, 'Continent', 'Country', 'Sector', and 'Market' at the top of the Dashboard. You can select single or multiple filters at any one time. When you have made your selection(s) click any white space outside of the drop down to hide the menu.*
- *The Volume Unit can be selected using the Volume Unit dropdown menu at the top left.*

< Per capita consumption by cat... Company Graphics Company value data Company volume data Distribution Graphics Distribution value data Distribution volume data >

Distribution volume data by category (beverages and tobacco only)

Data is only available for sectors where volume are measured in that unit. The breakdown of this is as follows:
 Kilograms: Loose Tobacco Products. Liters: Alcoholic Beverages & Non Alcoholic beverages (Excluding hot Drinks)
 Pieces: All other Tobacco Products

Volume Units: Kilograms
 Continent: [All]
 Country: [All]
 Sector: Tobacco and Tobacco Products
 Market: Tobacco and Tobacco Products

Channel	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Cash & Carries & Warehouse Clubs	1.73	1.83	1.86	1.90	1.94	1.95	1.95	1.91	1.95	1.92	1.88	0.00
Convenience stores & gas stations	123.13	121.93	128.04	133.48	138.79	137.53	133.20	128.76	127.97	126.21	123.19	0.00
Department Stores	1.30	1.35	1.40	1.44	1.48	1.48	1.44	1.41	1.43	1.42	1.38	0.00
eRetailers	0.42	0.46	0.48	0.53	0.55	0.58	0.61	0.63	0.66	0.68	0.69	0.00
Hypermarkets & Supermarkets	34.60	35.16	36.45	37.39	38.79	38.48	36.71	36.33	36.77	36.22	35.48	0.00
Others	12.10	13.00	14.52	16.06	16.10	15.45	14.18	13.44	12.56	12.22	11.85	0.00
Tobacco Specialists	231.22	203.15	211.54	218.13	228.37	208.48	184.82	166.23	155.09	142.04	133.94	0.00
Vending machines	2.04	2.01	2.08	2.12	2.23	2.17	2.10	2.14	2.15	2.19	2.18	0.00

16. Methodology

A full methodology document is available online at:
<https://www.marketline.com/wp-content/uploads/Consumer-Data-Analytics-Methodology.pdf>

17. Contact Us

If you have any questions regarding our research or would like more information on our service offering please contact us.

Email:

reachus@marketline.com

Phone:

UK +44 (0) 207 936 6991

US +1 646 625 7389

AP +61 (0)3 8842 2478