MarketLine Databases

Market Data Analytics

User Guide

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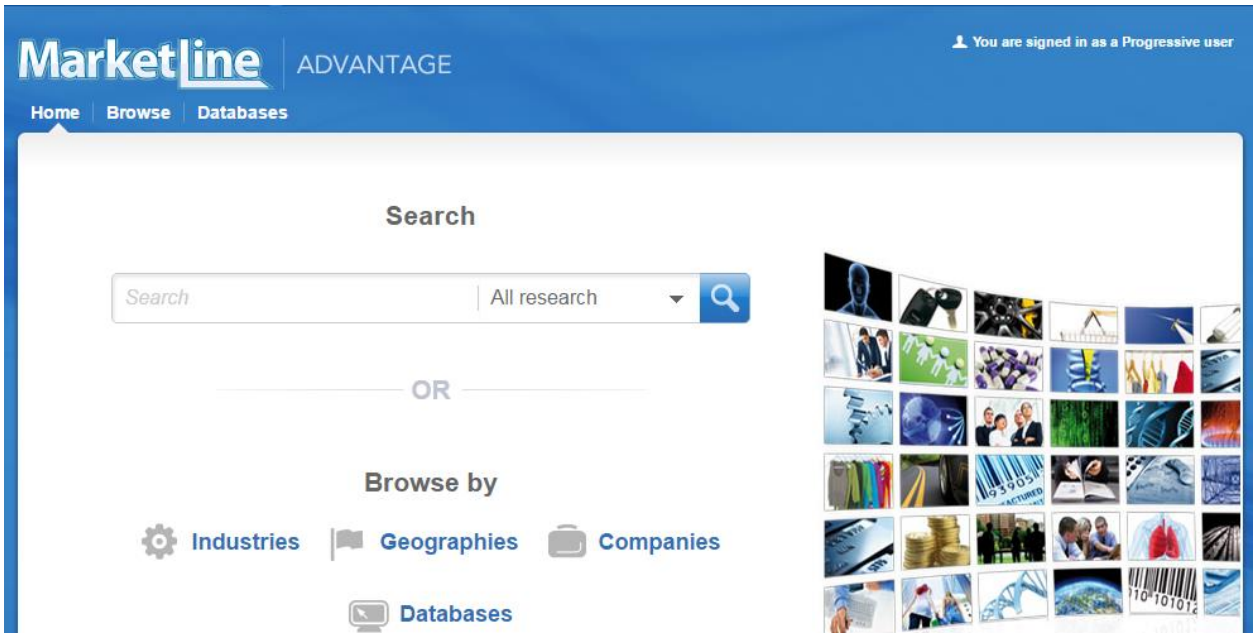
1. MARKET DATA ANALYTICS

1.1. How to access

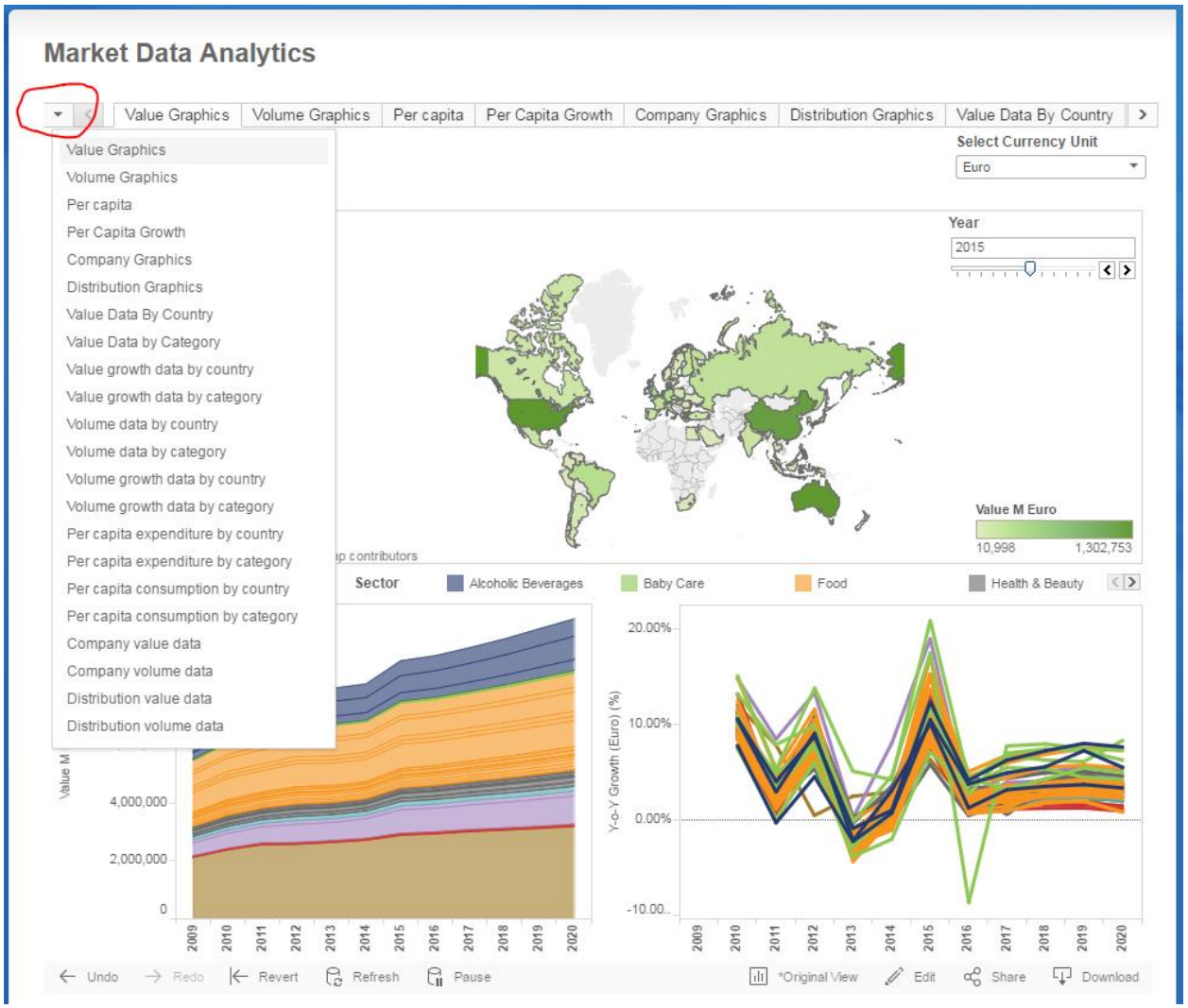
Market Data Analytics City Data can be accessed in the Databases section of the MarketLine Advantage homepage:



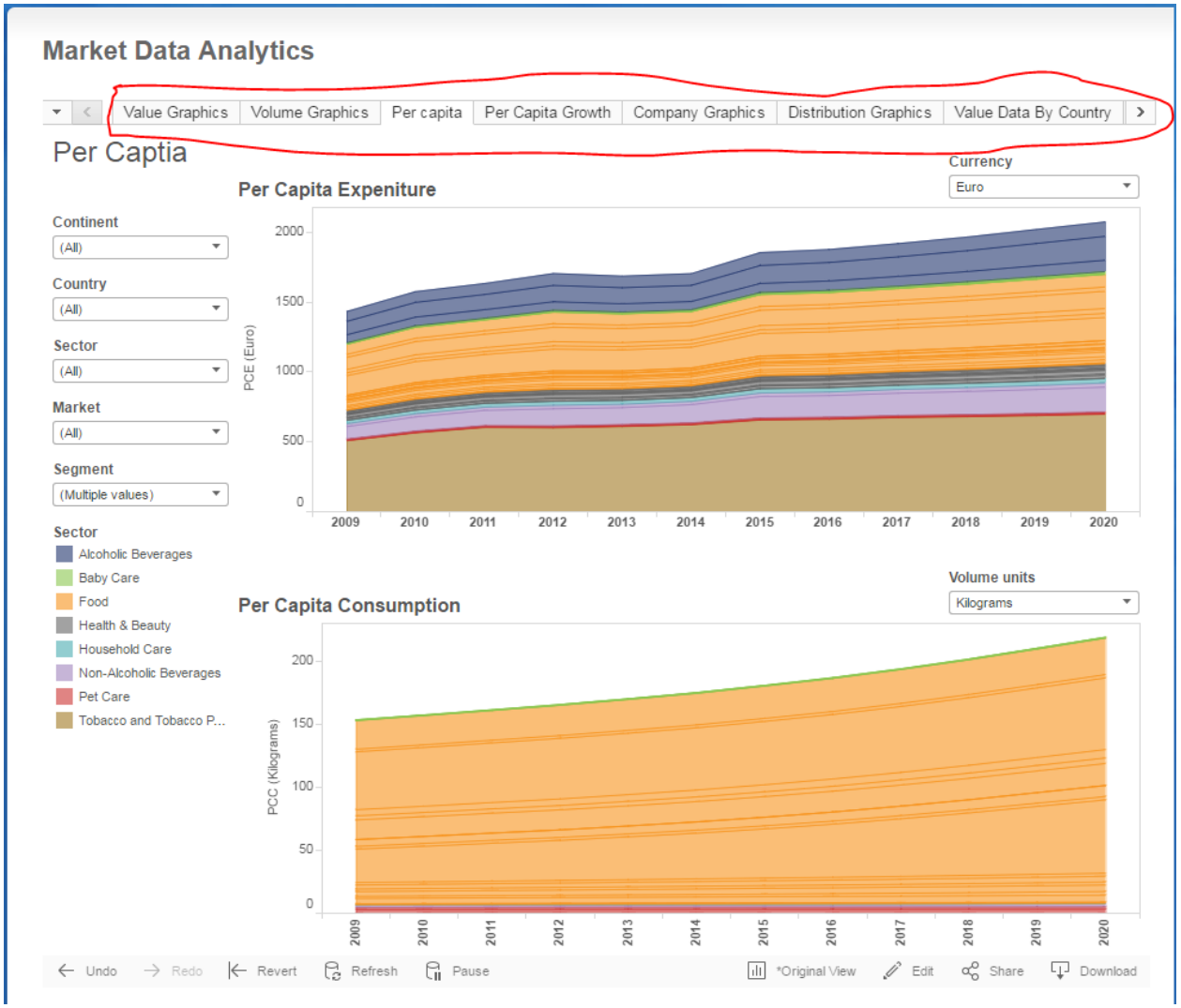
Once you're on the Databases section click "Market Data Analytics" to be automatically directed to the Market Data Analytics 'tool.

1.2. Navigation between Dashboards

The Market 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:



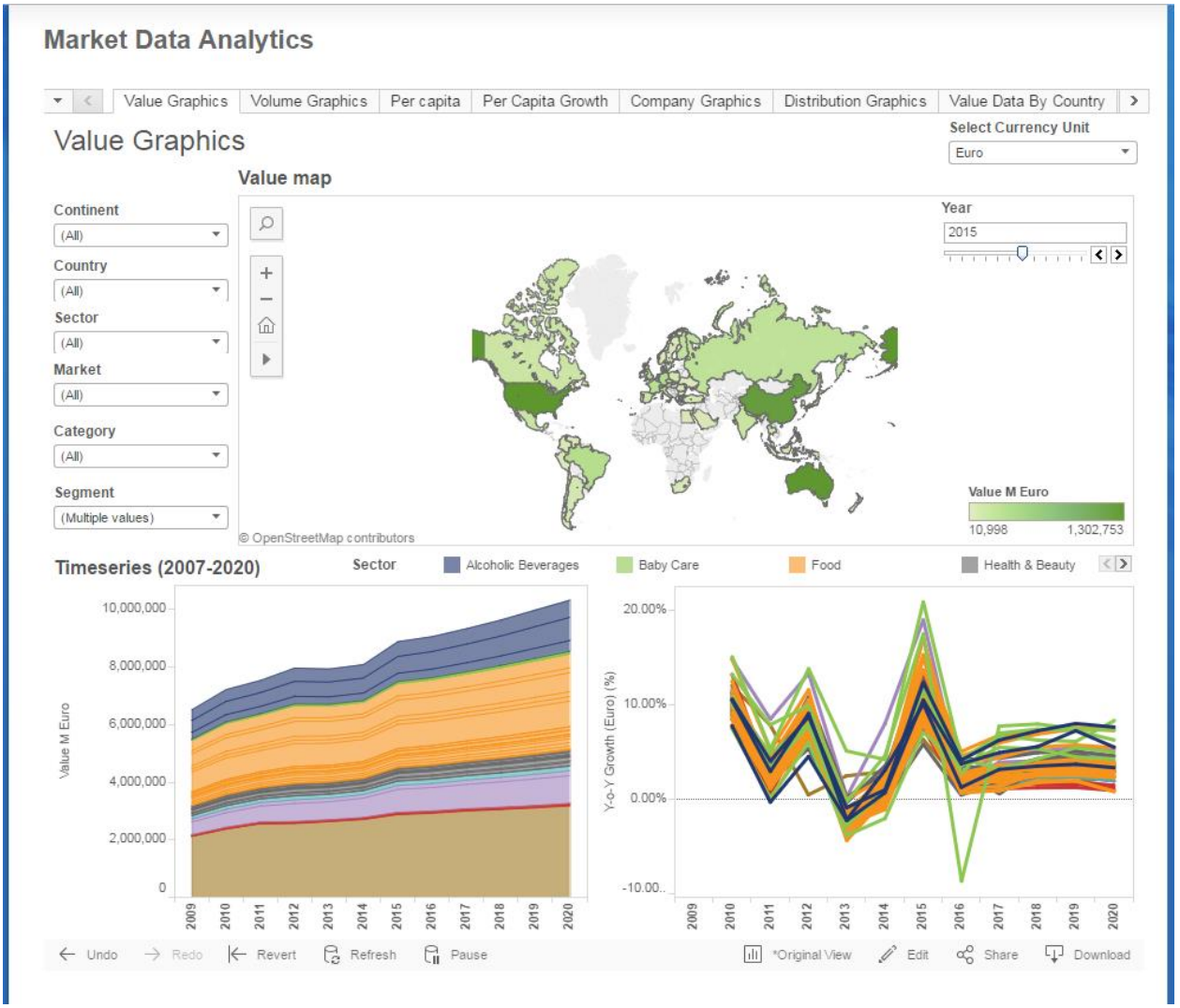
Additional features:

- *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).

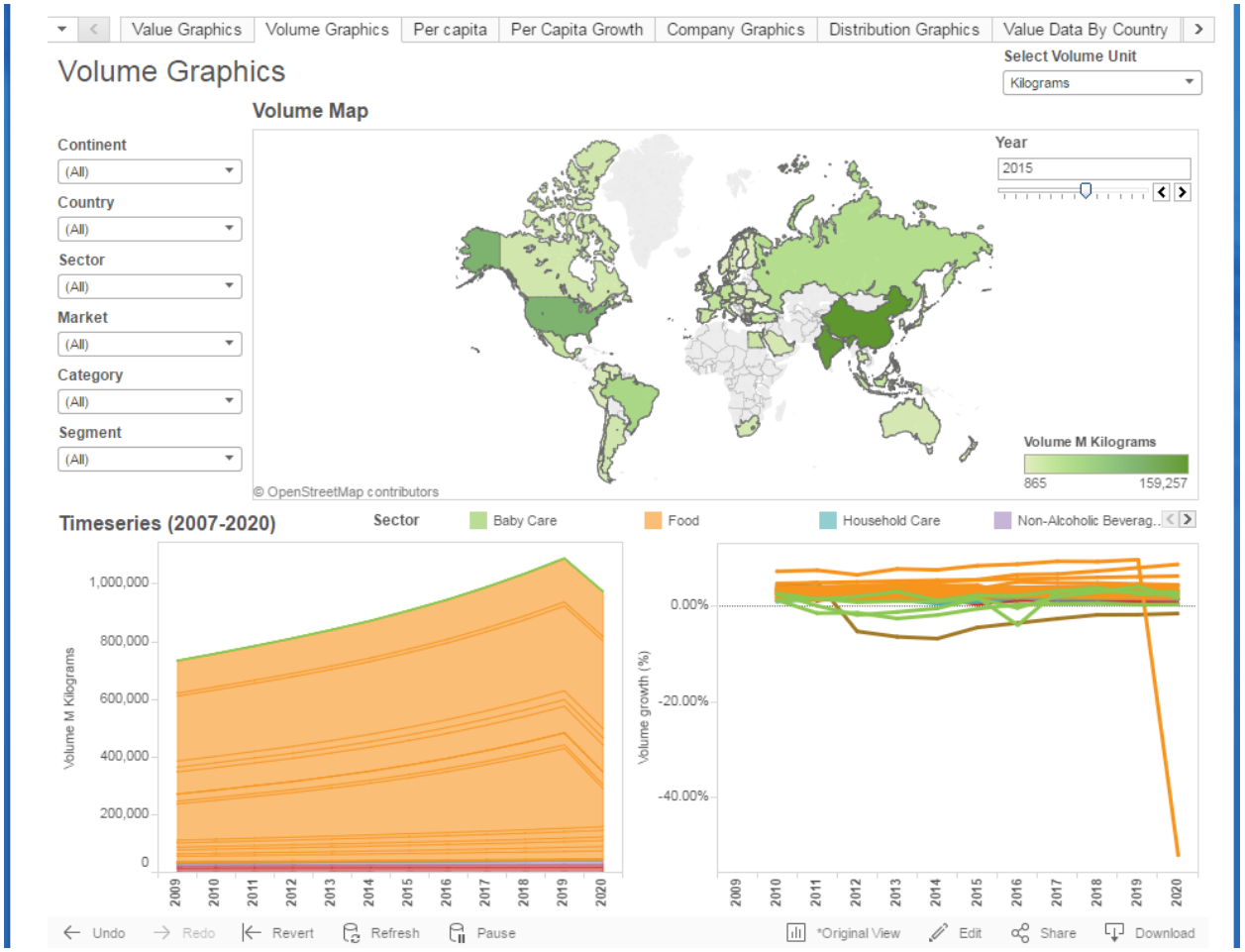
- *In order to quickly find data for your industry and/or geographical preference, you will find the filters 'Continent', Country', 'Sector', 'Market' and 'Segment' on the left hand side of the page. You can select single or multiple filters at any one time. When you have made your selection(s) click 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).

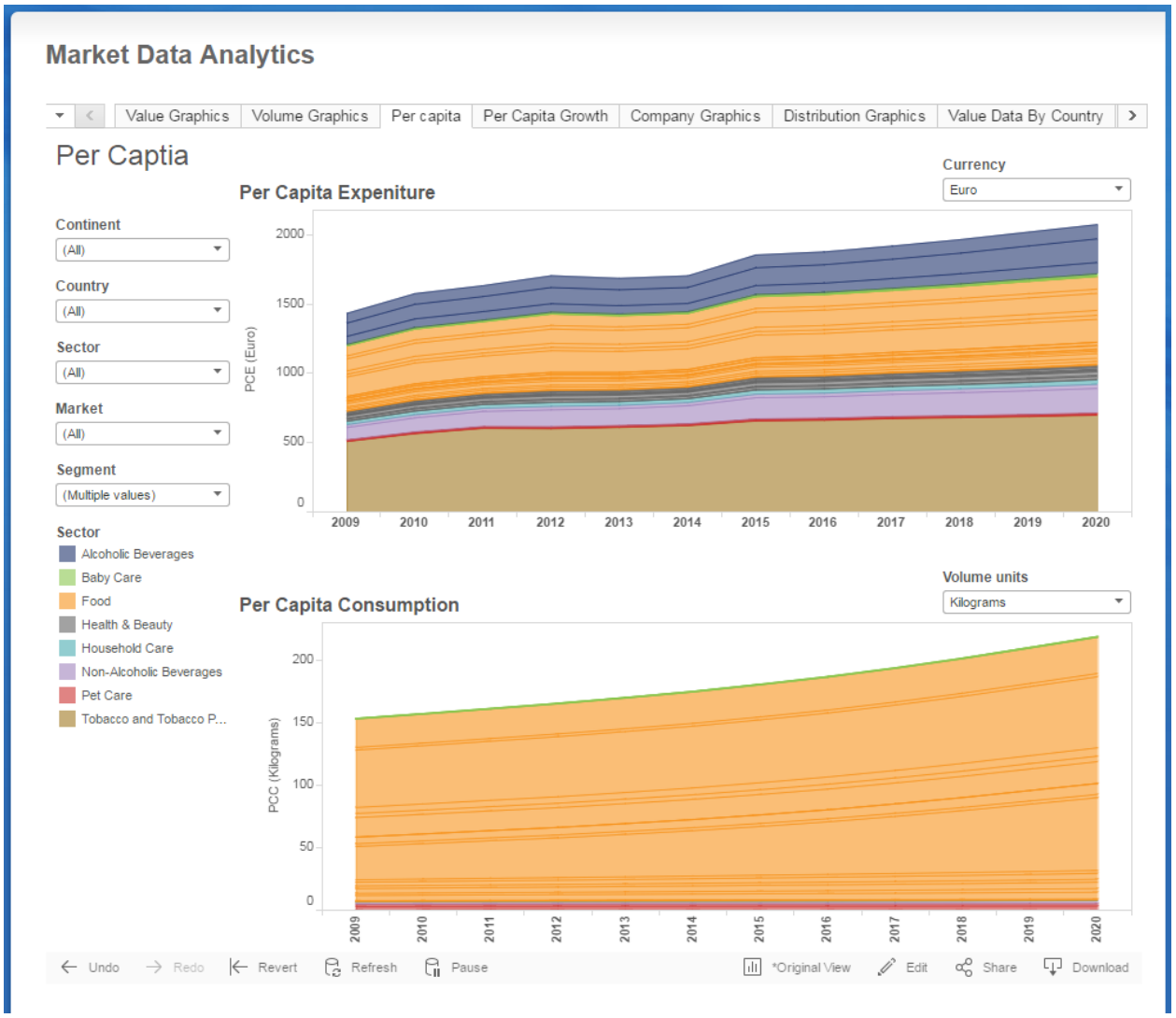
- *In order to quickly find data for your industry and/or geographical preference, you will find the filters 'Continent', Country', 'Sector', 'Market' and 'Segment' on the left hand side of the page. You can select single or multiple filters at any one time. When you have made your selection(s) click 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.

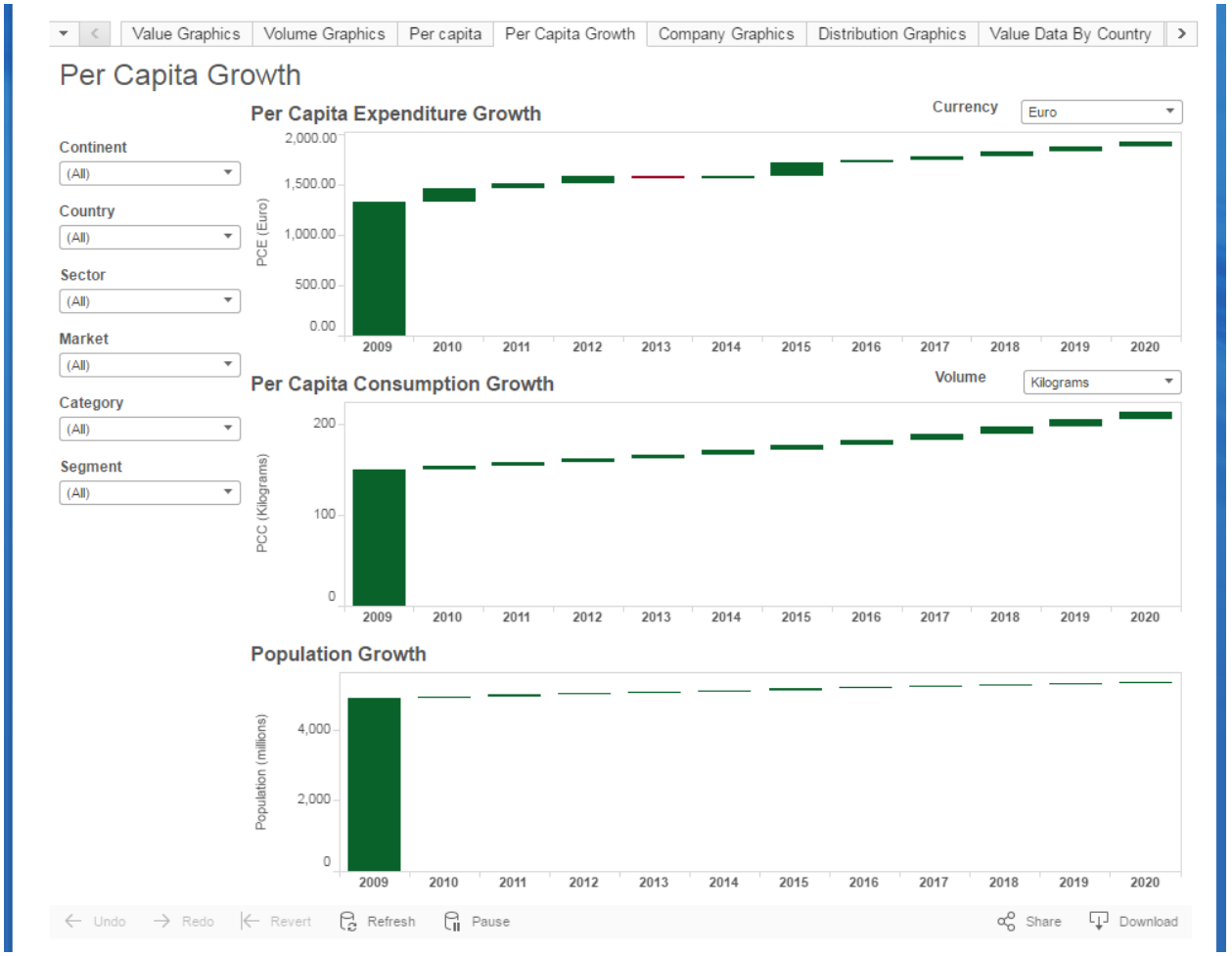
- *In order to quickly find data for your industry and/or geographical preference, you will find the filters 'Continent', Country', 'Sector', 'Market' and 'Segment' on the left hand side of the page. You can select single or multiple filters at any one time. When you have made your selection(s) click 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.

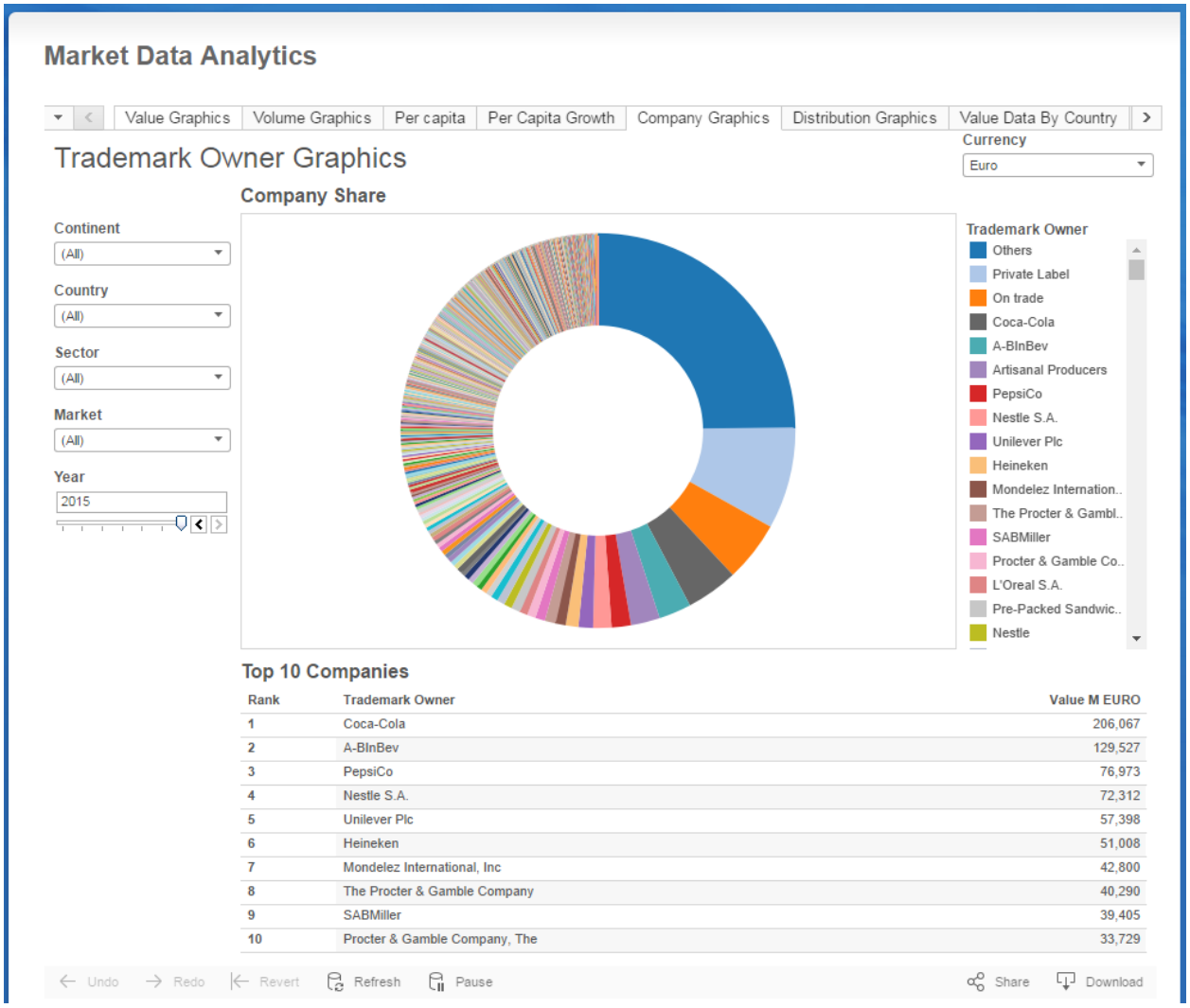
- *In order to quickly find data for your industry and/or geographical preference, you will find the filters 'Continent', Country', 'Sector', 'Market', 'Category', and 'Segment' on the left hand side of the page. You can select single or multiple filters at any one time. When you have made your selection(s) 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.

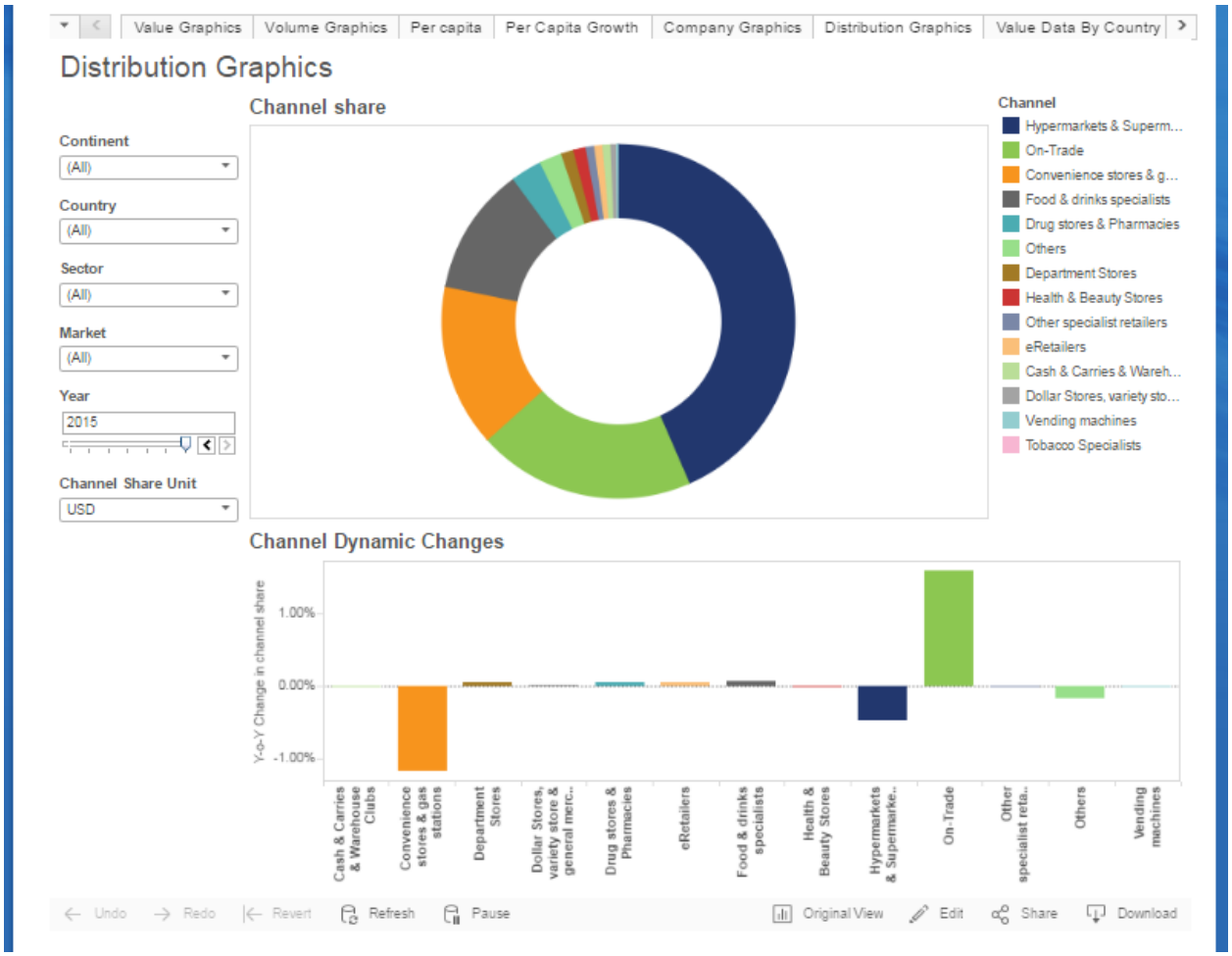
- *In order to quickly find data for your industry and/or geographical preference, you will find the filters 'Continent', Country', 'Sector', 'Market', and 'Year' on the left hand side of the page. You can select single or multiple filters at any one time. When you have made your selection(s) click any 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.

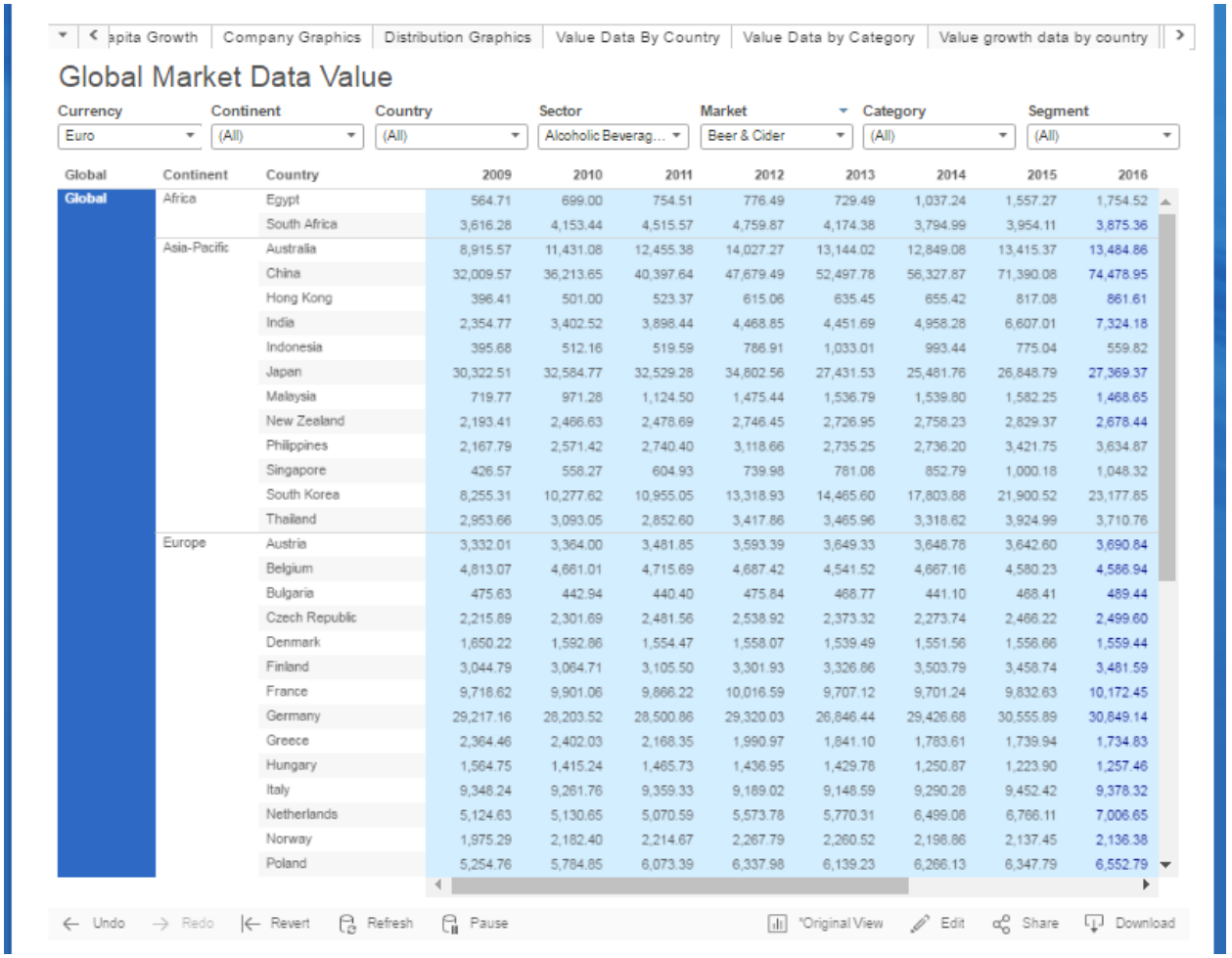
- *In order to quickly find data for your market, segment, and/or geographical preference, you will find the filters 'Continent', Country', 'Sector', 'Market', and 'Year' on the left hand side of the page. You can select single or multiple filters at any one time. When you have made your selection(s) 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.*



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.*

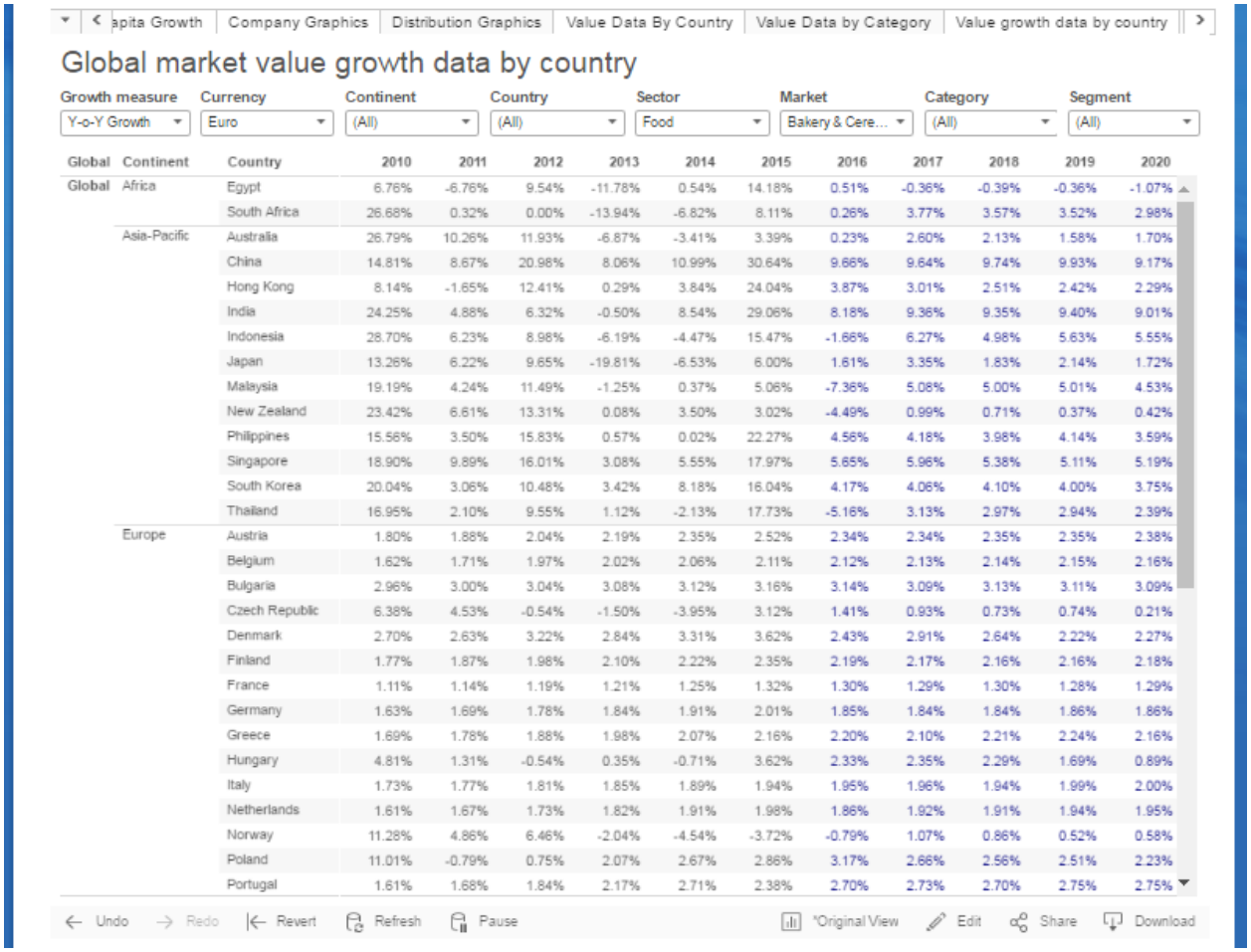


Global	Continent	Country	2009	2010	2011	2012	2013	2014	2015	2016
Global	Africa	Egypt	564.71	699.00	754.51	776.49	729.49	1,037.24	1,557.27	1,754.52
		South Africa	3,616.28	4,153.44	4,515.57	4,759.87	4,174.38	3,794.99	3,954.11	3,875.36
	Asia-Pacific	Australia	8,915.57	11,431.08	12,455.38	14,027.27	13,144.02	12,849.08	13,415.37	13,484.86
		China	32,009.57	36,213.65	40,397.64	47,679.49	52,497.78	56,327.87	71,390.08	74,478.95
		Hong Kong	396.41	501.00	523.37	615.06	635.45	655.42	817.08	861.61
		India	2,354.77	3,402.52	3,898.44	4,468.85	4,451.69	4,958.28	6,607.01	7,324.18
		Indonesia	395.68	512.16	519.59	786.91	1,033.01	993.44	775.04	559.82
		Japan	30,322.51	32,584.77	32,529.28	34,802.56	27,431.53	25,481.76	26,848.79	27,369.37
		Malaysia	719.77	971.28	1,124.50	1,475.44	1,536.79	1,539.80	1,582.25	1,468.65
		New Zealand	2,193.41	2,466.63	2,478.69	2,746.45	2,726.95	2,758.23	2,829.37	2,678.44
		Philippines	2,167.79	2,571.42	2,740.40	3,118.66	2,735.25	2,736.20	3,421.75	3,634.87
		Singapore	426.57	558.27	604.93	739.98	781.08	852.79	1,000.18	1,048.32
		South Korea	8,255.31	10,277.62	10,955.05	13,318.93	14,465.60	17,803.88	21,900.52	23,177.85
		Thailand	2,953.66	3,093.05	2,852.60	3,417.86	3,465.96	3,318.62	3,924.99	3,710.76
	Europe	Austria	3,332.01	3,364.00	3,481.85	3,593.39	3,649.33	3,648.78	3,642.60	3,690.84
		Belgium	4,813.07	4,661.01	4,715.69	4,687.42	4,541.52	4,667.16	4,580.23	4,586.94
		Bulgaria	475.63	442.94	440.40	475.84	468.77	441.10	468.41	489.44
		Czech Republic	2,215.89	2,301.69	2,481.56	2,538.92	2,373.32	2,273.74	2,466.22	2,499.60
		Denmark	1,650.22	1,592.86	1,554.47	1,558.07	1,539.49	1,551.56	1,556.66	1,559.44
		Finland	3,044.79	3,064.71	3,105.50	3,301.93	3,326.86	3,503.79	3,458.74	3,481.59
		France	9,718.62	9,901.06	9,866.22	10,016.59	9,707.12	9,701.24	9,832.63	10,172.45
		Germany	29,217.16	28,203.52	28,500.86	29,320.03	26,846.44	29,426.68	30,555.89	30,849.14
		Greece	2,364.46	2,402.03	2,168.35	1,990.97	1,841.10	1,783.61	1,739.94	1,734.83
		Hungary	1,564.75	1,415.24	1,465.73	1,436.95	1,429.78	1,250.87	1,223.90	1,257.46
		Italy	9,348.24	9,261.76	9,359.33	9,189.02	9,148.59	9,290.28	9,452.42	9,378.32
		Netherlands	5,124.63	5,130.65	5,070.59	5,573.78	5,770.31	6,499.08	6,766.11	7,006.65
		Norway	1,975.29	2,182.40	2,214.67	2,267.79	2,260.52	2,196.86	2,137.45	2,136.38
		Poland	5,254.76	5,784.85	6,073.39	6,337.98	6,139.23	6,266.13	6,347.79	6,552.79

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.*

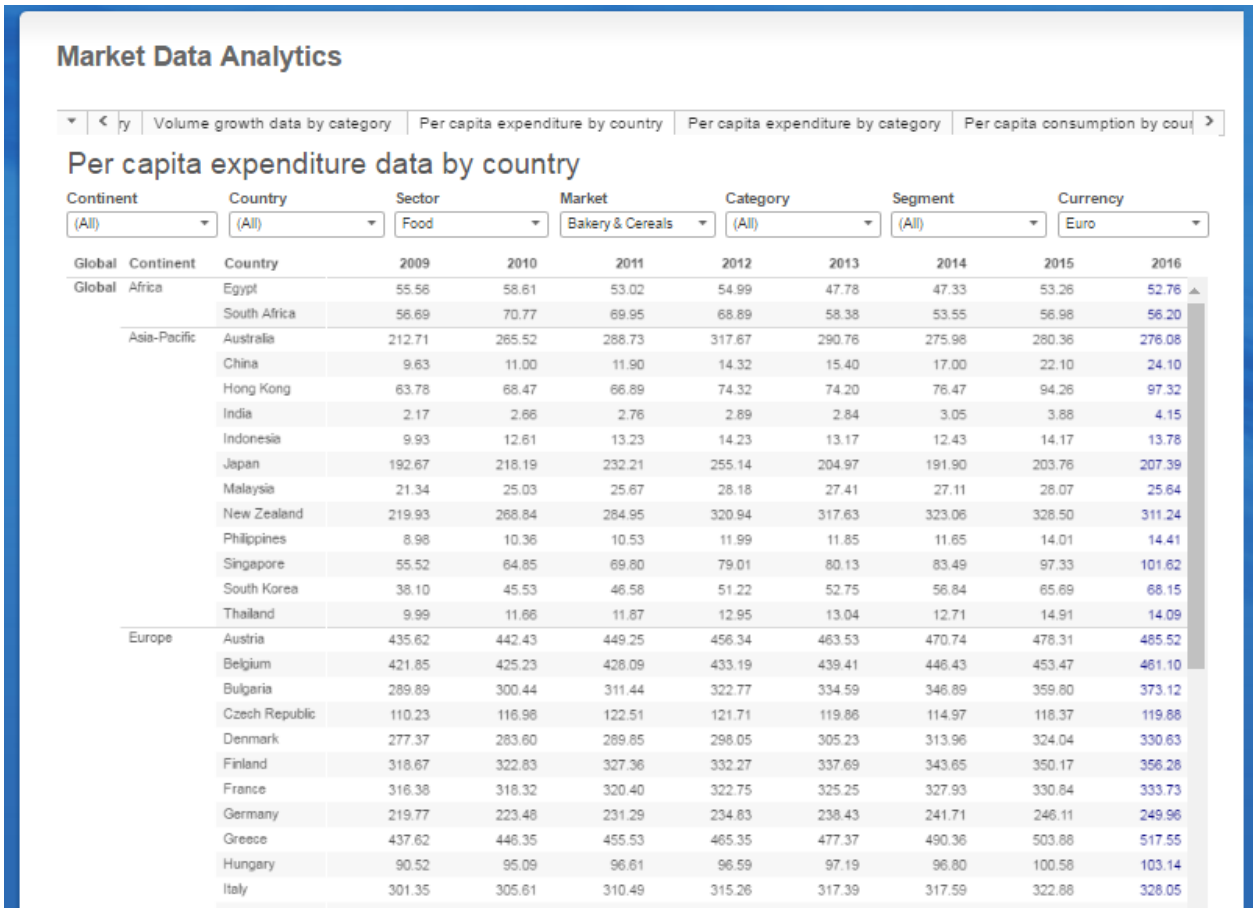


Global	Continent	Country	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Global	Africa	Egypt	6.76%	-6.76%	9.54%	-11.78%	0.54%	14.18%	0.51%	-0.36%	-0.39%	-0.36%	-1.07%
		South Africa	26.68%	0.32%	0.00%	-13.94%	-6.82%	8.11%	0.26%	3.77%	3.57%	3.52%	2.98%
	Asia-Pacific	Australia	26.79%	10.26%	11.93%	-6.87%	-3.41%	3.39%	0.23%	2.60%	2.13%	1.58%	1.70%
		China	14.81%	8.67%	20.98%	8.06%	10.99%	30.64%	9.66%	9.64%	9.74%	9.93%	9.17%
		Hong Kong	8.14%	-1.65%	12.41%	0.29%	3.84%	24.04%	3.87%	3.01%	2.51%	2.42%	2.29%
		India	24.25%	4.88%	6.32%	-0.50%	8.54%	29.06%	8.18%	9.36%	9.35%	9.40%	9.01%
		Indonesia	28.70%	6.23%	8.98%	-6.19%	-4.47%	15.47%	-1.66%	6.27%	4.98%	5.63%	5.55%
		Japan	13.26%	6.22%	9.65%	-19.81%	-6.53%	6.00%	1.61%	3.35%	1.83%	2.14%	1.72%
		Malaysia	19.19%	4.24%	11.49%	-1.25%	0.37%	5.06%	-7.36%	5.08%	5.00%	5.01%	4.53%
		New Zealand	23.42%	6.61%	13.31%	0.08%	3.50%	3.02%	-4.49%	0.99%	0.71%	0.37%	0.42%
		Philippines	15.56%	3.50%	15.83%	0.57%	0.02%	22.27%	4.56%	4.18%	3.98%	4.14%	3.59%
		Singapore	18.90%	9.89%	16.01%	3.08%	5.55%	17.97%	5.65%	5.96%	5.38%	5.11%	5.19%
		South Korea	20.04%	3.06%	10.48%	3.42%	8.18%	16.04%	4.17%	4.06%	4.10%	4.00%	3.75%
		Thailand	16.95%	2.10%	9.55%	1.12%	-2.13%	17.73%	-5.16%	3.13%	2.97%	2.94%	2.39%
	Europe	Austria	1.80%	1.88%	2.04%	2.19%	2.35%	2.52%	2.34%	2.34%	2.35%	2.35%	2.38%
		Belgium	1.62%	1.71%	1.97%	2.02%	2.06%	2.11%	2.12%	2.13%	2.14%	2.15%	2.16%
		Bulgaria	2.96%	3.00%	3.04%	3.08%	3.12%	3.16%	3.14%	3.09%	3.13%	3.11%	3.09%
		Czech Republic	6.38%	4.53%	-0.54%	-1.50%	-3.95%	3.12%	1.41%	0.93%	0.73%	0.74%	0.21%
		Denmark	2.70%	2.63%	3.22%	2.84%	3.31%	3.62%	2.43%	2.91%	2.64%	2.22%	2.27%
		Finland	1.77%	1.87%	1.98%	2.10%	2.22%	2.35%	2.19%	2.17%	2.16%	2.16%	2.18%
		France	1.11%	1.14%	1.19%	1.21%	1.25%	1.32%	1.30%	1.29%	1.30%	1.28%	1.29%
		Germany	1.63%	1.69%	1.78%	1.84%	1.91%	2.01%	1.85%	1.84%	1.84%	1.86%	1.86%
		Greece	1.69%	1.78%	1.88%	1.98%	2.07%	2.16%	2.20%	2.10%	2.21%	2.24%	2.16%
		Hungary	4.81%	1.31%	-0.54%	0.35%	-0.71%	3.62%	2.33%	2.35%	2.29%	1.69%	0.89%
		Italy	1.73%	1.77%	1.81%	1.85%	1.89%	1.94%	1.95%	1.96%	1.94%	1.99%	2.00%
		Netherlands	1.61%	1.67%	1.73%	1.82%	1.91%	1.98%	1.86%	1.92%	1.91%	1.94%	1.95%
		Norway	11.28%	4.86%	6.46%	-2.04%	-4.54%	-3.72%	-0.79%	1.07%	0.86%	0.52%	0.58%
		Poland	11.01%	-0.79%	0.75%	2.07%	2.67%	2.86%	3.17%	2.66%	2.56%	2.51%	2.23%
		Portugal	1.61%	1.68%	1.84%	2.17%	2.71%	2.38%	2.70%	2.73%	2.70%	2.75%	2.75%

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.*



Market Data Analytics

ry | Volume growth data by category | Per capita expenditure by country | Per capita expenditure by category | Per capita consumption by cou

Per capita expenditure data by country

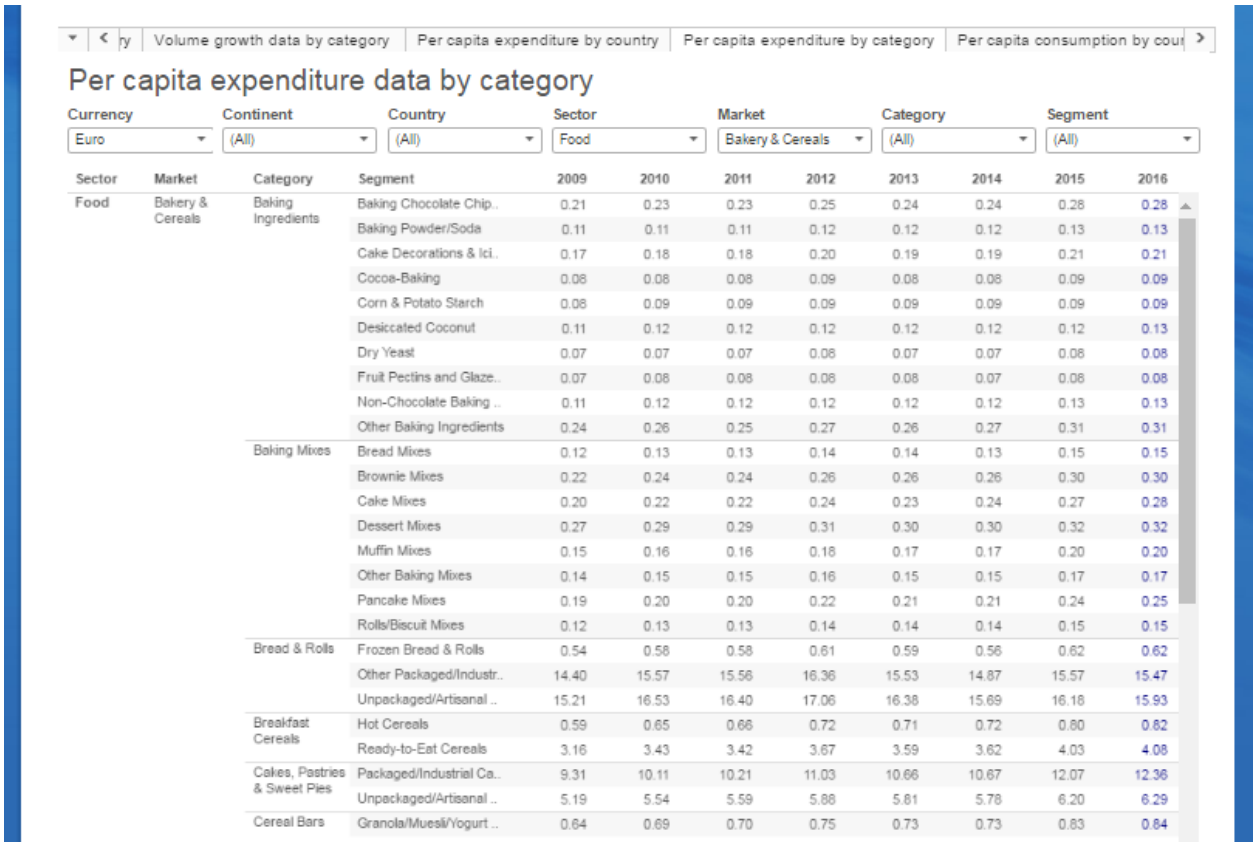
Continent	Country	Sector	Market	Category	Segment	Currency
(All)	(All)	Food	Bakery & Cereals	(All)	(All)	Euro

Global	Continent	Country	2009	2010	2011	2012	2013	2014	2015	2016
Global	Africa	Egypt	55.56	58.61	53.02	54.99	47.78	47.33	53.26	52.76
		South Africa	56.69	70.77	69.95	68.89	58.38	53.55	56.98	56.20
	Asia-Pacific	Australia	212.71	265.52	288.73	317.67	290.76	275.98	280.36	276.08
		China	9.63	11.00	11.90	14.32	15.40	17.00	22.10	24.10
		Hong Kong	63.78	68.47	66.89	74.32	74.20	76.47	94.26	97.32
		India	2.17	2.66	2.76	2.89	2.84	3.05	3.88	4.15
		Indonesia	9.93	12.61	13.23	14.23	13.17	12.43	14.17	13.78
		Japan	192.67	218.19	232.21	255.14	204.97	191.90	203.76	207.39
		Malaysia	21.34	25.03	25.67	28.18	27.41	27.11	28.07	25.64
		New Zealand	219.93	268.84	284.95	320.94	317.63	323.06	328.50	311.24
		Philippines	8.98	10.36	10.53	11.99	11.85	11.65	14.01	14.41
		Singapore	55.52	64.85	69.80	79.01	80.13	83.49	97.33	101.62
		South Korea	38.10	45.53	46.58	51.22	52.75	56.84	65.69	68.15
		Thailand	9.99	11.66	11.87	12.95	13.04	12.71	14.91	14.09
	Europe	Austria	435.62	442.43	449.25	456.34	463.53	470.74	478.31	485.52
		Belgium	421.85	425.23	428.09	433.19	439.41	446.43	453.47	461.10
		Bulgaria	289.89	300.44	311.44	322.77	334.59	346.89	359.80	373.12
		Czech Republic	110.23	116.98	122.51	121.71	119.86	114.97	118.37	119.88
		Denmark	277.37	283.60	289.85	298.05	305.23	313.96	324.04	330.63
		Finland	318.67	322.83	327.36	332.27	337.69	343.65	350.17	356.28
		France	316.38	318.32	320.40	322.75	325.25	327.93	330.84	333.73
		Germany	219.77	223.48	231.29	234.83	238.43	241.71	246.11	249.96
		Greece	437.62	446.35	455.53	465.35	477.37	490.36	503.88	517.55
		Hungary	90.52	95.09	96.61	96.59	97.19	96.80	100.58	103.14
		Italy	301.35	305.61	310.49	315.26	317.39	317.59	322.88	328.05

11. PER CAPITA EXPENDITURE BY CATEGORY

The Per Capita Expenditure by Category 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 left.*

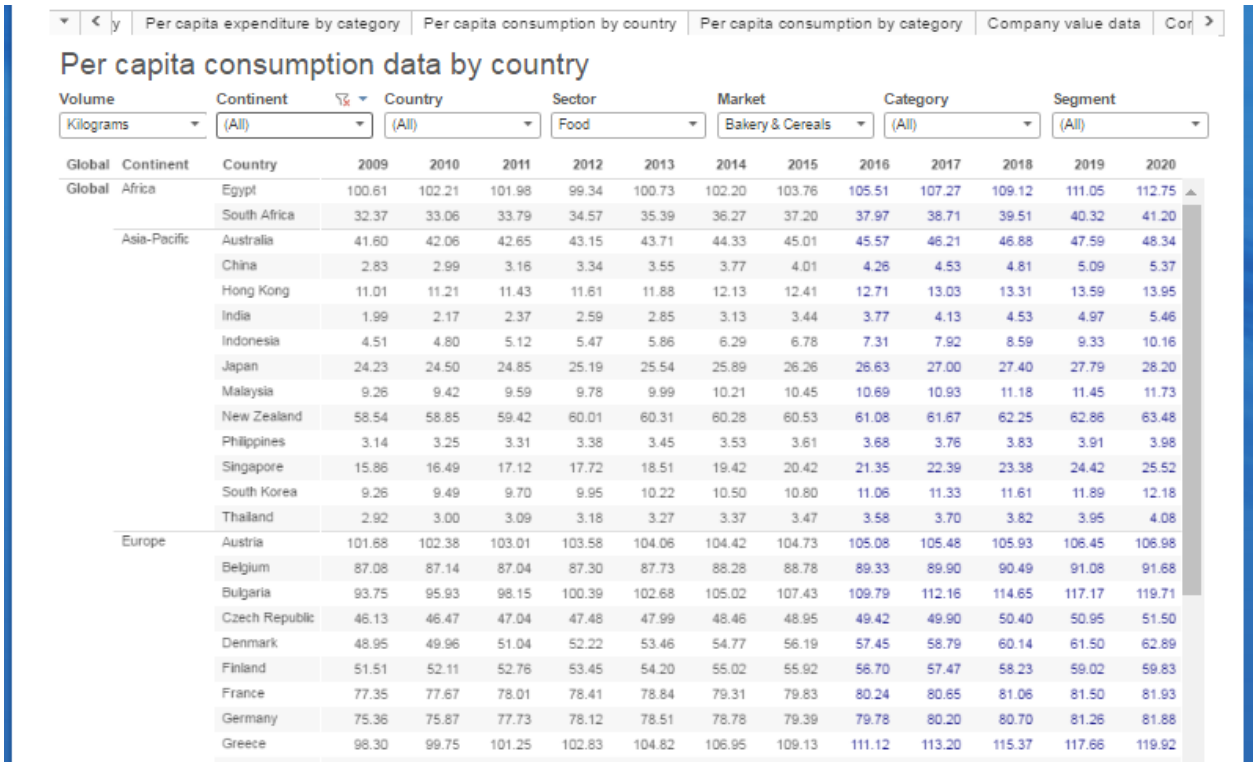


Sector	Market	Category	Segment	2009	2010	2011	2012	2013	2014	2015	2016
Food	Bakery & Cereals	Baking Ingredients	Baking Chocolate Chip..	0.21	0.23	0.23	0.25	0.24	0.24	0.28	0.28
			Baking Powder/Soda	0.11	0.11	0.11	0.12	0.12	0.12	0.13	0.13
			Cake Decorations & Ici..	0.17	0.18	0.18	0.20	0.19	0.19	0.21	0.21
			Cocoa-Baking	0.08	0.08	0.08	0.09	0.08	0.08	0.09	0.09
			Corn & Potato Starch	0.08	0.09	0.09	0.09	0.09	0.09	0.09	0.09
			Desiccated Coconut	0.11	0.12	0.12	0.12	0.12	0.12	0.12	0.13
			Dry Yeast	0.07	0.07	0.07	0.08	0.07	0.07	0.08	0.08
			Fruit Pectins and Glaze..	0.07	0.08	0.08	0.08	0.08	0.07	0.08	0.08
			Non-Chocolate Baking ..	0.11	0.12	0.12	0.12	0.12	0.12	0.13	0.13
			Other Baking Ingredients	0.24	0.26	0.25	0.27	0.26	0.27	0.31	0.31
		Baking Mixes	Bread Mixes	0.12	0.13	0.13	0.14	0.14	0.13	0.15	0.15
			Brownie Mixes	0.22	0.24	0.24	0.26	0.26	0.26	0.30	0.30
			Cake Mixes	0.20	0.22	0.22	0.24	0.23	0.24	0.27	0.28
			Dessert Mixes	0.27	0.29	0.29	0.31	0.30	0.30	0.32	0.32
			Muffin Mixes	0.15	0.16	0.16	0.18	0.17	0.17	0.20	0.20
			Other Baking Mixes	0.14	0.15	0.15	0.16	0.15	0.15	0.17	0.17
			Pancake Mixes	0.19	0.20	0.20	0.22	0.21	0.21	0.24	0.25
			Rolls/Biscuit Mixes	0.12	0.13	0.13	0.14	0.14	0.14	0.15	0.15
		Bread & Rolls	Frozen Bread & Rolls	0.54	0.58	0.58	0.61	0.59	0.56	0.62	0.62
			Other Packaged/Industr..	14.40	15.57	15.56	16.36	15.53	14.87	15.57	15.47
			Unpackaged/Artisanal ..	15.21	16.53	16.40	17.06	16.38	15.69	16.18	15.93
		Breakfast Cereals	Hot Cereals	0.59	0.65	0.66	0.72	0.71	0.72	0.80	0.82
			Ready-to-Eat Cereals	3.16	3.43	3.42	3.67	3.59	3.62	4.03	4.08
		Cakes, Pastries & Sweet Pies	Packaged/Industrial Ca..	9.31	10.11	10.21	11.03	10.66	10.67	12.07	12.36
			Unpackaged/Artisanal ..	5.19	5.54	5.59	5.88	5.81	5.78	6.20	6.29
		Cereal Bars	Granola/Muesli/Yogurt ..	0.64	0.69	0.70	0.75	0.73	0.73	0.83	0.84

12. 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.*



Per capita expenditure by category | Per capita consumption by country | Per capita consumption by category | Company value data | Cor

Per capita consumption data by country

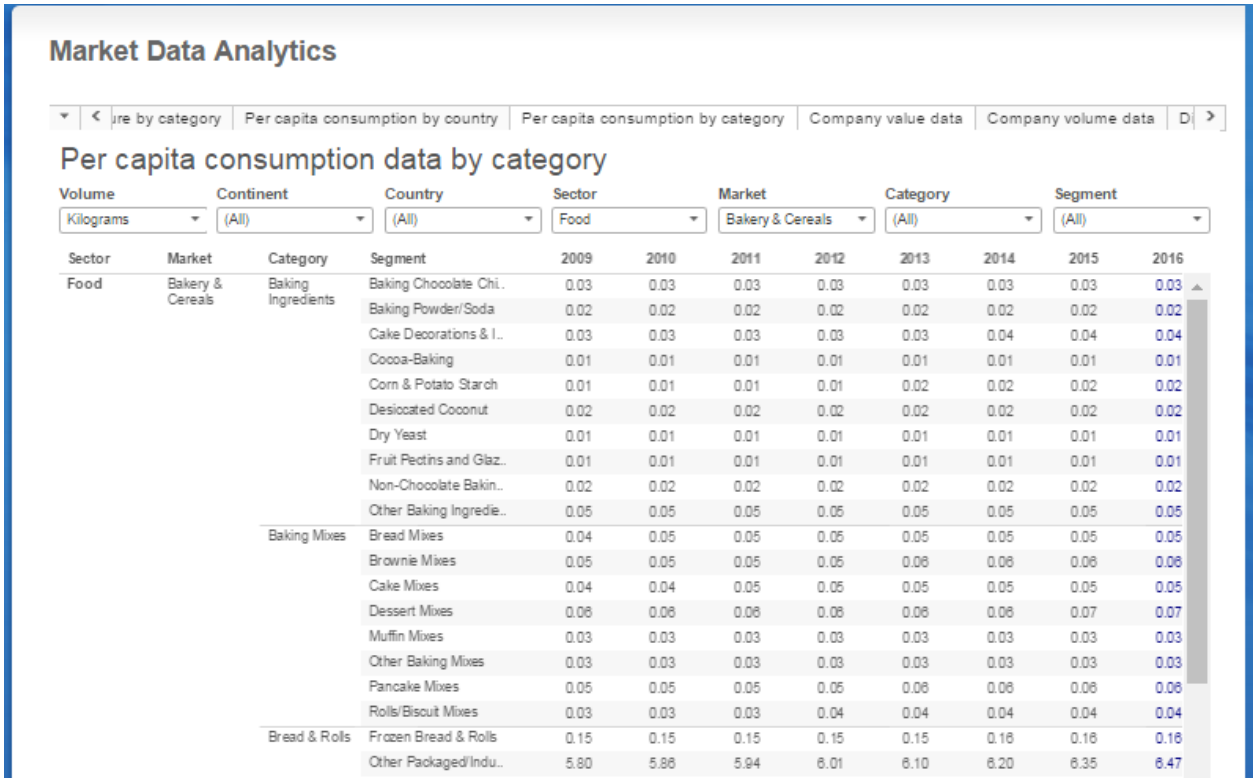
Volume	Continent	Country	Sector	Market	Category	Segment
Kilograms	(All)	(All)	Food	Bakery & Cereals	(All)	(All)

Global	Continent	Country	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Global	Africa	Egypt	100.61	102.21	101.98	99.34	100.73	102.20	103.76	105.51	107.27	109.12	111.05	112.75
		South Africa	32.37	33.06	33.79	34.57	35.39	36.27	37.20	37.97	38.71	39.51	40.32	41.20
	Asia-Pacific	Australia	41.60	42.06	42.65	43.15	43.71	44.33	45.01	45.57	46.21	46.88	47.59	48.34
		China	2.83	2.99	3.16	3.34	3.55	3.77	4.01	4.26	4.53	4.81	5.09	5.37
		Hong Kong	11.01	11.21	11.43	11.61	11.88	12.13	12.41	12.71	13.03	13.31	13.59	13.95
		India	1.99	2.17	2.37	2.59	2.85	3.13	3.44	3.77	4.13	4.53	4.97	5.46
		Indonesia	4.51	4.80	5.12	5.47	5.86	6.29	6.78	7.31	7.92	8.59	9.33	10.16
		Japan	24.23	24.50	24.85	25.19	25.54	25.89	26.26	26.63	27.00	27.40	27.79	28.20
		Malaysia	9.26	9.42	9.59	9.78	9.99	10.21	10.45	10.69	10.93	11.18	11.45	11.73
		New Zealand	58.54	58.85	59.42	60.01	60.31	60.28	60.53	61.08	61.67	62.25	62.86	63.48
		Philippines	3.14	3.25	3.31	3.38	3.45	3.53	3.61	3.68	3.76	3.83	3.91	3.98
		Singapore	15.86	16.49	17.12	17.72	18.51	19.42	20.42	21.35	22.39	23.38	24.42	25.52
		South Korea	9.26	9.49	9.70	9.95	10.22	10.50	10.80	11.06	11.33	11.61	11.89	12.18
		Thailand	2.92	3.00	3.09	3.18	3.27	3.37	3.47	3.58	3.70	3.82	3.95	4.08
	Europe	Austria	101.68	102.38	103.01	103.58	104.06	104.42	104.73	105.08	105.48	105.93	106.45	106.98
		Belgium	87.08	87.14	87.04	87.30	87.73	88.28	88.78	89.33	89.90	90.49	91.08	91.68
		Bulgaria	93.75	95.93	98.15	100.39	102.68	105.02	107.43	109.79	112.16	114.65	117.17	119.71
		Czech Republic	46.13	46.47	47.04	47.48	47.99	48.46	48.95	49.42	49.90	50.40	50.95	51.50
		Denmark	48.95	49.96	51.04	52.22	53.46	54.77	56.19	57.45	58.79	60.14	61.50	62.89
		Finland	51.51	52.11	52.76	53.45	54.20	55.02	55.92	56.70	57.47	58.23	59.02	59.83
		France	77.35	77.67	78.01	78.41	78.84	79.31	79.83	80.24	80.65	81.06	81.50	81.93
		Germany	75.36	75.87	77.73	78.12	78.51	78.78	79.39	79.78	80.20	80.70	81.26	81.88
		Greece	98.30	99.75	101.25	102.83	104.82	106.95	109.13	111.12	113.20	115.37	117.66	119.92

13. 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.*

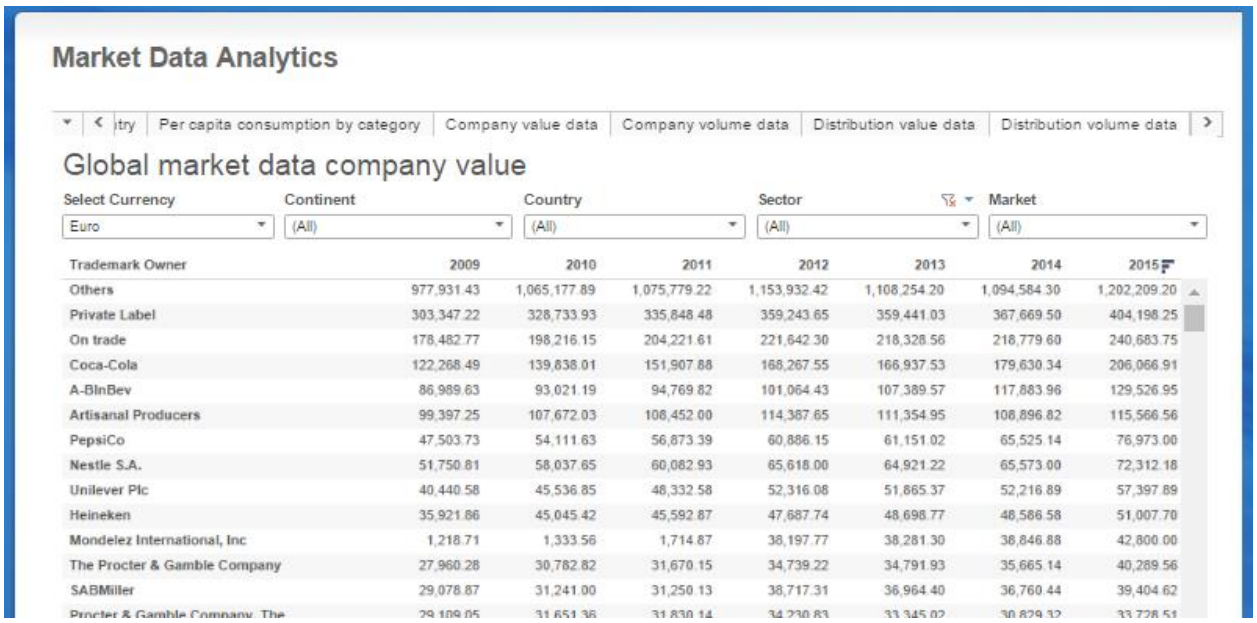


Sector	Market	Category	Segment	2009	2010	2011	2012	2013	2014	2015	2016
Food	Bakery & Cereals	Baking Ingredients	Baking Chocolate Chi..	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03
			Baking Powder/Soda	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02
			Cake Decorations & I..	0.03	0.03	0.03	0.03	0.03	0.04	0.04	0.04
			Cocoa-Baking	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01
			Corn & Potato Starch	0.01	0.01	0.01	0.01	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
			Dry Yeast	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01
			Fruit Pectins and Glaz..	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01
			Non-Chocolate Bakin..	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02
			Other Baking Ingredie..	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05
		Baking Mixes	Bread Mixes	0.04	0.05	0.05	0.05	0.05	0.05	0.05	0.05
			Brownie Mixes	0.05	0.05	0.05	0.05	0.06	0.06	0.06	0.06
			Cake Mixes	0.04	0.04	0.05	0.05	0.05	0.05	0.05	0.05
			Dessert Mixes	0.06	0.06	0.06	0.06	0.06	0.06	0.07	0.07
			Muffin Mixes	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03
			Other Baking Mixes	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03
			Pancake Mixes	0.05	0.05	0.05	0.05	0.06	0.06	0.06	0.06
			Rolls/Biscuit Mixes	0.03	0.03	0.03	0.04	0.04	0.04	0.04	0.04
		Bread & Rolls	Frozen Bread & Rolls	0.15	0.15	0.15	0.15	0.15	0.16	0.16	0.16
			Other Packaged/Indu..	5.80	5.86	5.94	6.01	6.10	6.20	6.35	6.47

14. 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.*

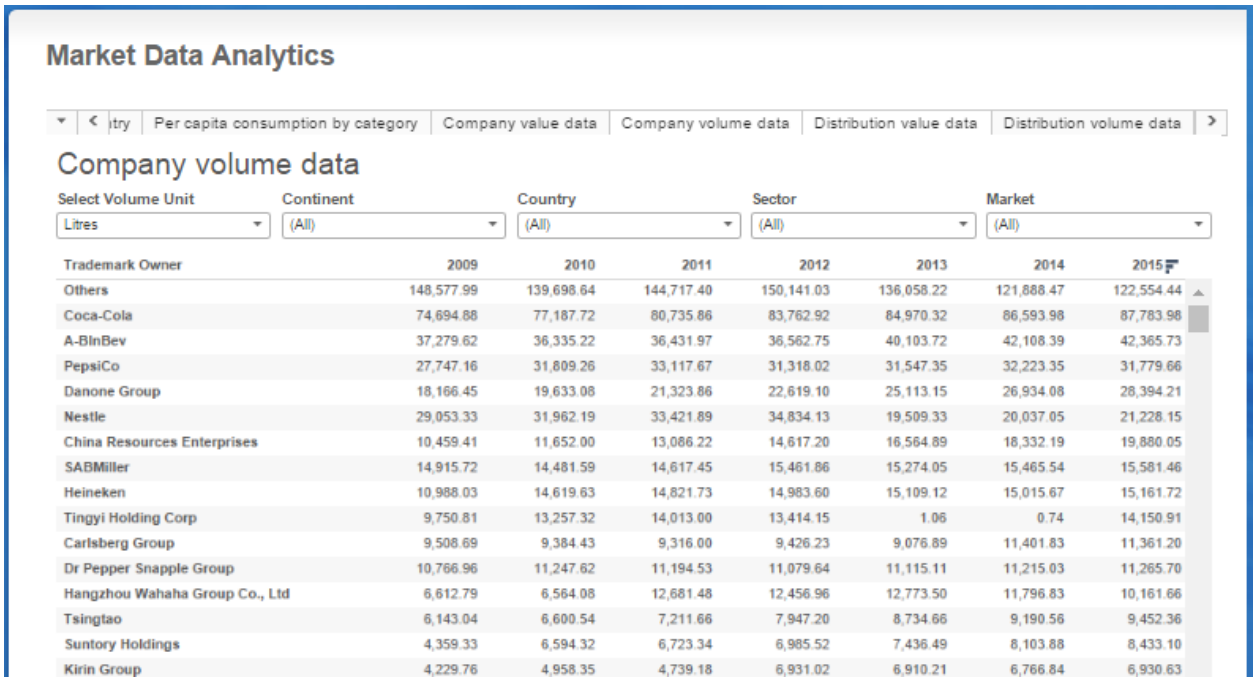


Trademark Owner	2009	2010	2011	2012	2013	2014	2015
Others	977,931.43	1,065,177.89	1,075,779.22	1,153,932.42	1,108,254.20	1,094,584.30	1,202,209.20
Private Label	303,347.22	328,733.93	335,848.48	359,243.65	359,441.03	367,669.50	404,198.25
On trade	178,482.77	198,216.15	204,221.61	221,642.30	218,328.56	218,779.60	240,683.75
Coca-Cola	122,268.49	139,838.01	151,907.88	168,267.55	166,937.53	179,630.34	206,066.91
A-BInBev	86,989.63	93,021.19	94,769.82	101,064.43	107,389.57	117,883.96	129,526.95
Artisanal Producers	99,397.25	107,672.03	108,452.00	114,387.65	111,354.95	108,896.82	115,566.56
PepsiCo	47,503.73	54,111.63	56,873.39	60,886.15	61,151.02	65,525.14	76,973.00
Nestle S.A.	51,750.81	58,037.65	60,082.93	65,618.00	64,921.22	65,573.00	72,312.18
Unilever Plc	40,440.58	45,536.85	48,332.58	52,316.08	51,865.37	52,216.89	57,397.89
Heineken	35,921.86	45,045.42	45,592.87	47,687.74	48,698.77	48,586.58	51,007.70
Mondelez International, Inc	1,218.71	1,333.56	1,714.87	38,197.77	38,281.30	38,846.88	42,800.00
The Procter & Gamble Company	27,960.28	30,782.82	31,670.15	34,739.22	34,791.93	35,665.14	40,289.56
SABMiller	29,078.87	31,241.00	31,250.13	38,717.31	36,964.40	36,760.44	39,404.62
Procter & Gamble Company, The	29,109.05	31,651.36	31,830.14	34,230.83	33,345.02	30,829.32	33,728.51

15. 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.*

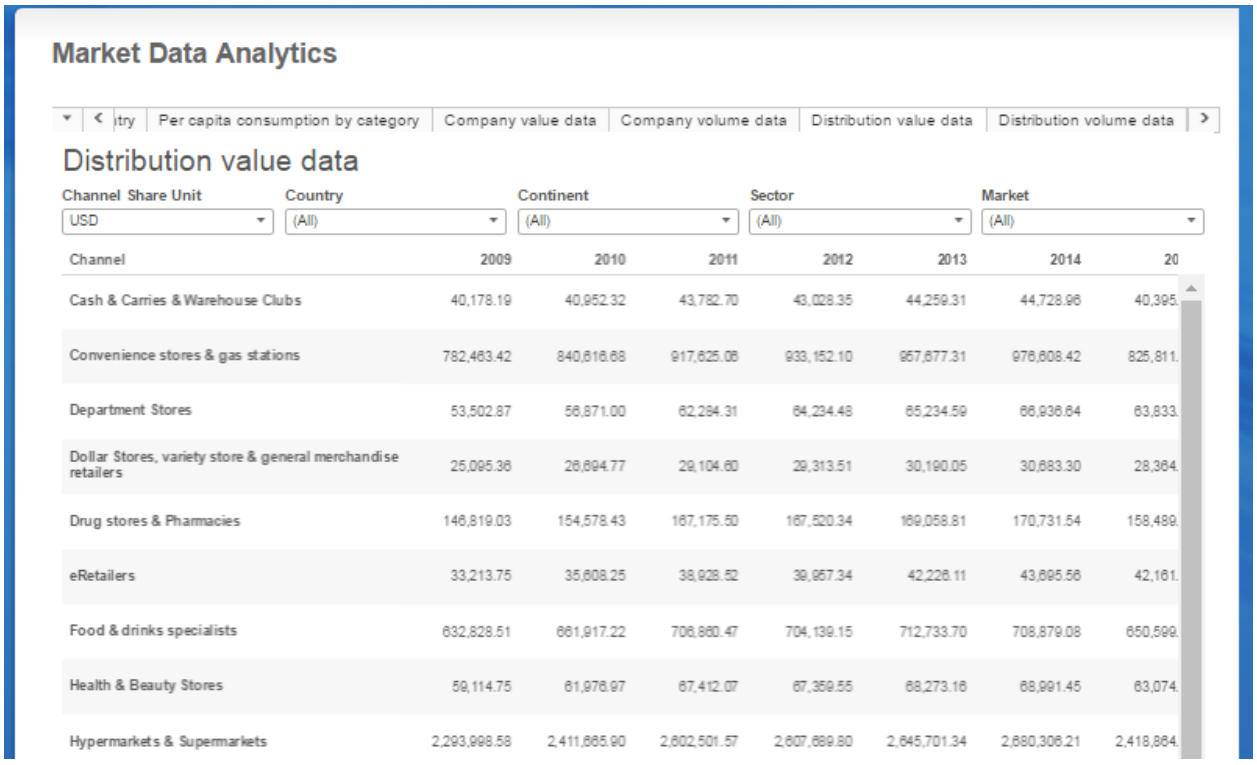


Trademark Owner	2009	2010	2011	2012	2013	2014	2015
Others	148,577.99	139,698.64	144,717.40	150,141.03	136,058.22	121,888.47	122,554.44
Coca-Cola	74,694.88	77,187.72	80,735.86	83,762.92	84,970.32	86,593.98	87,783.98
A-BInBev	37,279.62	36,335.22	36,431.97	36,562.75	40,103.72	42,108.39	42,365.73
PepsiCo	27,747.16	31,809.26	33,117.67	31,318.02	31,547.35	32,223.35	31,779.66
Danone Group	18,166.45	19,633.08	21,323.86	22,619.10	25,113.15	26,934.08	28,394.21
Nestle	29,053.33	31,962.19	33,421.89	34,834.13	19,509.33	20,037.05	21,228.15
China Resources Enterprises	10,459.41	11,652.00	13,086.22	14,617.20	16,564.89	18,332.19	19,880.05
SABMiller	14,915.72	14,481.59	14,617.45	15,461.86	15,274.05	15,465.54	15,581.46
Heineken	10,988.03	14,619.63	14,821.73	14,983.60	15,109.12	15,015.67	15,161.72
Tingyi Holding Corp	9,750.81	13,257.32	14,013.00	13,414.15	1.06	0.74	14,150.91
Carlsberg Group	9,508.69	9,384.43	9,316.00	9,426.23	9,076.89	11,401.83	11,361.20
Dr Pepper Snapple Group	10,766.96	11,247.62	11,194.53	11,079.64	11,115.11	11,215.03	11,265.70
Hangzhou Wahaha Group Co., Ltd	6,612.79	6,564.08	12,681.48	12,456.96	12,773.50	11,796.83	10,161.66
Tsingtao	6,143.04	6,600.54	7,211.66	7,947.20	8,734.66	9,190.56	9,452.36
Suntory Holdings	4,359.33	6,594.32	6,723.34	6,985.52	7,436.49	8,103.88	8,433.10
Kirin Group	4,229.76	4,958.35	4,739.18	6,931.02	6,910.21	6,766.84	6,930.63

16. 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.*

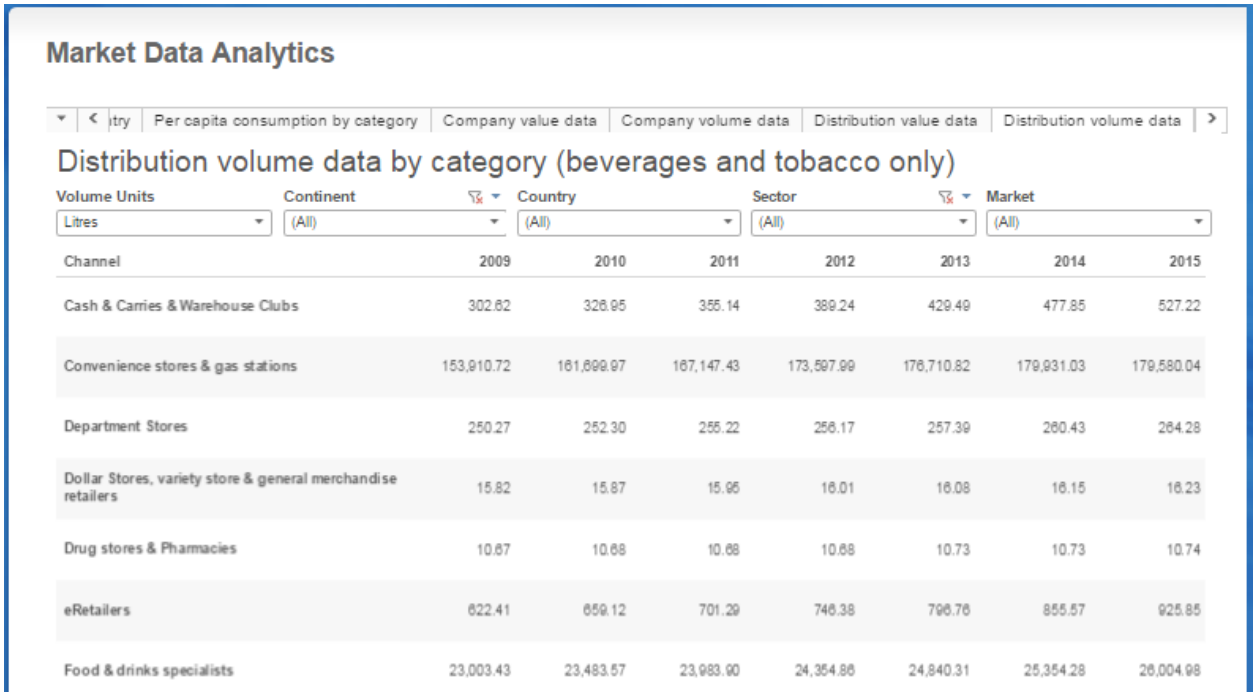


Channel	2009	2010	2011	2012	2013	2014	20
Cash & Carries & Warehouse Clubs	40,178.19	40,952.32	43,782.70	43,028.35	44,259.31	44,728.96	40,395.
Convenience stores & gas stations	782,463.42	840,616.68	917,625.08	933,152.10	957,677.31	976,608.42	825,811.
Department Stores	53,502.87	56,871.00	62,284.31	64,234.48	65,234.59	66,936.64	63,833.
Dollar Stores, variety store & general merchandise retailers	25,095.36	26,694.77	29,104.60	29,313.51	30,190.05	30,683.30	28,364.
Drug stores & Pharmacies	146,819.03	154,578.43	167,175.50	167,520.34	169,058.81	170,731.54	158,489.
eRetailers	33,213.75	35,608.25	38,928.52	39,957.34	42,226.11	43,695.56	42,161.
Food & drinks specialists	632,828.51	661,917.22	706,860.47	704,139.15	712,733.70	708,879.08	650,599.
Health & Beauty Stores	59,114.75	61,976.97	67,412.07	67,359.55	68,273.16	68,991.45	63,074.
Hypermarkets & Supermarkets	2,293,998.58	2,411,665.90	2,602,501.57	2,607,689.80	2,645,701.34	2,680,306.21	2,418,864.

17. 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.*



Market Data Analytics

try | Per capita consumption by category | Company value data | Company volume data | Distribution value data | Distribution volume data

Distribution volume data by category (beverages and tobacco only)

Volume Units: Litres | Continent: (All) | Country: (All) | Sector: (All) | Market: (All)

Channel	2009	2010	2011	2012	2013	2014	2015
Cash & Carries & Warehouse Clubs	302.62	326.95	355.14	389.24	429.49	477.85	527.22
Convenience stores & gas stations	153,910.72	161,699.97	167,147.43	173,597.99	176,710.82	179,931.03	179,580.04
Department Stores	250.27	252.30	255.22	256.17	257.39	260.43	264.28
Dollar Stores, variety store & general merchandise retailers	15.82	15.87	15.95	16.01	16.08	16.15	16.23
Drug stores & Pharmacies	10.67	10.68	10.68	10.68	10.73	10.73	10.74
eRetailers	622.41	659.12	701.29	746.38	796.76	855.57	925.85
Food & drinks specialists	23,003.43	23,483.57	23,983.90	24,354.86	24,840.31	25,354.28	26,004.98

18. METHODOLOGY

A full methodology document is available online at http://marketline.com/wp-content/uploads/MDA-Methodology_ML_Tableau.pptx

19. CONTACT US

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

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