

Interactive statistical database

The interactive statistical database is only available when you buy reports online at www.euromonitor.com.

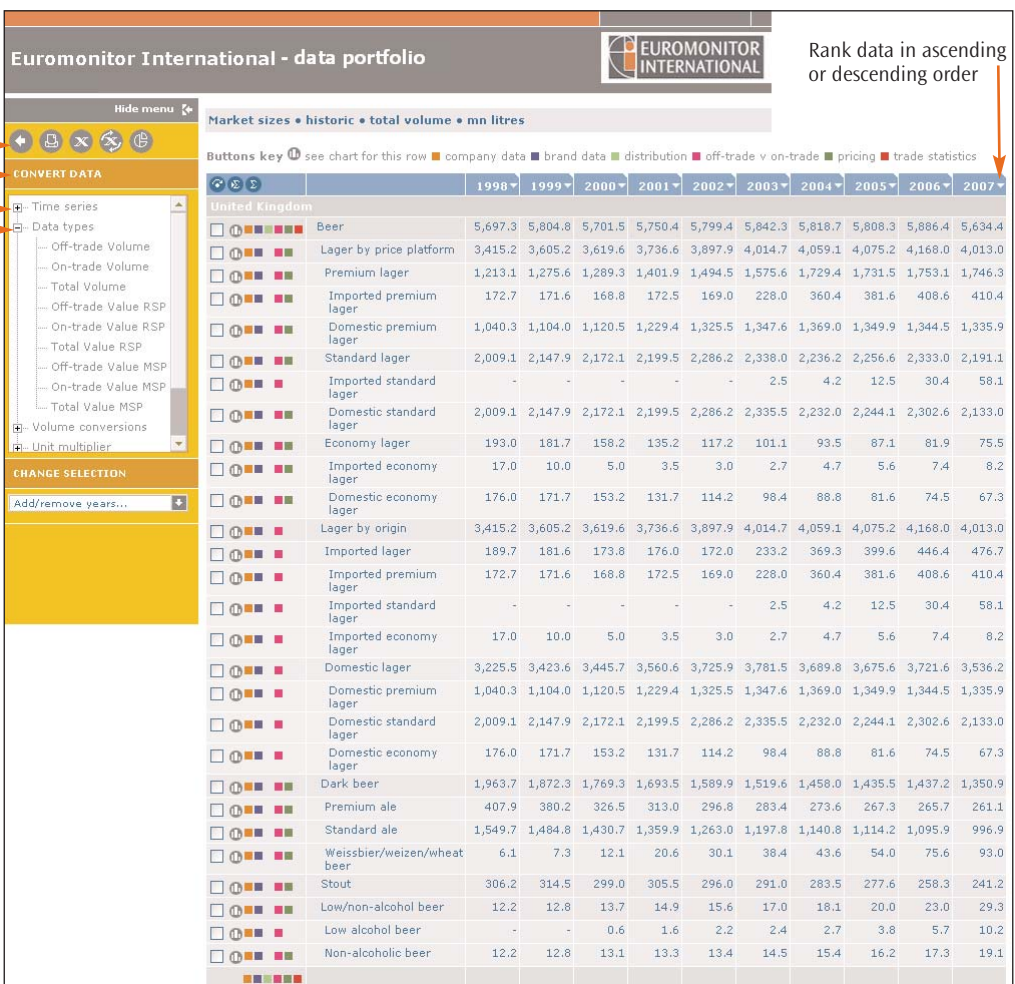
The interactive statistical database allows you to manipulate the data contained in the report and create customised datasets to gain a greater understanding of the market.

Use the built-in analysis functions to:

- Convert value data from local currency to US dollars, Euros and Japanese Yen
- Calculate growth rates: period growth and compound annual growth
- Assess the impact of inflation by swapping from current to constant (inflation excluded) data
- View company and brand shares as actual data and in percentage terms
- View company shares by global brand owner and national brand owner
- View brand shares by global brand name and local brand name
- Sum data to create unique regional totals
- View data graphically by creating line, bar and pie charts

Export and save functions make it simple to incorporate research into reports, presentations and business models and share data with others.

Manipulate the data



Data output options
 Print page
 Export to Excel
 Create custom charts

Convert data
 Use the analysis tools to create customised datasets

Currency conversions
 Local currency, \$,€,£,¥, Swiss Franc

Current/constant
 Assess the impact of inflation by swapping the current (nominal) to constant (real) value data

Unit multiplier
 Thousands, millions, billions

Volume conversions
 Litres, Hecto-litres, UK/US barrels, Cases of different sizes

Growth
 Year-On-Year growth, period growth, growth index

Per capita/households

Unit price

Time series
 Choose to view all years of data, historic or 5-year forecast

Data types

- Total volume / value
- Off-trade volume / value
- On-trade volume / value
- Retail selling price (rsp) and manufacturer selling price (msp)

Rank data in ascending or descending order

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
United Kingdom										
Beer	5,697.3	5,804.8	5,701.5	5,750.4	5,799.4	5,842.3	5,818.7	5,808.3	5,886.4	5,634.4
Lager by price platform	3,415.2	3,605.2	3,619.6	3,736.6	3,897.9	4,014.7	4,059.1	4,075.2	4,168.0	4,013.0
Premium lager	1,213.1	1,275.6	1,289.3	1,401.9	1,494.5	1,575.6	1,729.4	1,731.5	1,753.1	1,746.3
Imported premium lager	172.7	171.6	168.8	172.5	169.0	228.0	360.4	381.6	408.6	410.4
Domestic premium lager	1,040.3	1,104.0	1,120.5	1,229.4	1,325.5	1,347.6	1,369.0	1,349.9	1,344.5	1,335.9
Standard lager	2,009.1	2,147.9	2,172.1	2,199.5	2,286.2	2,335.5	2,232.0	2,244.1	2,302.6	2,133.0
Imported standard lager	-	-	-	-	-	2.5	4.2	12.5	30.4	58.1
Domestic standard lager	2,009.1	2,147.9	2,172.1	2,199.5	2,286.2	2,335.5	2,232.0	2,244.1	2,302.6	2,133.0
Economy lager	193.0	181.7	158.2	135.2	117.2	101.1	93.5	87.1	81.9	75.5
Imported economy lager	17.0	10.0	5.0	3.5	3.0	2.7	4.7	5.6	7.4	8.2
Domestic economy lager	176.0	171.7	153.2	131.7	114.2	98.4	88.8	81.6	74.5	67.3
Lager by origin	3,415.2	3,605.2	3,619.6	3,736.6	3,897.9	4,014.7	4,059.1	4,075.2	4,168.0	4,013.0
Imported lager	189.7	181.6	173.8	176.0	172.0	233.2	369.3	399.6	446.4	476.7
Imported premium lager	172.7	171.6	168.8	172.5	169.0	228.0	360.4	381.6	408.6	410.4
Imported standard lager	-	-	-	-	-	2.5	4.2	12.5	30.4	58.1
Imported economy lager	17.0	10.0	5.0	3.5	3.0	2.7	4.7	5.6	7.4	8.2
Domestic lager	3,225.5	3,423.6	3,445.7	3,560.6	3,725.9	3,781.5	3,689.8	3,675.6	3,721.6	3,536.2
Domestic premium lager	1,040.3	1,104.0	1,120.5	1,229.4	1,325.5	1,347.6	1,369.0	1,349.9	1,344.5	1,335.9
Domestic standard lager	2,009.1	2,147.9	2,172.1	2,199.5	2,286.2	2,335.5	2,232.0	2,244.1	2,302.6	2,133.0
Domestic economy lager	176.0	171.7	153.2	131.7	114.2	98.4	88.8	81.6	74.5	67.3
Dark beer	1,963.7	1,872.3	1,769.3	1,693.5	1,589.9	1,519.6	1,458.0	1,435.5	1,437.2	1,350.9
Premium ale	407.9	380.2	326.5	313.0	296.8	283.4	273.6	267.3	265.7	261.1
Standard ale	1,549.7	1,484.8	1,430.7	1,359.9	1,263.0	1,197.8	1,140.8	1,114.2	1,095.9	996.9
Weissbier/weizen/wheat beer	6.1	7.3	12.1	20.6	30.1	38.4	43.6	54.0	75.6	93.0
Stout	306.2	314.5	299.0	305.5	296.0	291.0	283.5	277.6	258.3	241.2
Low/non-alcohol beer	12.2	12.8	13.7	14.9	15.6	17.0	18.1	20.0	23.0	29.3
Low alcohol beer	-	-	0.6	1.6	2.2	2.4	2.7	3.8	5.7	10.2
Non-alcoholic beer	12.2	12.8	13.1	13.3	13.4	14.5	15.4	16.2	17.3	19.1

Access company and brand share, distribution and pricing data

Euromonitor International - data portfolio

Buttons key: see chart for this row, company data, brand data, distribution, off-trade vs on-trade, pricing, trade statistics

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Beer	5,597.3	5,804.8	5,701.5	5,750.4	5,799.4	5,842.3	5,818.7	5,808.3	5,886.4	5,634.4
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Premium lager	1,233.1	1,275.6	1,289.3	1,401.9	1,494.5	1,575.6	1,729.4	1,731.5	1,793.1	1,746.3
Imported premium lager	172.7	171.6	168.8	172.5	169.0	228.0	360.4	381.8	408.8	410.4
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Standard lager	2,009.1	2,147.9	2,172.1	2,199.5	2,206.2	2,338.0	2,236.2	2,256.6	2,333.0	2,191.1
Imported standard lager	-	-	-	-	-	2.5	4.3	12.5	30.4	58.1
Domestic standard lager	2,009.1	2,147.9	2,172.1	2,199.5	2,206.2	2,335.5	2,232.0	2,244.1	2,302.6	2,133.0
Economy lager	193.0	191.7	159.2	135.2	117.2	101.1	93.5	97.1	-	-
Imported economy lager	17.0	10.0	5.0	3.5	3.0	2.7	4.7	5.6	-	-
Domestic economy lager	176.0	171.7	159.2	131.7	114.2	98.4	98.8	91.6	-	-
Lager by origin	3,415.2	3,605.2	3,619.6	3,736.6	3,897.9	4,014.7	4,059.1	4,075.2	-	-
Imported lager	189.7	181.6	173.8	176.0	172.0	233.2	369.3	399.6	-	-
Imported premium lager	172.7	171.6	168.8	172.5	169.0	228.0	360.4	381.6	-	-
Imported standard lager	-	-	-	-	-	2.5	4.2	12.5	-	-
Imported economy lager	17.0	10.0	5.0	3.5	3.0	2.7	4.7	5.6	-	-

Click on the buttons to navigate to other data types

- Company shares
- Brand shares
- Distribution
- Off-trade vs. on-trade
- Pricing
- Trade statistics

Euromonitor International - data portfolio

Buttons key: see chart for this row, see pie chart for this column

CONVERT DATA

Unit type: % breakdown

Actual

Return to market sizes

CHANGE SELECTION

Add/remove years...

United Kingdom

2001 2002 2003 2004 2005 2006 2007

Beer

- Supermarkets/hypermarkets
- Independent food stores
- Convenience stores
- Discounters
- Specialists
- Direct sales
- Others
- Total

Sources | Product definitions | D

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Euromonitor International - data portfolio

Buttons key: see chart for this row, see pie chart for this column

CONVERT DATA

Share type

- Company data (by G)
- Company data (by N)
- Brand data (by GBN)
- Brand data (by LBN)

Unit type

Volume conversions

CHANGE SELECTION

Add/remove years...

United Kingdom	2000	2001	2002	2003	2004	2005	2006
Scottish Courage Ltd	26.1	26.1	26.6	26.4	25.0	25.5	26.1
Interbrew UK Ltd	14.5	15.2	19.6	20.6	20.0	19.8	19.3
Coors Brewers Ltd	0.1	0.1	18.3	18.8	19.8	19.6	19.2
Carlsberg-Tetley Brewing Ltd	10.9	11.2	11.8	12.0	12.5	12.4	12.6
Diageo Plc	4.5	4.6	4.6	4.5	4.5	4.3	3.9
Anheuser-Busch	2.9	3.1	3.1	3.1	3.2	3.2	3.2
	-	-	-	0.4	1.1	1.5	1.9
	1.1	1.2	1.3	1.4	1.4	1.5	1.5
	1.6	1.8	1.7	1.3	1.2	1.4	1.3
	0.3	0.3	0.5	0.6	0.6	0.7	0.9
	0.6	0.6	0.6	0.6	0.7	0.7	0.8
	0.5	0.5	0.5	0.5	0.6	0.6	0.6

Euromonitor International - data portfolio

Buttons key: see chart for this row, see pie chart for this column

CONVERT DATA

2006 prices

2007 prices

Return to market sizes

CHANGE SELECTION

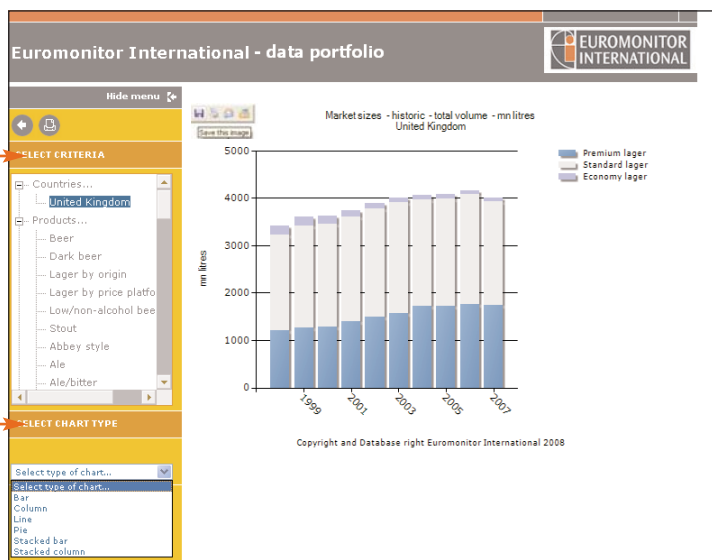
Priceing June 2007

Brands	Company name	Outlets	Pack size	Price (£)
United Kingdom				
Imported premium lager				
Beck's (5% Abv)	Scottish Courage Ltd	Independent food store	330 ml	0.99
Beck's (5% Abv)	Scottish Courage Ltd	Independent food store	6 x 500 ml	5.00
Beck's (5% Abv)	Scottish Courage Ltd	Pub	330 ml	1.75
Beck's (5% Abv)	Scottish Courage Ltd	Supermarket/hypermarket	6 x 275 ml	5.28
Beck's Green Lemon (5% Abv)	Scottish Courage Ltd	Supermarket/hypermarket	6 x 330 ml	4.98
Budweiser	BB Supply Centre	Independent food store	330 ml	0.99
Budvar (5% Abv)	BB Supply Centre	Supermarket/hypermarket	4 x 330 ml	4.05
Budweiser	BB Supply Centre	Supermarket/hypermarket	4 x 330 ml	4.05
Holsten Pils (5% Abv)	Holsten (UK) Ltd	Independent food store	330 ml	0.99
Holsten Pils (5% Abv)	Holsten (UK) Ltd	Independent food store	6 x 500 ml	5.00
Holsten Pils (5% Abv)	Holsten (UK) Ltd	Supermarket/hypermarket	4 x 440 ml	2.97
Michelob Ultra (5% Abv)	Anheuser-Busch Cos Inc	Supermarket/hypermarket	4 x 275 ml	3.29
Nastro Azzurro (5% Abv)	Scottish Courage Ltd	Supermarket/hypermarket	4 x 330 ml	3.99
Red Stripe (5% Abv)	Diageo Plc	Independent food store	6 x 500 ml	5.00
San Miguel (5%)	Bulmer Ltd, HP	Independent food store	6 x 500 ml	5.00

Use the charting functions to view data graphically

Choose the data you want to graph

Select a chart type



TIP: Hover over the chart image to display additional output options.

Click the disc icon to save

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