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# Who Drinks What:

*Identifying International  
Drinks Consumption  
Trends*

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***2nd edition***

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Euromonitor International Ltd, 60-61 Britton Street, EC1M 5UX

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# Introduction

## Scope of the Book

*Who Drinks What: Identifying International Drinks Consumption Trends*, now in its second edition, presents a wealth of up-to-date statistical information on alcoholic, soft and hot drinks consumption across 52 countries worldwide. The book aims to provide insight into the relative importance of 12 hot, soft, and alcoholic drinks sectors within each nation and includes detailed data on key socio-economic parameters, relevant lifestyle indicators, volume and value market data, per capita consumption trends, and leading manufacturer shares for hot drinks, soft drinks, and alcoholic drinks.

The data contained in this publication are presented in spreadsheet form and arranged in four sections covering socio-economic parameters, cross-country comparisons, comparative world rankings, and country-specific trends.

Data in this book are presented in both volume and value terms and are organized in such a way as to facilitate comparisons and the easy identification of trends and developments. Value data are presented in US dollars in comparative tables or in national currencies in country-specific sections. Exchange rates used for converting national currencies are shown in the following table.

### Exchange rates against US\$ 2003—2009

Table: 1.1

National currency per US\$

		2003	2004	2005	2006	2007	2008	2009
Argentina	ARS per US dollar	2.90	2.92	2.90	3.05	3.10	3.15	3.73
Australia	A\$ per US\$	1.54	1.36	1.31	1.33	1.20	1.19	1.28
Austria	EUR per US\$	0.89	0.81	0.80	0.80	0.73	0.68	0.72
Belgium	EUR per US\$	0.89	0.81	0.80	0.80	0.73	0.68	0.72
Brazil	R\$ per US\$	3.08	2.93	2.43	2.18	1.95	1.83	2.00
Bulgaria	BGN per US dollar	1.73	1.58	1.57	1.56	1.43	1.34	1.41
Canada	C\$ per US\$	1.40	1.30	1.21	1.13	1.07	1.07	1.14
Chile	CLP per US dollar	691.40	609.53	559.77	530.28	522.46	522.46	560.86
China	RMB per US\$	8.28	8.28	8.19	7.97	7.61	6.95	6.83
Colombia	Col\$ per US\$	2,877.65	2,628.61	2,320.83	2,361.14	2,078.29	1,967.71	2,166.79
Czech Republic	CZK per US dollar	28.21	25.70	23.96	22.60	20.29	17.07	19.07
Denmark	DKr per US\$	6.58	5.99	6.00	5.94	5.44	5.10	5.36
Egypt	EE per US\$	5.85	6.20	5.78	5.73	5.64	5.44	5.55
Finland	EUR per US\$	0.89	0.81	0.80	0.80	0.73	0.68	0.72
France	EUR per US\$	0.89	0.81	0.80	0.80	0.73	0.68	0.72
Germany	EUR per US\$	0.89	0.81	0.80	0.80	0.73	0.68	0.72
Greece	EUR per US\$	0.89	0.81	0.80	0.80	0.73	0.68	0.72
Hong Kong, China	HK\$ per US\$	7.79	7.79	7.78	7.77	7.80	7.79	7.75
Hungary	HuF per US\$	224.31	202.75	199.58	210.39	183.63	172.11	202.34
India	Rs per US\$	46.58	45.32	44.10	45.31	41.35	43.51	48.41
Indonesia	Rp per US\$	8,581.06	8,925.22	9,707.48	9,162.82	9,140.33	9,687.55	10,407.82
Ireland	EUR per US\$	0.89	0.81	0.80	0.80	0.73	0.68	0.72
Israel	NIS per US\$	4.55	4.48	4.49	4.46	4.11	3.59	3.93
Italy	EUR per US\$	0.89	0.81	0.80	0.80	0.73	0.68	0.72
Japan	¥ per US\$	115.93	108.19	110.22	116.30	117.75	103.38	93.52
Malaysia	RM per US\$	3.80	3.80	3.79	3.67	3.44	3.34	3.52
Mexico	MX\$ per US\$	10.79	11.29	10.90	10.90	10.93	11.13	13.51
Morocco	Dh per US\$	9.57	8.87	8.87	8.80	8.19	7.75	8.06
Netherlands	EUR per US\$	0.89	0.81	0.80	0.80	0.73	0.68	0.72
New Zealand	NZ\$ per US\$	1.72	1.51	1.42	1.54	1.36	1.42	1.60
Norway	NKr per US\$	7.08	6.74	6.44	6.41	5.86	5.64	6.29
Philippines	Ps per US\$	54.20	56.04	55.09	51.31	46.15	44.32	47.68
Poland	PLN per US\$	3.89	3.66	3.24	3.10	2.77	2.41	3.12
Portugal	EUR per US\$	0.89	0.81	0.80	0.80	0.73	0.68	0.72
Romania	RON per US\$	3.32	3.26	2.91	2.81	2.44	2.52	3.05
Russia	RUB per US dollar	30.69	28.81	28.28	27.19	25.58	24.85	31.76
Saudi Arabia	SR per US\$	3.75	3.75	3.75	3.75	3.75	3.75	3.75
Singapore	S\$ per US\$	1.74	1.69	1.66	1.59	1.51	1.41	1.45
Slovakia	EUR per US\$	0.89	0.81	0.80	0.80	0.73	0.68	0.72
South Africa	R per US\$	7.56	6.46	6.36	6.77	7.05	8.26	8.43
South Korea	Won per US\$	1,191.61	1,145.32	1,024.12	954.79	929.26	1,100.49	1,278.44
Spain	EUR per US\$	0.89	0.81	0.80	0.80	0.73	0.68	0.72
Sweden	SEK per US\$	8.09	7.35	7.47	7.38	6.76	6.59	7.65
Switzerland	CHF per US\$	1.35	1.24	1.25	1.25	1.20	1.08	1.09
Taiwan	NT\$ per US\$	34.42	33.43	32.18	32.53	32.84	31.53	33.06
Thailand	Bt per US\$	41.48	40.22	40.22	37.88	34.52	33.31	34.29
Turkey	TL per US\$	1.50	1.43	1.35	1.44	1.31	1.30	1.56
Ukraine	UAH per US dollar	5.33	5.32	5.12	5.05	5.05	5.27	7.79
United Kingdom	£ per US\$	0.61	0.55	0.55	0.54	0.50	0.54	0.64
USA	US\$ per US\$	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Venezuela	BsF per US\$	1.61	1.89	2.09	2.15	2.15	2.15	2.15
Vietnam	VND per US\$	15,509.58	15,746.00	15,858.92	15,994.25	16,105.13	16,302.02	17,063.30

Source: International Monetary Fund (IMF)/Euromonitor International research

Following this introductory section, Who Drinks What: Identifying International Drinks Consumption Trends contains four main data sections, as follows:

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## Section Two: Socio-Economic Parameters

This section provides some context to the drinks consumption datasets by presenting those background parameters that are relevant to a nation's drinking patterns such as the economy and standard of living. These include population, GDP, inflation and exchange rates, employment, disposable income, consumer expenditure, consumer prices and costs, and household characteristics.

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## Section Three: World Drinks Consumption Trends

Data are presented in comparable units within 45 statistical tabulations grouped under 15 drinks market and sector headings. This allows for the easy identification of trends and quick comparisons across countries. Each table presents comparative statistics for the time series 2003-2009 or for the latest year for which data are available.

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## Section Four: World Drinks Consumption Rankings

The standardization of units allows for the unique compilation of a series of drinks consumption rankings showing the relative position of each of the 52 countries. Rankings have been put together for around two-thirds of the 45 statistical tabulations.

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## Section Five: Country Snapshots

Using the same standardized approach followed in Sections Two and Three, this section deals with each of the 52 countries in turn, presenting socio-economic, lifestyle and drinks consumption data under a series of standard headings. This allows for a review of drinks consumption datasets at national level.

Quality and availability of data vary considerably country by country. Where possible, therefore, Euromonitor International has sought to overcome any shortfalls by providing informed estimates based on country knowledge combined with government statistics.

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## Definitions

### *Hot drinks*

The aggregation of coffee, tea and other hot drinks.

#### — *Coffee*

The combination of fresh and instant coffee.

#### — *Tea*

Tea types and consumption habits differ greatly – as a result, Western countries will focus more upon black tea, whereas Asian countries (Japan, China, Korea, but also India, Thailand, Vietnam, Malaysia and Indonesia) will focus more upon green and “flavoured” varieties. The three main categories of tea are black, green, and oolong. Within each of these categories there are many varieties. Green teas, Black teas and Oolong teas come from the same tea plant species, the difference being the processing of tea. Black tea undergoes several hours of oxidation during preparation (accelerated by heat and humidity) whereas Oolong tea is partially fermented and Green tea is steamed to stop oxidation.

#### — *Other hot drinks*

All flavour-, malt- or plant-based powders, granules, blocks or tablets mixed with milk or water. The packaging usually recommends either milk or water, but consumers do not always follow this for different reasons, i.e. dietary or cultural requirements. These products can be consumed hot or cold. The packaging often contains recommendations regarding this as well, but these are not always followed. Only products other than tea and coffee are included. Note: Ready-to-drink flavoured milk drinks are not included.

### *Soft drinks*

This is the aggregation of carbonates, fruit juice, bottled water, sports drinks, energy drinks, elixirs, RTD tea, RTD coffee and Asian speciality drinks. Only off-trade sales of soft drinks are included in health and wellness beverages.

#### — *Carbonates*

This is the combination of cola and non-cola carbonates.

#### — *Fruit/vegetable juices*

This comprises 100% juice, nectars, juice drinks and fruit flavoured drinks.

#### — *Bottled water*

The term “bottled water” includes “sparkling” water, “spring” water and “purified/table” water.

— **Functional drinks**

All drinks, carbonated or still, which are either sport, energy or elixir drinks.

— **Asian speciality drinks**

This comprises Asian still RTD tea, juice drinks, cereal/pulse and other Asian speciality drinks. Note that Asian still RTD tea and Asian juice drinks are also included in the sectors RTD tea and Fruit/vegetable juice. The total for soft drinks does not double count these figures.

**Alcoholic drinks**

This is the aggregation of beer, cider/perry, RTDs/High-strength premixes, wine and spirits.

— **Beer**

An alcoholic drink usually brewed from malt, sugar, hops and water and fermented with yeast. Some beers are made by fermenting a cereal, especially barley, and therefore not flavoured by hops. Alcohol content for beer is varied – anything up to and over 14% abv (alcohol by volume), although 3.5%-5% is most common. Beer is often loosely classified by the nature in which it is made:

Top fermented (ie ales, bitters, wheat beers, stouts, porters etc)

Bottom fermented (ie all lagers)

Note: pre-mixed beers such as beer/lemonade, beer/whisky or beer/tequila mixtures are excluded from the data. These are included in flavoured alcoholic beverages (FABs).

— **RTDs/high-strength premixes**

This the combination of RTD and high-strength premixes.

— **Wine**

This is the aggregation of still and sparkling light grape wines, fortified wine and vermouth and non-grape wine. In terms of alcohol content, light wine usually falls into the 8-14% abv bracket while fortified wine ranges from 14-23% abv. For this study low and non-alcoholic wine is also included in the data (attributed to each sector as appropriate).

— **Spirits**

This is the aggregation of whisk(e)y, brandy and Cognac, white spirits, rum, tequila, liqueurs and other spirits.

**Country Coverage**

Who Drinks What: Identifying International Drinks Consumption Trends includes a total of 52 countries around the world as follows:

- Argentina
- Australia
- Austria
- Belgium
- Brazil
- Bulgaria
- Canada
- Chile
- China
- Colombia
- Czech Republic
- Denmark
- Egypt
- Finland
- France
- Germany
- Greece
- Hong Kong, China
- Hungary
- India
- Indonesia
- Ireland
- Israel
- Italy
- Japan
- Malaysia
- Mexico
- Morocco
- Netherlands
- New Zealand
- Norway
- Philippines
- Poland
- Portugal
- Romania
- Russia
- Saudi Arabia

- Singapore
- Slovakia
- South Africa
- South Korea
- Spain
- Sweden
- Switzerland
- Taiwan
- Thailand
- Turkey
- Ukraine
- United Kingdom
- USA
- Venezuela
- Vietnam

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## Sources and Methodology

*Who Drinks What: Identifying International Drinks Consumption Trends is based on an extensive ongoing programme of research into alcoholic, soft and hot drinks markets around the world. A team of researchers with extensive country-specific knowledge was employed both in the relevant countries as well as in London. Research was conducted using a combination of both international and national sources in order to achieve the best and most accurate coverage of datasets.*

The principal sources used are as follows:

- National organizations in each country, including the following:
  - National statistical offices
  - National drinks trade associations
- International organizations, including the following:
  - United Nations Food and Agriculture Organization (FAO/STAT)
- Other sources:
  - National drinks trade press
  - Trade interviews with key drinks industry operators and players

On completion of the research phase, findings were thoroughly examined. Tables were standardized for inclusion in the cross-country comparable database. In order to ensure international comparability, definitions were authenticated, supplementary research was conducted as necessary and at times broader breakdowns were applied in order to ensure complete accuracy and comparability. This process ensures that, as far as possible, there is international comparability across the database.

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## Disclaimer

The compilation of a reference volume of this type involves extracting complex statistical data from numerous sources in different languages. The editors have made every effort to ensure accuracy but the publishers cannot be held responsible for any errors that may have occurred.

**Hot drinks: per capita volume retail sales by sector 2009**

Table: 3.2

*Grams per capita*

	Coffee	Tea	Other hot drinks
Argentina	713.5	171.0	6,214.2
Australia	1,024.4	645.9	883.9
Austria	5,029.5	274.2	684.5
Belgium	4,025.1	126.4	342.4
Brazil	3,077.1	12.4	1,236.7
Bulgaria	1,532.4	85.5	68.1
Canada	1,822.8	412.9	332.1
Chile	308.0	566.2	885.2
China	23.4	192.1	774.0
Colombia	1,286.4	14.4	2,344.3
Czech Republic	2,308.2	369.8	464.1
Denmark	4,823.5	124.9	372.2
Egypt	70.6	970.7	37.0
Finland	8,482.8	191.6	564.9
France	2,932.6	195.2	979.7
Germany	4,863.7	610.5	669.1
Greece	1,692.3	22.6	176.4
Hong Kong, China	504.6	155.9	569.2
Hungary	3,249.5	225.8	671.1
India	33.2	208.3	82.1
Indonesia	366.6	355.7	307.5
Ireland	692.8	2,236.8	198.9
Israel	1,001.0	180.5	768.9
Italy	2,519.2	108.5	337.6
Japan	804.8	767.0	103.2
Malaysia	764.3	199.2	1,979.4
Mexico	513.9	14.3	570.4
Morocco	307.5	1,089.8	32.9
Netherlands	4,984.8	588.8	215.8
New Zealand	780.4	851.6	695.6
Norway	6,608.4	211.0	624.9
Philippines	424.5	17.5	411.7
Poland	2,848.6	1,033.8	308.5
Portugal	1,066.1	53.0	867.1
Romania	1,467.2	57.5	18.0
Russia	732.9	1,211.0	51.5
Saudi Arabia	747.8	663.9	56.1
Singapore	1,468.7	222.2	1,275.4
Slovakia	2,403.4	312.9	702.2
South Africa	96.8	627.4	489.1
South Korea	929.6	89.6	40.6
Spain	1,526.5	87.9	1,281.8
Sweden	6,329.2	361.4	550.8
Switzerland	3,391.4	388.8	841.9
Taiwan	234.1	160.8	314.8
Thailand	1,344.7	34.1	357.8
Turkey	291.5	1,768.8	56.9
Ukraine	714.7	506.8	50.6
United Kingdom	940.5	1,889.9	486.5
USA	2,232.6	125.5	89.3
Venezuela	1,240.2	18.9	913.5
Vietnam	303.6	128.6	116.5

*Source: Euromonitor International from Trade Sources*

**Soft drinks: volume foodservice/on-trade sales 2003-2009**

Table: 3.15

million litres/% change/Litres per capita

	2003	2004	2005	2006	2007	2008	2009	% change 2003- 2009	Per capita volume 2009 (Litres per capita)
Argentina	510.2	595.2	654.3	713.9	780.0	813.1	792.6	55.3	792.6
Australia	410.5	422.1	433.9	450.7	455.7	460.6	466.0	13.5	466.0
Austria	475.1	451.3	438.8	437.8	437.0	435.6	433.3	-8.8	433.3
Belgium	721.5	715.4	715.8	719.7	713.3	702.8	695.4	-3.6	695.4
Brazil	2,658.5	2,972.4	3,037.3	3,211.6	3,431.3	3,593.3	3,744.6	40.9	3,744.6
Bulgaria	246.5	267.1	289.5	314.5	350.9	379.4	369.5	49.9	369.5
Canada	1,275.5	1,268.0	1,268.3	1,265.0	1,267.3	1,265.6	1,241.0	-2.7	1,241.0
Chile	264.0	261.6	279.0	297.4	312.7	322.7	326.3	23.6	326.3
China	3,503.3	3,806.7	4,110.7	4,406.5	4,730.6	5,071.3	5,403.1	54.2	5,403.1
Colombia	702.2	733.1	763.5	794.5	822.0	848.7	875.0	24.6	875.0
Czech Republic	374.3	395.1	420.3	443.7	455.3	462.7	446.7	19.3	446.7
Denmark	134.9	130.4	132.5	140.7	145.5	144.0	140.8	4.4	140.8
Egypt	627.7	671.8	717.2	769.2	833.9	890.9	961.3	53.2	961.3
Finland	107.5	109.6	112.3	116.4	120.4	117.9	115.4	7.3	115.4
France	1,394.7	1,376.4	1,373.4	1,382.6	1,377.4	1,352.9	1,337.8	-4.1	1,337.8
Germany	4,525.6	4,436.8	4,388.8	4,374.7	4,356.4	4,190.1	4,035.6	-10.8	4,035.6
Greece	532.1	542.7	564.9	590.1	611.4	641.4	651.1	22.4	651.1
Hong Kong, China	138.2	144.6	149.1	153.2	157.0	160.5	163.0	17.9	163.0
Hungary	208.7	231.7	252.6	284.1	343.5	354.6	344.8	65.2	344.8
India	1,250.0	1,442.0	1,484.5	1,593.9	1,778.2	2,063.8	2,439.9	95.2	2,439.9
Indonesia	1,004.6	1,090.6	1,165.4	1,201.4	1,260.6	1,327.0	1,396.0	39.0	1,396.0
Ireland	110.7	110.6	110.6	110.5	110.7	106.6	101.5	-8.3	101.5
Israel	212.5	221.3	230.2	219.7	222.9	232.1	227.5	7.0	227.5
Italy	3,486.9	3,252.1	3,205.1	3,257.9	3,300.5	3,223.0	3,086.4	-11.5	3,086.4
Japan	1,597.4	1,621.9	1,624.3	1,609.2	1,608.9	1,601.6	1,577.8	-1.2	1,577.8
Malaysia	208.0	217.9	228.7	240.5	253.5	267.2	278.2	33.7	278.2
Mexico	4,687.0	4,959.4	5,175.1	5,533.9	5,768.8	5,940.8	5,908.3	26.1	5,908.3
Morocco	76.9	83.2	87.0	91.8	96.6	102.1	107.8	40.1	107.8
Netherlands	432.4	443.8	455.4	468.3	480.0	490.9	501.4	15.9	501.4
New Zealand	84.5	88.5	91.1	94.2	96.8	99.1	99.1	17.2	99.1
Norway	129.4	129.1	129.8	132.3	135.3	134.1	127.8	-1.2	127.8
Philippines	1,223.0	1,296.0	1,360.5	1,407.2	1,493.0	1,563.3	1,601.0	30.9	1,601.0
Poland	475.8	475.6	497.5	553.0	604.2	625.1	621.2	30.6	621.2
Portugal	718.4	735.6	710.2	700.5	701.6	649.0	627.7	-12.6	627.7
Romania	276.0	316.0	334.3	358.9	401.4	420.8	406.2	47.2	406.2
Russia	304.6	348.2	392.0	430.7	473.5	497.9	423.6	39.1	423.6
Saudi Arabia	665.5	707.7	752.6	802.5	850.5	898.2	946.7	42.2	946.7
Singapore	136.4	140.0	145.7	154.0	163.9	173.9	180.1	32.1	180.1
Slovakia	107.1	115.2	122.4	127.2	131.6	136.3	132.1	23.4	132.1
South Africa	649.1	702.1	766.9	826.0	890.6	931.2	974.3	50.1	974.3
South Korea	392.0	405.8	394.7	391.0	388.2	391.1	395.4	0.9	395.4
Spain	2,988.3	2,968.5	3,031.6	3,138.1	3,209.4	3,130.0	2,831.1	-5.3	2,831.1
Sweden	211.1	199.4	203.7	221.2	205.0	206.5	187.6	-11.1	187.6
Switzerland	568.4	560.2	571.0	576.6	584.2	584.8	585.3	3.0	585.3
Taiwan	438.3	451.7	456.4	458.0	457.8	458.2	451.3	3.0	451.3
Thailand	2,019.0	2,133.9	2,247.6	2,368.3	2,496.3	2,557.4	2,657.0	31.6	2,657.0
Turkey	3,229.6	3,510.4	3,850.4	4,416.3	5,095.8	5,443.6	5,904.3	82.8	5,904.3
Ukraine	259.3	297.7	352.4	414.9	503.6	482.6	405.3	56.3	405.3
United Kingdom	1,459.5	1,528.7	1,573.5	1,655.1	1,664.9	1,596.2	1,582.0	8.4	1,582.0
USA	22,897.3	23,427.0	24,254.9	25,600.1	26,871.0	27,387.8	27,636.0	20.7	27,636.0
Venezuela	282.9	361.8	375.6	399.4	460.4	471.6	472.0	66.8	472.0
Vietnam	322.8	341.1	370.5	411.6	467.2	555.1	643.9	99.5	643.9

Source: Euromonitor International from Trade Sources

## Hot Drinks

## Hot drinks: countries ranked by per capita volume retail sales 2009

Table: 4.1

Grams per capita

Rank	Country	2009
1	Finland	9,239.4
2	Norway	7,444.3
3	Sweden	7,241.4
4	Argentina	7,098.8
5	Germany	6,143.3
6	Austria	5,988.1
7	Netherlands	5,789.4
8	Denmark	5,320.6
9	Switzerland	4,622.1
10	Belgium	4,493.9
11	Brazil	4,326.2
12	Poland	4,190.8
13	Hungary	4,146.4
14	France	4,107.4
15	Colombia	3,645.1
16	Slovakia	3,418.4
17	United Kingdom	3,316.9
18	Czech Republic	3,142.2
19	Ireland	3,128.5
20	Singapore	2,966.3
21	Italy	2,965.3
22	Malaysia	2,942.9
23	Spain	2,896.2
24	Canada	2,567.9
25	Australia	2,554.2
26	USA	2,447.3
27	New Zealand	2,327.6
28	Venezuela	2,172.6
29	Turkey	2,117.2
30	Russia	1,995.4
31	Portugal	1,986.2
32	Israel	1,950.4
33	Greece	1,891.3
34	Chile	1,759.5
35	Thailand	1,736.6
36	Bulgaria	1,686.0
37	Japan	1,674.9
38	Romania	1,542.7
39	Saudi Arabia	1,467.9
40	Morocco	1,430.2
41	Ukraine	1,272.1
42	Hong Kong, China	1,229.8
43	South Africa	1,213.4
44	Mexico	1,098.6
45	Egypt	1,078.3
46	South Korea	1,059.9
47	Indonesia	1,029.8
48	China	989.4
49	Philippines	853.7
50	Taiwan	709.7
51	Vietnam	548.6
52	India	323.5

Source: Euromonitor International from Trade Sources

## Hot drinks: countries ranked by per capita volume foodservice sales 2009

Table: 4.2

Grams per capita

Rank	Country	2009
1	Portugal	1,814.1
2	Norway	1,793.1
3	Spain	1,778.6
4	Sweden	1,665.9
5	Netherlands	1,576.7
6	Australia	1,565.9
7	Singapore	1,535.7
8	Denmark	1,508.7
9	Turkey	1,360.1
10	Finland	1,341.8
11	Canada	1,284.8
12	Hong Kong, China	1,265.7
13	Brazil	1,192.5
14	Belgium	1,065.8
15	Japan	953.0
16	Germany	949.0
17	Greece	940.7
18	Malaysia	871.4
19	Italy	856.1
20	Switzerland	839.7
21	New Zealand	788.2
22	Austria	763.3
23	France	693.0
24	United Kingdom	683.7
25	USA	682.2
26	Ireland	668.8
27	Israel	645.2
28	Bulgaria	638.1
29	Romania	525.0
30	Vietnam	453.4
31	Venezuela	447.5
32	Taiwan	431.9
33	Saudi Arabia	367.8
34	South Africa	257.8
35	Thailand	248.8
36	Russia	236.0
37	Poland	230.6
38	Argentina	229.7
39	Indonesia	221.0
40	Czech Republic	209.9
41	South Korea	203.3
42	Slovakia	134.6
43	Chile	116.9
44	India	98.1
45	Egypt	89.6
46	Hungary	89.2
47	Philippines	82.6
48	Colombia	80.5
49	Mexico	72.9
50	Morocco	69.4
51	Ukraine	23.5
52	China	4.5

Source: Euromonitor International from Trade Sources

**Fruit/vegetable juices: countries ranked by per capita volume foodservice/on-trade sales 2009**  
Litres per capita

Table: 4.13

Rank	Country	2009
1	Mexico	13.4
2	Austria	12.4
3	Saudi Arabia	9.7
4	Switzerland	9.3
5	USA	7.4
6	Norway	6.9
7	Portugal	5.5
8	Spain	5.3
9	Czech Republic	5.2
10	Germany	5.1
11	Singapore	5.0
12	New Zealand	4.8
13	France	4.6
14	Belgium	4.4
15	Bulgaria	4.4
16	Netherlands	4.3
17	Poland	4.1
18	Chile	4.1
19	Greece	4.0
20	Canada	3.7
21	Israel	3.4
22	Slovakia	3.4
23	Finland	3.2
24	Hungary	2.9
25	Taiwan	2.6
26	Venezuela	2.5
27	Sweden	2.4
27	Hong Kong, China	2.4
29	Denmark	2.3
30	Italy	2.1
31	Turkey	2.0
32	Ireland	1.7
33	United Kingdom	1.6
34	Australia	1.5
35	Romania	1.3
36	Japan	1.2
37	Malaysia	1.1
38	Ukraine	1.0
39	Philippines	1.0
40	South Africa	1.0
41	South Korea	0.7
42	China	0.5
43	Morocco	0.5
44	Russia	0.4
45	Brazil	0.4
46	Colombia	0.4
47	Argentina	0.2
48	Thailand	0.2
49	Egypt	0.1
50	Vietnam	0.1
51	India	0.1
52	Indonesia	0.0

Source: Euromonitor International from Trade Sources

**Bottled water: countries ranked by per capita volume retail sales 2009**  
Litres per capita

Table: 4.14

Rank	Country	2009
1	Mexico	145.8
2	Italy	143.2
3	France	124.2
4	Spain	118.4
5	Germany	118.3
6	Czech Republic	114.9
7	Argentina	104.3
8	Belgium	98.9
9	Hungary	89.8
10	Switzerland	80.5
11	Slovakia	79.7
12	USA	78.2
13	Turkey	69.5
14	Bulgaria	66.8
15	Portugal	66.1
16	Austria	64.9
17	Canada	63.5
18	Israel	62.9
19	Poland	59.2
20	Indonesia	55.5
21	Romania	50.8
22	Saudi Arabia	47.3
23	Greece	43.5
24	Ireland	41.1
25	United Kingdom	37.9
26	Philippines	36.4
27	South Korea	36.1
28	Hong Kong, China	33.0
29	Ukraine	27.9
30	Brazil	25.5
31	Japan	21.3
32	Australia	21.1
33	Taiwan	20.3
34	Denmark	19.7
35	Netherlands	19.5
36	Norway	19.4
37	Russia	19.2
38	Sweden	18.0
39	Colombia	16.4
40	Thailand	16.1
41	Venezuela	15.3
42	Finland	14.6
43	Chile	14.0
44	Morocco	13.7
45	China	12.2
46	New Zealand	10.2
47	Singapore	7.3
48	South Africa	6.5
48	Malaysia	6.5
50	Egypt	3.9
51	India	2.8
52	Vietnam	2.0

Source: Euromonitor International from Trade Sources

## Czech Republic

### Socio-economic Parameters

#### Czech Republic: Selected socio-economic parameters 2003-2009

Table: 5.222

As stated

	2003	2004	2005	2006	2007	2008	2009
Total population (national estimates at January 1st) ('000)	10,203.3	10,211.5	10,220.6	10,251.1	10,287.2	10,381.1	10,467.5
Population aged 0-14 (as at January 1st) ('000)	1,589.8	1,554.5	1,526.9	1,501.3	1,479.5	1,476.9	1,480.0
Population aged 15-64 (as at January 1st) ('000)	7,195.5	7,233.8	7,259.0	7,293.4	7,325.2	7,391.4	7,431.4
Population aged 65+ (as at January 1st) ('000)	1,418.0	1,423.2	1,434.6	1,456.4	1,482.4	1,512.8	1,556.2
Male population (as at January 1st) ('000)	4,966.7	4,974.7	4,980.9	5,002.6	5,026.2	5,082.9	5,136.4
Female population (as at January 1st) ('000)	5,236.6	5,236.7	5,239.7	5,248.4	5,261.0	5,298.2	5,331.2
Per capita trends in total GDP (US\$ per capita)	8,953.8	10,725.7	12,186.1	13,911.8	16,935.1	20,815.5	18,168.8
Real growth in total GDP (national currencies)(1995 = 100)	116.4	121.6	129.3	138.1	146.6	150.3	144.1
Annual rates of inflation (% growth)	0.1	2.8	1.8	2.5	2.9	6.4	1.0
Total employed population as a % of EAP	92.2	91.7	92.1	92.8	94.7	95.6	93.3
Per capita trends in annual disposable income (US\$ per capita)	4,894.6	5,616.7	6,318.9	7,209.2	8,745.4	11,163.6	9,861.1
Real growth in total annual disposable income (national currencies)(1995 = 100)	110.4	112.4	115.9	122.0	129.6	132.1	130.0
Per capita trends in total consumer expenditure (US\$ per capita)	4,741.5	5,520.7	6,189.9	7,025.9	8,384.7	10,620.0	9,451.7
Real growth in total consumer expenditure (national currencies) (1995 = 100)	121.3	125.3	128.7	134.8	140.9	142.5	141.3
Per capita trends in consumer expenditure on non-alcoholic beverages (US\$ per capita)	82.7	94.2	100.2	110.2	135.7	171.2	161.6
Real growth in consumer expenditure on non-alcoholic beverages (national currencies) (1995 = 100)	126.6	127.9	124.6	126.4	136.4	137.4	144.5
Per capita trends in consumer expenditure on alcoholic beverages (US\$ per capita)	203.8	222.2	253.1	277.6	322.5	393.5	354.3
Real growth in consumer expenditure on alcoholic beverages (1995 = 100)	93.5	90.5	94.4	95.5	97.2	94.7	95.0
Number of households ('000)	4,315.8	4,342.1	4,366.2	4,401.4	4,437.2	4,468.6	4,495.9
Average number of occupants per household (number)	2.4	2.4	2.3	2.3	2.3	2.3	2.3

Source: Euromonitor International from Trade Sources

#### Czech Republic: Cost of living indicators 2003-2009

Table: 5.223

As stated

	2003	2004	2005	2006	2007	2008	2009
Annual rates of inflation (% growth)	0.1	2.8	1.8	2.5	2.9	6.4	1.0
Index of non-alcoholic beverage prices (1995 = 100)	77.1	77.6	76.2	75.3	76.5	80.8	81.8
Index of coffee, tea and cocoa prices (1995 = 100)	54.4	54.6	53.9	53.5	53.2	56.3	59.1
Index of mineral waters, soft drinks, fruit and vegetable juices prices (1995 = 100)	70.7	70.6	69.3	68.3	70.2	74.6	74.6
Index of alcoholic beverage prices (1995 = 100)	155.2	157.6	157.8	158.8	162.0	167.1	169.6
Index of spirit prices (1995 = 100)	166.4	170.5	174.7	180.2	184.0	188.4	192.0
Index of wine prices (1995 = 100)	152.8	154.5	152.6	152.9	152.2	151.6	151.7
Index of beer prices (1995 = 100)	163.1	162.4	161.3	160.3	164.5	173.1	176.3
Cost of beer (33cl) (US\$)	0.4	0.4	0.5	0.5	0.6	0.7	0.6
Cost of instant coffee (250g) (US\$)	7.3	7.8	8.4	7.8	8.9	11.3	10.2
Cost of red table wine per litre (US\$)	2.5	2.8	2.9	2.9	3.3	4.0	3.6
Cost of soft drinks (cola or orange) per 33cl (US\$)	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Cost of tea per 100g (US\$)	1.5	1.7	1.8	1.7	2.0	2.5	2.3

Source: Euromonitor International from Trade Sources

**Hot Drinks****Czech Republic Hot Drinks: volume retail sales by sector 2003-2009**

Table: 5.224

tonnes / as stated

	2003	2004	2005	2006	2007	2008	2009	% change 2003- 2009	Per capita volume 2009 (Grams per capita)	CZK per capita 2009	US\$ per capita 2009
Hot Drinks	32,923.8	32,693.2	32,433.9	32,577.6	32,683.8	32,880.5	32,890.8	-0.1	3,142.17	833.37	43.71
Coffee	24,553.4	24,278.6	23,999.6	24,117.5	24,156.0	24,259.3	24,161.6	-1.6	2,308.24	590.69	30.98
Tea	3,261.6	3,352.0	3,451.0	3,540.1	3,647.8	3,757.2	3,871.2	18.7	369.83	176.51	9.26
Other Hot Drinks	5,108.7	5,062.6	4,983.4	4,920.0	4,880.0	4,864.0	4,858.0	-4.9	464.10	66.18	3.47

Source: Euromonitor International from Trade Sources

**Czech Republic Hot Drinks: volume foodservice sales by sector 2003-2009**

Table: 5.225

tonnes / as stated

	2003	2004	2005	2006	2007	2008	2009	% change 2003- 2009	Per capita volume 2009 (Grams per capita)
Hot Drinks	1,764.2	1,839.7	1,922.4	2,010.3	2,093.5	2,163.3	2,197.2	24.5	209.91
Coffee	1,322.3	1,376.9	1,438.1	1,506.2	1,568.0	1,616.0	1,644.2	24.3	157.08
Tea	245.0	255.8	267.2	280.0	295.0	311.7	315.0	28.6	30.09
Other Hot Drinks	196.9	207.0	217.0	224.1	230.5	235.6	238.0	20.9	22.74

Source: Euromonitor International from Trade Sources

**Czech Republic Hot Drinks: leading retail manufacturer shares 2009**

Table: 5.226

% value

Company Name (Global Brand Owner)	2009
Tchibo GmbH	16.2
Sara Lee Corp	15.4
Nestlé SA	14.7
Kraft Foods Inc	14.6
Mokate, Grupa Firm	9.2
Tata Tea Ltd	3.9
Teekanne GmbH	2.3
Unilever Group	2.2
Emco spol sro	1.6
Leros sro	1.4

Source: Euromonitor International from Trade Sources

**Coffee****Czech Republic Coffee: volume retail sales by sector 2003-2009**

Table: 5.227

tonnes / as stated

	2003	2004	2005	2006	2007	2008	2009	% change 2003- 2009	CZK million 2009	US\$ million 2009
Coffee	24,553.4	24,278.6	23,999.6	24,117.5	24,156.0	24,259.3	24,161.6	-1.6	6,183.1	324.3
Fresh Coffee	19,523.0	18,629.5	17,578.0	16,950.0	16,360.0	15,863.0	15,340.0	-21.4	2,650.8	139.0
Instant Coffee	5,030.4	5,649.1	6,421.6	7,167.5	7,796.0	8,396.3	8,821.6	75.4	3,532.3	185.3

Source: Euromonitor International from Trade Sources

**Tea****Czech Republic Tea: volume retail sales by sector 2003-2009**

Table: 5.228

tonnes / as stated

	2003	2004	2005	2006	2007	2008	2009	% change 2003- 2009	CZK million 2009	US\$ million 2009
Tea	3,261.6	3,352.0	3,451.0	3,540.1	3,647.8	3,757.2	3,871.2	18.7	1,847.6	96.9
Black Tea	1,308.0	1,294.2	1,302.6	1,296.2	1,287.7	1,279.0	1,270.0	-2.9	543.2	28.5
Fruit/Herbal Tea	1,782.2	1,868.3	1,949.8	2,040.3	2,130.3	2,235.3	2,350.4	31.9	1,189.4	62.4
Green Tea	168.0	186.0	195.0	200.0	226.0	239.0	247.0	47.0	114.6	6.0
Instant Tea	3.4	3.5	3.6	3.7	3.7	3.8	3.9	13.8	0.3	0.0
Other Tea										

Source: Euromonitor International from Trade Sources

**Other Hot Drinks****Czech Republic Other Hot Drinks: volume retail sales by sector 2003-2009**

Table: 5.229

tonnes / as stated

	2003	2004	2005	2006	2007	2008	2009	% change 2003- 2009	CZK million 2009	US\$ million 2009
Other Hot Drinks	5,108.7	5,062.6	4,983.4	4,920.0	4,880.0	4,864.0	4,858.0	-4.9	692.7	36.3
Flavoured Powder Drinks	3,341.0	3,353.2	3,373.4	3,400.0	3,430.0	3,464.0	3,500.0	4.8	473.1	24.8
Other Plant-Based Hot Drinks	1,767.7	1,709.4	1,610.0	1,520.0	1,450.0	1,400.0	1,358.0	-23.2	219.6	11.5

*Source: Euromonitor International from Trade Sources***Soft Drinks****Czech Republic Soft Drinks: volume retail sales by sector 2003-2009**

Table: 5.230

million litres / as stated

	2003	2004	2005	2006	2007	2008	2009	% change 2003- 2009	Per capita volume 2009 (litres per capita)	CZK per capita 2009	US\$ per capita 2009
Soft Drinks	1,990.0	2,007.0	1,987.0	1,987.4	1,985.7	1,972.7	1,924.4	-3.3	183.85	2,059.70	108.03
Bottled Water	1,245.3	1,251.7	1,216.0	1,220.3	1,225.6	1,225.4	1,203.1	-3.4	114.93	771.24	40.45
Carbonates	480.7	477.0	469.0	462.8	467.2	454.3	438.4	-8.8	41.88	610.05	32.00
Concentrates	29.9	28.3	26.4	25.1	25.0	25.1	25.7	-14.1	2.45	165.52	8.68
Fruit/Vegetable Juice	206.3	212.3	216.0	207.4	185.0	176.3	167.6	-18.8	16.01	265.10	13.90
RTD Coffee	1.2	1.5	1.7	2.0	2.3	2.6	2.7	121.3	0.26	21.30	1.12
RTD Tea	22.2	31.0	52.0	62.4	71.8	79.1	76.2	243.3	7.28	123.13	6.46
Sports and Energy Drinks	4.4	5.2	6.0	7.4	8.9	10.1	10.8	144.8	1.03	103.36	5.42
Asian Speciality Drinks											

*Source: Euromonitor International from Trade Sources***Czech Republic Soft Drinks: volume foodservice sales by sector 2003-2009**

Table: 5.231

million litres / as stated

	2003	2004	2005	2006	2007	2008	2009	% change 2003- 2009	Per capita volume 2009 (litres per capita)
Soft Drinks	374.3	395.1	420.3	443.7	455.3	462.7	446.7	19.3	42.67
Bottled Water	125.4	135.9	148.1	156.3	163.0	168.7	164.6	31.2	15.72
Carbonates	188.8	196.1	201.8	212.5	214.3	211.8	201.0	6.5	19.20
Concentrates	3.0	2.9	2.9	3.2	3.4	3.5	3.6	21.7	0.34
Fruit/Vegetable Juice	46.3	47.9	50.0	52.2	53.8	55.0	54.0	16.8	5.16
RTD Coffee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	29.5	0.01
RTD Tea	8.3	9.1	13.7	15.0	15.5	17.8	17.3	108.4	1.65
Sports and Energy Drinks	2.5	3.2	3.7	4.4	5.2	5.7	6.1	145.9	0.58
Asian Speciality Drinks									

*Source: Euromonitor International from Trade Sources***Czech Republic Soft Drinks: leading retail manufacturer shares 2009**

Table: 5.232

% volume

Company Name (Global Brand Owner)	2009
Karlovarske Mineralni Vody as	22.8
Ronaldsay NL	10.8
Coca-Cola Co, The	9.9
PepsiCo Inc	8.4
Kofola SA	5.4
Maspex Wadowice Grupa	4.5
Hanacka Kyselka sro	4.0
Karlovarska Korunni Kyselka sro	3.1
Linea Nivnice as	1.6
Rauch Fruchtsäfte GmbH	1.6

*Source: Euromonitor International from Trade Sources*

**Carbonates****Denmark Carbonates: volume retail sales by sector 2003-2009**

Table: 5.255

million litres / as stated

	2003	2004	2005	2006	2007	2008	2009	% change 2003- 2009	DKr million 2009	US\$ million 2009
Carbonates	298.0	289.6	276.3	288.8	293.4	285.1	281.5	-5.5	2,419.7	451.4
Cola Carbonates	226.7	219.4	219.4	229.2	234.6	227.0	224.2	-1.1	1,923.1	358.7
Non-Cola Carbonates	71.4	70.2	56.9	59.6	58.9	58.1	57.3	-19.7	496.6	92.6

Source: Euromonitor International from Trade Sources

**Fruit/Vegetable Juices****Denmark Fruit/Vegetable Juices: volume retail sales by sector 2003-2009**

Table: 5.256

million litres / as stated

	2003	2004	2005	2006	2007	2008	2009	% change 2003- 2009	DKr million 2009	US\$ million 2009
Fruit/Vegetable Juice	105.9	108.1	110.4	111.8	114.9	115.9	113.5	7.1	1,699.1	316.9
100% Juice	87.1	88.9	90.9	92.3	95.0	95.7	93.8	7.7	1,216.6	226.9
Juice Drinks (Up to 24% Juice)	16.0	16.4	16.7	16.9	17.4	17.9	17.6	9.7	458.4	85.5
Fruit-Flavoured Drinks (No Juice Content)										
Nectars (25-99% Juice)	2.8	2.8	2.7	2.6	2.5	2.3	2.1	-23.9	24.1	4.5

Source: Euromonitor International from Trade Sources

**Bottled Water****Denmark Bottled Water: volume retail sales by sector 2003-2009**

Table: 5.257

million litres / as stated

	2003	2004	2005	2006	2007	2008	2009	% change 2003- 2009	DKr million 2009	US\$ million 2009
Bottled Water	79.8	72.2	90.2	107.4	120.5	129.2	108.6	36.2	1,316.9	245.6
Carbonated Bottled Water	10.9	9.6	10.2	10.6	12.9	13.5	13.1	20.5	214.6	40.0
Flavoured Bottled Water	16.5	15.9	19.3	21.5	25.3	26.1	25.4	53.7	423.0	78.9
Functional Bottled Water				0.2	0.0					
Still Bottled Water	52.3	46.7	60.7	75.1	82.2	89.7	70.1	33.9	679.3	126.7

Source: Euromonitor International from Trade Sources

**Functional Drinks****Denmark Functional Drinks: volume retail sales by sector 2003-2009**

Table: 5.258

million litres / as stated

	2003	2004	2005	2006	2007	2008	2009	% change 2003- 2009	DKr million 2009	US\$ million 2009
Sports and Energy Drinks	48.8	51.0	60.7	68.1	73.7	77.3	79.3	62.4	1,655.5	308.8
Energy Drinks	0.8	1.0	1.1	1.4	2.5	3.3	3.5	366.6	116.0	21.6
Sports Drinks	48.1	50.1	59.6	66.7	71.1	74.0	75.8	57.6	1,539.5	287.2

Source: Euromonitor International from Trade Sources

**Alcoholic Drinks****Denmark Alcoholic Drinks: volume retail sales by sector 2003-2009**

Table: 5.259

million litres / as stated

	2003	2004	2005	2006	2007	2008	2009	% change 2003- 2009	Per capita volume 2009 (litres per capita)	DKr per capita 2009	US\$ per capita 2009
Alcoholic Drinks	525.8	506.9	493.1	487.4	481.4	487.1	471.9	-10.3	85.63	2,593.82	483.84
Beer	364.0	346.1	335.6	327.7	316.7	313.8	292.8	-19.6	53.13	777.81	145.09
Cider/Perry	2.9	2.9	2.9	2.9	2.9	6.5	10.3	259.3	1.87	144.24	26.91
RTDs/High-Strength Premixes	1.8	1.4	1.3	1.8	2.0	0.9	0.6	-67.0	0.11	6.09	1.14
Spirits	12.1	14.1	14.1	14.0	14.0	14.1	13.3	10.1	2.41	434.40	81.03
Wine	145.0	142.4	139.3	140.9	145.8	151.9	154.9	6.8	28.11	1,231.28	229.68

Source: Euromonitor International from Trade Sources

**Denmark Alcoholic Drinks: volume foodservice sales by sector 2003-2009**

Table: 5.260

million litres / as stated

	2003	2004	2005	2006	2007	2008	2009	% change 2003-2009	Per capita volume 2009 (litres per capita)
Alcoholic Drinks	180.3	166.0	159.1	157.9	156.8	141.5	131.5	-27.1	23.85
Beer	154.0	140.1	133.8	132.8	131.6	116.0	104.0	-32.5	18.87
Cider/Perry	0.2	0.2	0.2	0.2	0.2	1.1	3.7	1,670.9	0.68
RTDs/High-Strength Premixes	3.3	2.6	2.1	1.7	1.6	1.0	0.9	-73.5	0.16
Spirits	3.5	3.5	3.5	3.5	3.5	3.5	3.3	-5.7	0.60
Wine	19.3	19.5	19.5	19.7	19.9	19.9	19.6	1.5	3.56

Source: Euromonitor International from Trade Sources

**Denmark Alcoholic Drinks: leading retail manufacturer shares 2009**

Table: 5.261

% total volume

Company Name (Global Brand Owner)	2009
Carlsberg A/S	40.8
Royal Unibrew A/S	13.0
Pernod Ricard Groupe	2.1
Heineken NV	1.2
Harboes Bryggeri A/S	0.9
Constellation Brands Inc	0.8
Viña Concha y Toro SA	0.8
Cult Scandinavia A/S	0.7
Bacardi & Co Ltd	0.6
Diageo Plc	0.5

Source: Euromonitor International from Trade Sources

**Beer****Denmark Beer: volume retail sales by sector 2003-2009**

Table: 5.262

million litres / as stated

	2003	2004	2005	2006	2007	2008	2009	% change 2003-2009	DKr million 2009	US\$ million 2009
Beer	364.0	346.1	335.6	327.7	316.7	313.8	292.8	-19.6	4,286.8	799.7
Dark Beer	1.7	2.1	2.5	2.6	2.8	2.6	2.5	46.3	109.7	20.5
Lager	351.5	333.7	322.9	314.9	303.8	301.1	280.4	-20.2	3,999.4	746.0
Low/Non- Alcohol Beer	9.9	9.4	9.2	9.1	9.0	9.0	8.8	-11.2	134.3	25.1
Stout	0.9	1.0	1.1	1.1	1.1	1.1	1.1	22.4	43.4	8.1

Source: Euromonitor International from Trade Sources

**RTDs/High-Strength Premixes****Denmark RTDs/High-Strength Premixes: volume retail sales by sector 2003-2009**

Table: 5.263

'000 litres / as stated

	2003	2004	2005	2006	2007	2008	2009	% change 2003-2009	DKr million 2009	US\$ million 2009
RTDs/High-Strength Premixes	1,800.0	1,400.0	1,300.0	1,809.0	1,972.0	850.0	594.5	-67.0	33.6	6.3
High-Strength Premixes										
RTDs	1,800.0	1,400.0	1,300.0	1,809.0	1,972.0	850.0	594.5	-67.0	33.6	6.3

Source: Euromonitor International from Trade Sources

**Wine****Denmark Wine: volume retail sales by sector 2003-2009**

Table: 5.264

million litres / as stated

	2003	2004	2005	2006	2007	2008	2009	% change 2003-2009	DKr million 2009	US\$ million 2009
Wine	145.0	142.4	139.3	140.9	145.8	151.9	154.9	6.8	6,786.2	1,265.9
Fortified Wine and Vermouth	4.1	4.0	5.0	5.0	4.9	4.9	5.5	34.5	296.0	55.2
Non-Grape Wine	1.4	1.4	1.4	1.4	1.4	1.4	1.4	-4.6	68.5	12.8
Sparkling Wine	1.9	2.2	2.6	3.0	3.8	4.1	3.9	111.3	448.5	83.7
Still Light Grape Wine	137.7	134.8	130.3	131.5	135.7	141.5	144.1	4.7	5,973.1	1,114.2

Source: Euromonitor International from Trade Sources

**Spirits****Denmark Spirits: volume retail sales by sector 2003-2009**

Table: 5.265

'000 litres / as stated

	2003	2004	2005	2006	2007	2008	2009	% change 2003- 2009	DKr million 2009	US\$ million 2009
Spirits	12,086.8	14,096.5	14,106.6	14,022.3	13,962.6	14,088.6	13,306.8	10.1	2,394.2	446.6
Brandy and Cognac	345.5	399.8	402.7	403.3	403.4	631.1	587.0	69.9	137.2	25.6
Liqueurs	3,134.2	3,793.9	3,800.2	3,708.8	3,675.3	3,580.1	3,444.9	9.9	546.0	101.8
Rum	527.6	621.0	622.3	624.1	621.4	618.6	599.7	13.7	113.9	21.2
Tequila (And Mezcal)	118.0	123.1	121.4	120.4	119.4	130.0	110.4	-6.5	31.5	5.9
Whisk(e)y	1,735.7	2,004.9	2,001.2	1,983.8	1,949.6	1,937.8	1,800.3	3.7	378.6	70.6
White Spirits	2,135.6	2,533.8	2,546.7	2,529.6	2,515.6	2,502.9	2,309.4	8.1	434.4	81.0
Other Spirits	4,090.2	4,620.0	4,612.1	4,652.3	4,677.9	4,688.2	4,455.2	8.9	752.5	140.4

*Source: Euromonitor International from Trade Sources*