

**CONTACT(S):**

Cindy Panzera; [cindy.panzera@nielsen.com](mailto:cindy.panzera@nielsen.com)  
+612 8873 7381; +61 410 457 646

**NEW-AGE DRINKS RE-ENERGIZES THE AUSTRALIAN BEVERAGE MARKET**

**August 10, 2010, Australia:** According the recently released 2010 Wider Beverages Report by leading market information company Nielsen; the latest trends in the Australian beverage market reflects a world where people are spending more on their favourite beverages but overall consuming less.

The unique report is the only multi-channel, multi-category review of the wider beverage market in Australia, covering milk to cordial; liquor stores to corner shops.

Key insights from the report illustrates that there has been a decline in beverage volume sales per capita versus the same time five years ago; while conversely, the average dollar amount spent annually per capita grew from \$918 per person in 2005 to \$1,066 per person in 2009.

New-Age drinks was the fastest growing category, with a value sales growth rate well over three times faster than the total beverage market over the last four years, driven by the strong performance and premium price positioning of functional water, tea drinks and energy drinks.

Coca-Cola was ranked in first place in the Top 50 beverage trademark ranking in value in 2009, overtaking Victoria Bitter, who held the leadership position in 2005. New trademarks that debuted included: Pure Blonde, Coca-Cola Zero, Lipton, Powerade, Red Bull, Brown Brothers and Solo.

Michael Walton, Executive Director at Nielsen reinforces that: "New product development will remain a significant driver of the beverage category growth, particularly in categories where it can deliver the most effective results. These include functional water, cider, tea drinks, energy drinks, coffee and beer."

**Top 10 Trademarks Table, Australia, Year 2009**

| No. | Category        | Trademark         | \$ Retail Turnover |
|-----|-----------------|-------------------|--------------------|
| 1   | Coca-Cola       | Carbonated Drinks | \$750m+            |
| 2   | Victoria Bitter | Alcohol           | \$750m+            |
| 3   | Tooheys         | Alcohol           | \$750m+            |
| 4   | Jim Beam        | Alcohol           | \$500m-\$750m      |
| 5   | Carlton         | Alcohol           | \$500m-\$750m      |
| 6   | XXXX            | Alcohol           | \$500m-\$750m      |
| 7   | Bundaberg       | Alcohol           | \$500m-\$750m      |
| 8   | Nescafe         | Coffee/Tea        | \$250m-\$500m      |
| 9   | Jack Daniels    | Alcohol           | \$250m-\$500m      |
| 10  | Johnnie Walker  | Alcohol           | \$250m-\$500m      |

**About the 2010 Nielsen Wider Beverages Report**

The Nielsen Wider Beverages Report is the only multi channel review of the wider beverage market in Australia. It provides insights on key issues affecting the Australian beverage market and the consumption habits of Australian beverage consumers.

The report reviews category, channel and pack type performance, and addresses a number of key questions impacting the wider beverage market.

For more information on the report, please contact your Nielsen representative or email [Anthony.mete@nielsen.com](mailto:Anthony.mete@nielsen.com)

**About The Nielsen Company**

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