

Gain access to the only multi-channel review of the Australian wider beverage market

The 2011 Nielsen Wider Beverages Report provides insights into the key issues affecting the Australian beverage market and the beverage consumption habits of Australian consumers.

This report provides an exclusive account of the performance of beverages across categories, channels and pack type over the past four years; and addresses a number of key questions impacting the wider beverage market including:

- What is driving the overall performance of the wider beverage market?
- How big is the wider beverage market and how does this translate into per capita consumption?
- How is the wider beverage market performing by state and by the various retail channels?
- How does the performance of key categories differ by retail channel?
- Which categories are Australians spending the most money? Which of these categories are showing the strongest growth?
- How many brands make up the wider beverages market? Which brands make up the top 50 and what proportion of sales do they account for?
- What impact are Private Label brands having on the wider beverage market?
- How much does new product development drive the performance of wider beverages, and in which channel is it most dominant?

- What are the most innovative drink categories and are these categories showing the strongest growth?
- What are the current trends in pack types? How does this performance differ by category?

Find out the answers to these questions and more – get your copy of the 2011 Nielsen Wider Beverages Report today!

Key channels covered include:

- Off-premise liquor outlets and hotel bottle shops
- Grocery
- Convenience (excludes cordial, tea and coffee)
- Route (excludes white milk, cordial, tea and coffee)

States:

- The report includes all mainland states with the exception of liquor for Northern Territory. Tasmania is not covered.

Want to know how to get your copy?

The 2011 Nielsen Wider Beverages Report is provided in PDF format and is available for \$9,500 plus GST.

Order your copy before June 30 and save \$600!



Categories covered include:

- Alcohol: packaged beer, spirits, bottled and cask wine, alcoholic ready-to-drink (RTD), cider
- Carbonated drinks: soft drinks, mixers, flavoured/natural mineral water
- Natural still water
- New Age: sports, energy, still fruit and tea drinks, flavoured/functional waters
- Cordial
- Juice: shelf juice and juice drinks, chilled juice and juice drinks
- Milk: chilled white, soy, specialty milk, shelf white and soy milk, flavoured milk
- Tea and Coffee: tea, soluble coffee, ground coffee and coffee beans.

For further information, please contact your Nielsen representative or email: anthony.mete@nielsen.com