



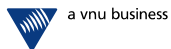
Executive News Reports

What's Hot Around the Globe:
Insights on Growth in Food & Beverages



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The information contained in this report has been collected from ACNielsen in 66 markets around the world. For questions or to obtain more detailed information by market please contact your local ACNielsen Global Services representative or via email at GlobalServices@ACNielsen.com.

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Executive Summary



Insights on Growth in Food & Beverage Products

Executive Summary

This 2006 edition of *What's Hot Around the World – Insights on Growth in Food & Beverage Products* looks at the fastest-growing categories and product areas across 66 key markets around the world, based on their value sales increases from mid-year 2005 to mid-year 2006. The consumers and these markets make up more than 75% of the world's population, contributing more than 90% of the world's GDP.

The world is changing. We see it in the news, in neighborhoods, and on grocery shelves. And perhaps more so than any time in our world's history, we are able to identify and understand the shifts in the environment, the global economy and in the rapidly developing markets.

Many of the world's more established markets are aging rapidly. In less than 50 years, Russia will no longer be in the Top 10 in terms of population. According to some estimates, by 2050 Western and Eastern Europe will have 37 million fewer people than today, while the continent of Africa will have as many as 1 *billion* more in that same time frame. Today's developing markets will be tomorrow's core for FMCG marketers – India will overtake China in terms of population before 2050, becoming the number-one and two populations in the world.

The changing of our world population affects our food and beverage products. As populations age in developed markets, consumers have become more concerned with eating healthier – losing a few pounds, reducing their cholesterol and increasing their fiber. Great Britain is eating more fresh fish and meat substitutes. The US has shown growth in fish and seafood as well. At the same time, newer, emerging markets are showing signs of building infrastructure to modernize their food distribution channels. Shelf-stable goods are growing consistently in these markets, and a desire for modern, healthy care for children – seen through the strong rise in baby food and formula – shows their beginning evolution into becoming more developed markets.

Through our series of studies, ACNielsen has identified some over-arching key trends relating to consumer purchases in food and beverages:

- A Continued Focus on Health and Freshness
- The Need for Convenience
- The Continuing Need for Value

To the best of their ability, consumers want products that are healthful and beneficial to them, and that make their lives easier...all offered at a good value. Interestingly, these trends apply to previous studies on household products and personal care items as well.

It is important to remember that these trends do not translate into the ability to take a “one-size-fits-all” approach in marketing products to consumers globally. A “convenient” item in Germany may not be perceived that way in Brazil. A “healthy” drink may mean something different to consumers in Spain and Japan. A “good value” in Canada may be different than one in India. Within markets, cities, and demographic segments, it is necessary to understand how these trends relate to the local consumer.



Insights on Growth in Food & Beverage Products

It is our hope that this study provides insight into this diverse world of consumers.

Overall Findings: Global Growth Remains at 4%

The global growth of Food & Beverage categories measured was 4%. However, the growth rates varied significantly between regions and within categories. Based on our analysis there are several top-growing categories that reinforce the key themes of Health, Convenience and Value.

Top Global Growth Categories

What is notable among the food and beverage categories with top sales growth is the number of healthy items that dominate the list: yogurt, dairy, fish and salads. Six of these categories had global sales of over US \$1 billion and grew in double digits.

Drinkable Yogurt: +18% Growth

Yogurt-based drinks topped the list in terms of value growth, fueled by single-serving products and health trends toward pro-biotics. This “healthy” beverage was a strong performer, with double-digit growth in four of the five regions studied.

Fresh Fish and Seafood: +12% Growth

Second on the fastest-growing global categories list, Fish and Seafood showed strong growth. In contrast to the 2004 study, which found Meat to be a fast grower, Fresh Fish is now growing faster. Consumers looking for protein in their diets are moving to perceived healthier options.

Alcoholic Cider: +11% Growth

Alcoholic Cider (fermented fruit juice) was the only alcoholic beverage on the fast-growing list, driven mainly by increased sales in Europe. In contrast, the Mixed Alcoholic Beverage Drinks category went on the decline overall.

Ready-to-Eat Salad: +10% Growth

Bagged salads combine the consumer themes of offering fresh items in a convenient manner. Both North America and Asia Pacific saw strong double-digit increases, and Europe, with a long history marketing packaged greens, grew as well.

Baby Formula: +10% Growth

A sign of consumer market evolution, Baby Formula is growing quickly in many developing markets as consumer income grows. As it becomes more culturally accepted to purchase these items, consumers in key markets are flocking to this convenient option.

Dairy-Based Drinks: +10% Growth

As with Drinkable Yogurt, Dairy-Based Drinks also made the list of fastest-growing categories. New packaging, brands, and flavors helped boost this category around the world.

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Insights on Growth in Food & Beverage Products

Other Fast-Growing Categories

Three other categories were growing at double-digit rates, but were not as large in terms of overall category size. These categories were at least US \$100 million but less than US \$1 billion in size. We also saw a trend toward consumer interest in healthy eating and convenience:

- Fresh/Refrigerated Soup / Bouillon / Stock: +18% Growth
- Fresh Herbs / Spices / Seasoning: +17% Growth
- Frozen Meal Starters: +10% Growth

It is interesting to note that throughout this study, fresh items showed strong performance most everywhere, again signaling the desire of consumers to have the healthiest products available for their families.

About the Study

This survey of Food & Beverage Products included 66 markets around the world and over 100 product categories. These markets account for 75% of the world's real GDP and 90% of the world's population. The markets have been grouped regionally into five areas: Asia Pacific, Emerging Markets, Europe, Latin America and North America. For the purposes of this study, Mexico has been included in Latin America. A more detailed explanation of the markets, categories and data collection channels is contained in the Methodology section in the report appendix.

ACNielsen analyzed data across categories, comparing mid-year 2006 with mid-year 2005. These categories have been grouped into 12 larger product areas for the purposes of this study. This study also looks at some of the key categories within these product areas to understand the changes impacting their overall growth. To obtain a global perspective, local currency was converted to US dollars using a constant exchange rate across the two years.

Included this year is an analysis of private label products within each category, to better assess the impact of both manufacturer and retailer products as drivers of consumer purchasing behavior.

As with our other studies, this report is based on purchasing information from retailers in grocery, drug and mass merchandise outlets and generally excludes kiosks or vending machines. In a few markets, sales from convenience stores may be included. Within the United States, data from the ACNielsen Homescan consumer panel service has been included to provide a total market read that includes Wal-Mart information.

Some parts of this study reference the earlier 2004 *What's Hot* study on Food & Beverages. Due to the variances in time periods, markets and category coverage, comparisons to previous studies should be used as a point of reference but not for actual year-over-year trend analysis.



Global Findings



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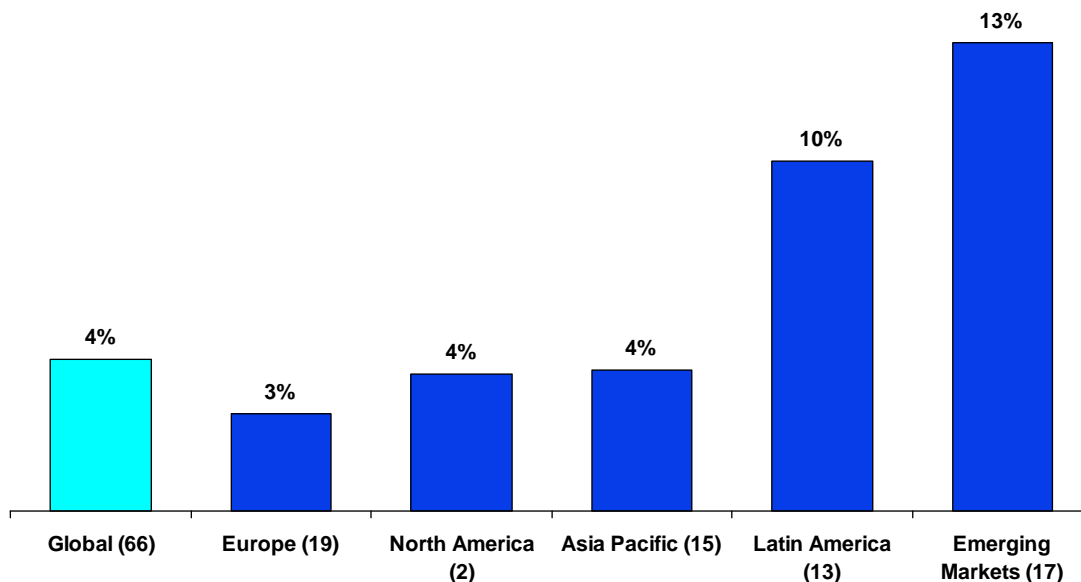
Global Findings

Overall, Food & Beverages grew globally by 4% through mid-2006

Across the markets and categories analyzed for this study, the combined sales of Food & Beverage items in these markets grew by four percent in the 12 months ending mid-2006. This growth rate is consistent with the last Food & Beverage study which tracked trends through year-end 2004.

Growth rates within regions were also aligned in a similar pattern to the previous Food & Beverage study, although year-over-year growth in both Latin America and in the Emerging Markets was greater than it was in the previous report on Food & Beverages.

**Year over year growth of
Food & Beverage Products by region*
(mid 2005 – 2006)**



*Based on category value sales measured

(Number of markets in parentheses)

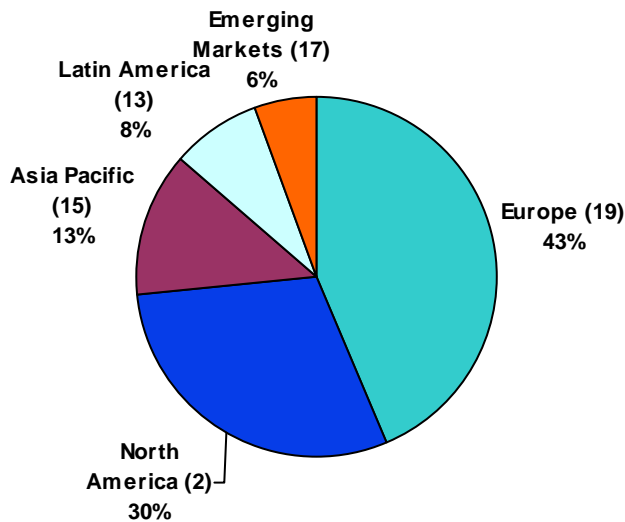


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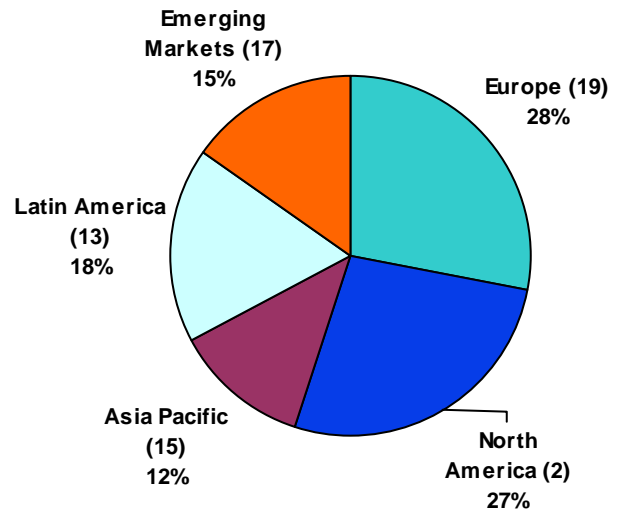
Global Findings

The largest share of Food & Beverage value sales came from Europe, followed by North America. Asia Pacific was number three, accounting for 13% of total Food & Beverage sales. However, by taking into account both value sales and growth rates, it is interesting to note that both the Emerging Markets and Latin America contribute a larger portion of the growth value than their share of total sales would indicate.

Global Share of Food & Beverage Products



Contribution to Total Growth Value in Food & Beverages



In addition to looking at individual category growth, we also have grouped the categories into 12 larger product areas, as in the prior study (plus an additional "other" category to account for things such as vitamins and supplements). Seven of these had growth rates at or above the global average. The product area growing the fastest overall was Baby Food, while Non-Alcoholic Beverages contributed the largest value.

Within product areas, there was a great deal of difference in the levels of category growth and decline. However, as the product areas all showed a year-over-year increase, the categories on the rise more than make up for any declining category within a product area.

While it was not one of the fastest growing categories, similar to previous Food & Beverage studies, Beer/Lager/Ales was once again the category that contributed the largest category growth value. Beyond beer, however, many of the larger categories were also some of the faster growing categories.

The following sections detail these findings.



Category and Segment Growth



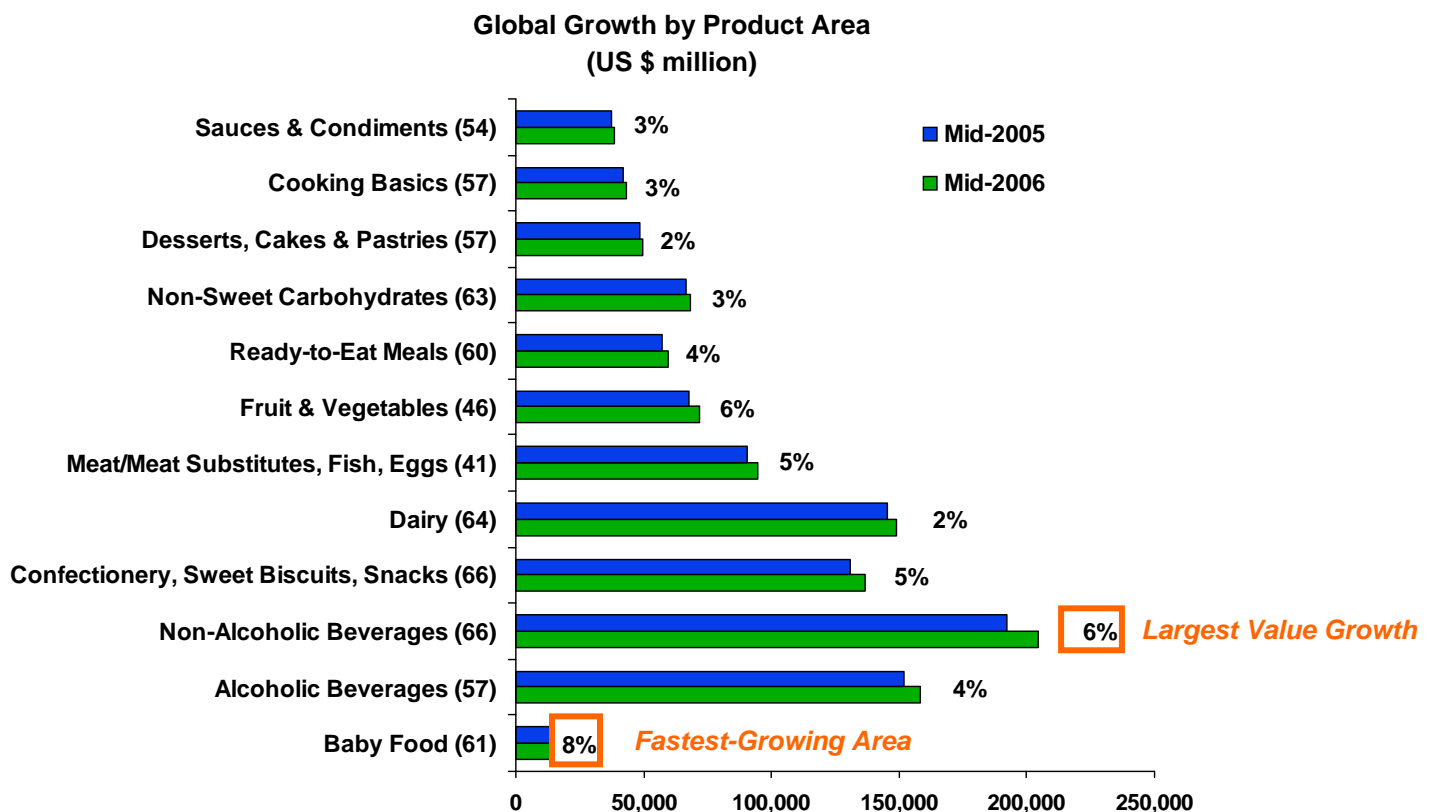
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Category and Segment Growth

All product areas show a net positive growth

Across the product categories measured, there was a great deal of difference in the levels of growth and decline. When grouping the categories into 12 larger product areas, however, they all show a year-over-year increase. Therefore, while some categories are declining within a product area, the other categories more than make up for any declines.

In addition, seven of these 12 product categories showed growth rates at or above the overall average for Food & Beverages, including Baby Food as the fastest-growing product area, and Non-Alcoholic Beverages as the one contributing the largest value growth amount.



(Number of markets in parentheses)



Insights on Growth in Food & Beverage Products

Largest Absolute Growth

Beer and other beverages continue their global dominance

Similar to previous Food & Beverage studies, Beer/Lager/Ales was once again the category that contributed the largest category growth value overall. What is perhaps surprising is that many of these larger categories are also some of the faster growing categories. For example, in this study Drinkable Yogurt is a category that is not only one of the fastest growing but also one that has some of the largest growth. Two additional large categories, Coffee and Water, were also close to reaching double-digit growth.

In total, there were 16 categories that contributed over US \$1 billion of growth value in this study.

Category	Product Area	Number of Markets Growing/ Measured	Category Growth Rate	Category Growth Value
Beer/ Lager/ Ales	Alcoholic Beverages	38 of 57	5%	\$4.0 bn
RTD Carbonated Beverages	Non-Alcoholic Beverages	48 of 63	5%	\$2.8 bn
Coffee (Non-RTD)	Non-Alcoholic Beverages	51 of 61	9%	\$2.1 bn
Water	Non-Alcoholic Beverages	55 of 64	9%	\$2.1 bn
Fresh Meat Products	Meat, Fish & Eggs	22 of 23	4%	\$2.0 bn
Chocolate	Confectionery, Sweet Biscuits & Snacks	56 of 63	5%	\$1.9 bn
Snacks/Chips	Confectionery, Sweet Biscuits & Snacks	55 of 63	6%	\$1.8 bn
Fresh Vegetables	Fruits & Vegetables	8 of 10	7%	\$1.3 bn
Wine	Alcoholic Beverages	26 of 29	4%	\$1.3 bn
RTD Non-Carbonated Beverages	Non-Alcoholic Beverages	37 of 57	4%	\$1.3 bn
Drinkable Yogurt	Non-Alcoholic Beverages	40 of 45	18%	\$1.2 bn
Shelf-Stable Bread	Non-Sweet Carbohydrates	34 of 36	5%	\$1.2 bn
Fresh Cheese	Dairy	44 of 47	2%	\$1.2 bn
Fresh Fruit/ Nuts	Fruits & Vegetables	7 of 7	9%	\$1.1 bn
Cooking/Edible Oils	Cooking Basics	37 of 47	6%	\$1.0 bn
Juices (100% Juice)	Non-Alcoholic Beverages	47 of 56	6%	\$1.0 bn

 = Fastest Growing category

What's Hot around the Globe



Insights on Growth in Food & Beverage Products

Category Growth by Region

Across the regions, there was variance in categories within each region. Unlike the recent *What's Hot* study on Household Products, all of the Top 10 categories within each region of this study were growing at double-digit rates. Across the regions there were not many similarities in the Top 10 Categories, as the highlighted colors show. However, the differences in some cases came from the way the items were stored. For example, Meat Products were a Top 10 category in both Latin America and the Emerging Markets; however, the fresh/refrigerated version was a top category in Latin America while Emerging Markets had the shelf-stable variety in their Top 10.

It is interesting to note the number of perceived healthy items that made the Top 10 list around the world – from Fresh/Refrigerated Fish, Vegetables and Salads, to Meat Substitutes, Cereal/Fruit/Muesli Bars and Vitamin Supplements. Around the globe, consumers are looking to make more healthy choices, even though their means of doing it may differ.

Europe	North America	Asia Pacific	Latin America	Emerging Markets
Total Food & Beverage (3%)	Total Food & Beverage (4%)	Total Food & Beverage (4%)	Total Food & Beverage (10%)	Total Food & Beverage (12%)
Fresh Herbs/ Spices (15%)	Frozen Meal Starters (9%)	Frozen Meal Starters (48%)	Frozen Meat Substitutes (66%)	Alcoholic Cider (50%)
Drinkable Yogurt (14%)	Sports/Energy Drinks (51%)	Fresh Herbs/ Spices (47%)	Dairy Substitute Drinks (40%)	Baby Juice & Juice Drinks (49%)
Dairy Substitute Drinks (14%)	Fresh Soup/ Bouillon/ Stock (45%)	Frozen Fruit (33%)	Baby Food (35%)	Pre-Mix Alcoholic Beverages (40%)
Sports/Energy Drinks (13%)	Baby Snacks (25%)	Fresh Fruit/ Nuts (31%)	Pre-Mix Alcoholic Beverages (34%)	Shelf-Stable Dips (39%)
Fresh Fish/Shellfish/ Seafood (12%)	Frozen Dips (23%)	Drinkable Yogurt (28%)	Shelf-Stable Savory Fillings/Pastes (32%)	Shelf-Stable Meat Products (37%)
Cooking/Edible Oils (12%)	Water (22%)	Baby Formula (24%)	Sports/ Energy Drinks (23%)	Shelf-Stable Dessert Sauces (27%)
Fresh Soup/ Bouillon/ Stock (12%)	Fresh Ready-to-Eat Salads (19%)	Fresh Soup/ Bouillon/ Stock (23%)	Water (22%)	Fresh Noodles/ Pasta/Rice (27%)
Fresh Sweet Pastries (12%)	Fresh Savory Fillings/Pastes (15%)	Fresh Dips (22%)	Fresh Meat Products (22%)	Fresh Cheese (27%)
Breakfast Toaster Pastries (11%)	Fresh Herbs/ Spices (14%)	Fresh Salad Dressings (19%)	Cereal/Muesli/Fruit Bars (21%)S	Mineral Supplements (25%)
Alcoholic Cider (11%)	Non-RTD Coffee (11%)	Fresh Pickled Vegetables (19%)	Baby Formula (20%)	Baby Food (25%)



Fastest Growing Categories



Insights on Growth in Food & Beverage Products


Fastest Growing Categories

Across all categories, Drinkable Yogurt experienced the fastest growth

Looking within these product areas to the categories with the fastest overall growth, there were nine categories growing at a double-digit pace. Most of these top categories had an element of healthiness to them – from fresh items like soups, herbs, fish and salad, to dairy and yogurt drinks. Only one item from the Alcoholic Beverage category made the list of top growing categories.

Many of these fastest growing categories were far from small. More than half of them had more than US \$1 billion in sales during the time period measured. For comparison purposes, the growth rate in Private Label products is included. Private Label products are a part of the overall category measurement.

Fastest Growing Category	Product Area	Number of Markets Growing/ Measured	Category Growth Rate	Private Label Growth Rate
Drinkable Yogurt	Non-Alcoholic Beverages	40 of 45	18%	N/A*
Fresh Soup/ Bouillon/ Stock	Ready-To-Eat Meals	11 of 13	18%	24%
Fresh Herbs/ Spices	Cooking Basics	6 of 7	17%	28%
Fresh Fish/ Shellfish/ Seafood	Meat, Fish & Eggs	10 of 10	12%	16%
Alcoholic Cider	Alcoholic Beverages	9 of 18	11%	7%
Fresh Ready to Eat Salads	Fruits & Vegetables	14 of 14	10%	12%
Frozen Meal Starters	Fruits & Vegetables	3 of 4	10%	15%
Baby Formula	Baby Food	48 of 55	10%	17%
Dairy Based Drinks (flavored/unflavored)	Non-Alcoholic Beverages	32 of 42	10%	N/A*

 = Categories over US \$1 billion globally

* Private Label data was collected for the combination of Dairy-Based Drinks, Dairy Substitute Drinks and Drinkable Yogurt and cannot be separated into categories for this study.

What's Hot around the Globe




Insights on Growth in Food & Beverage Products

Many categories grew faster than the global average

There were other large categories that also showed significant growth over the global average. Three of them – Coffee, Water and Fresh Fruit/Nuts, were close to double-digit growth, as well as being some of the largest categories overall.

Category	Product Area	Number of Markets Growing/ Measured	Category Growth Rate	Private Label Growth Rate
Coffee (Non-RTD)	Non-Alcoholic Beverages	51 of 61	9%	22%
Fresh Hot Cooking Sauce & Marinade	Sauces & Condiments	7 of 8	9%	15%
Frozen Fruit	Fruits & Vegetables	14 of 15	9%	8%
Water	Non-Alcoholic Beverages	55 of 64	9%	15%
Ice	Non-Alcoholic Beverages	2 of 4	9%	1%
Fresh Meat Substitutes	Meat, Fish & Eggs	4 of 6	9%	1%
Fresh Fruit/ Nuts	Fruits & Vegetables	7 of 7	9%	17%
Sports/ Energy Drinks	Non-Alcoholic Beverages	53 of 61	8%	14%
Fresh Complete Ready Meals	Ready-To-Eat Meals	15 of 16	8%	7%
Fresh Baking/ Cooking Aids	Cooking Basics	4 of 6	8%	45%
Baby Snacks	Baby Food	13 of 19	8%	8%
Fresh Dips	Sauces & Condiments	8 of 9	8%	11%
Fresh Savory Fillings/ Pastes	Sauces & Condiments	6 of 7	8%	4%
Fresh Sweet Pastries	Desserts, Cakes & Pastries	5 of 5	7%	5%
Fresh Vegetables/ Salad Vegetables	Fruits & Vegetables	8 of 10	7%	12%
Cereal/Muesli/Fruit Bars	Confectionery, Sweet Biscuits & Snacks	28 of 38	7%	8%
Frozen Fish/ Shellfish/ Seafood	Meat, Fish & Eggs	25 of 27	7%	7%
Shelf-Stable Cooking/ Edible Oils	Cooking Basics	37 of 47	7%	14%

 = Categories over US \$1 billion globally

What's Hot around the Globe




Insights on Growth in Food & Beverage Products

Many categories grew faster than the global average

These remaining categories showed growth faster than the global average for Food & Beverages. These are the categories that helped move the 12 product areas to overall positive growth.

Category	Product Area	Number of Markets Growing/ Measured	Category Growth Rate	Private Label Growth Rate
Frozen Cakes/ Gateaux	Desserts, Cakes & Pastries	11 of 16	6%	11%
Dairy Substitute Drinks (flavored and unflavored)	Non-Alcoholic Beverages	19 of 22	6%	N/A*
Snacks/Chips	Confectionery, Sweet Biscuits & Snacks	55 of 63	6%	8%
Juices (100% Juice)	Non-Alcoholic Beverages	47 of 56	6%	6%
Shelf-Stable Meat Products	Meat, Fish & Eggs	16 of 22	5%	10%
Beer/ Lager/ Ales	Alcoholic Beverages	38 of 57	5%	3%
Chocolate	Confectionery, Sweet Biscuits & Snacks	56 of 63	5%	12%
Shelf-Stable Fruit/ Nuts	Fruits & Vegetables	29 of 33	5%	10%
Frozen Complete Ready Meals	Ready-To-Eat Meals	17 of 26	5%	3%
Baby Food	Baby Food	50 of 58	5%	18%
Shelf-Stable Dips	Sauces & Condiments	10 of 14	5%	14%
Shelf-Stable Bread	Non-Sweet Carbohydrates	34 of 36	5%	2%
RTD Carbonated Beverages	Non-Alcoholic Beverages	48 of 63	5%	2%
Shelf-Stable Dessert Sauces	Desserts, Cakes & Pastries	11 of 16	5%	10%

 = Categories over US \$1 billion globally

* Private Label data was collected for the combination of Dairy-Based Drinks, Dairy Substitute Drinks and Drinkable Yogurt and cannot be separated into categories for this study.



Regional Growth

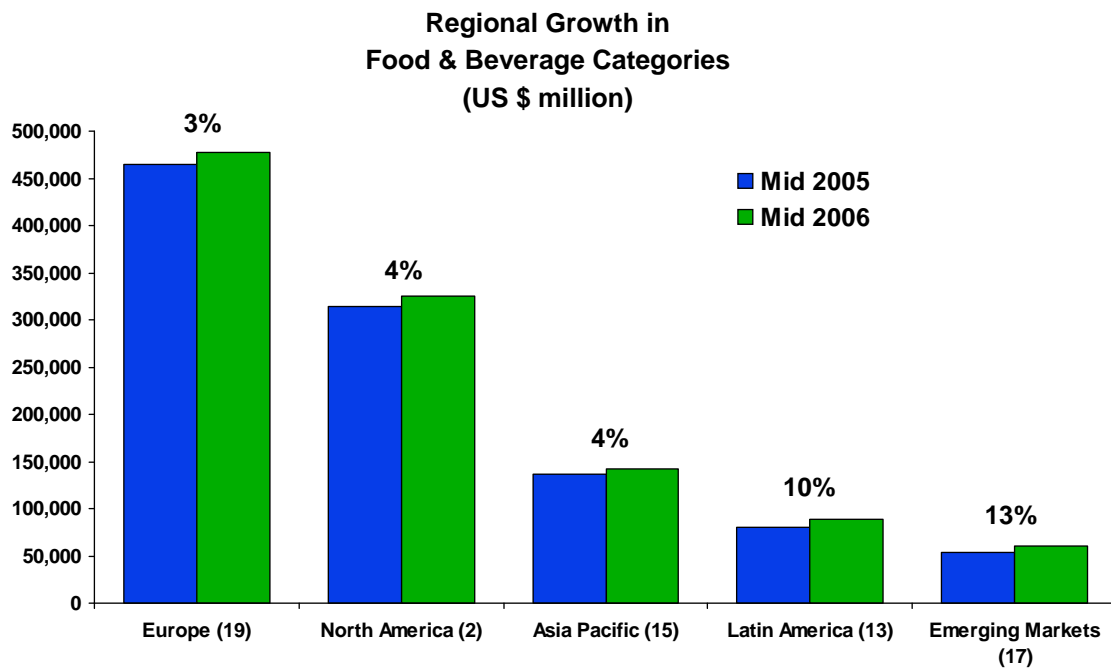


Insights on Growth in Food & Beverage Products

Regional Growth

Overall growth is positive and is higher in smaller regions

Overall regional growth trends in Food & Beverages were consistent with previous annual studies and are distributed as would be expected. The larger regions of Europe and North America showed more measured growth, and Latin America and the Emerging Markets both grew by double digits. Asia Pacific, with its combination of more mature markets (such as Australia and Japan) and developing markets (such as China and India), provided a mix of high and low growth.



(Number of markets in parentheses)



Insights on Growth in Food & Beverage Products

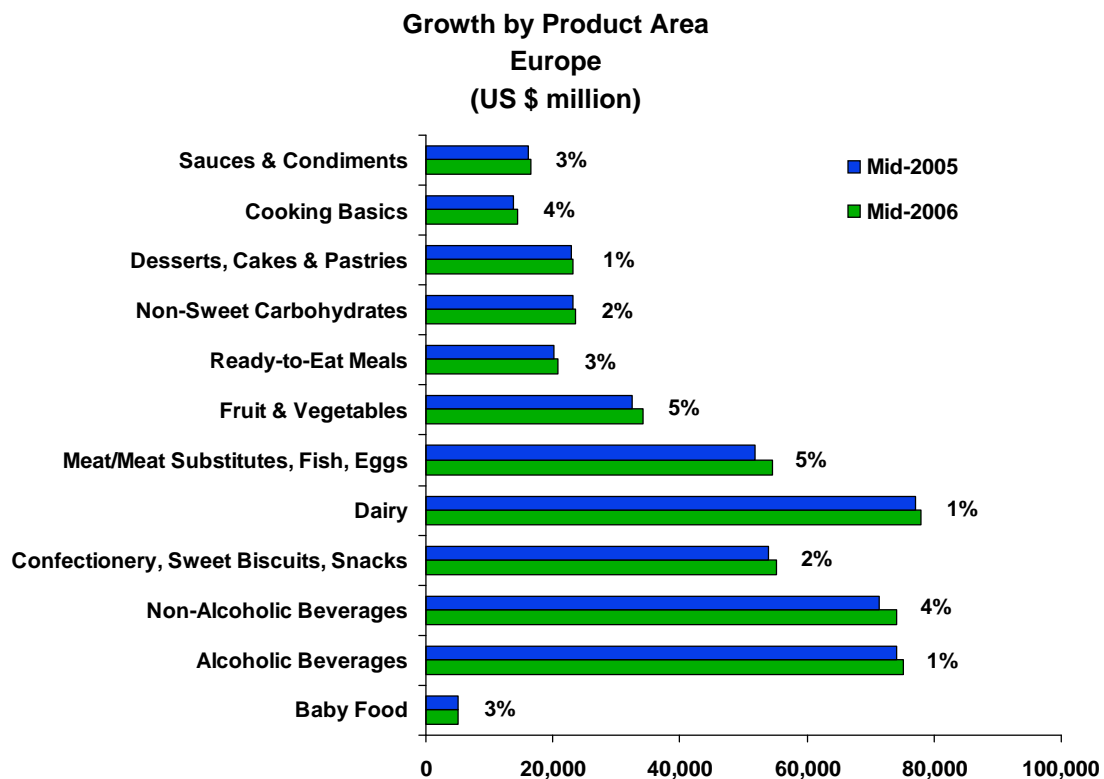
Regional Growth

Europe

Only one product area grew faster than their respective global averages – Cooking Basics. This was due to strong performance by Cooking/Edible Oils, which showed double-digit gains in Germany, Spain, Great Britain, Italy, Netherlands and Hungary. The reasons for this vary: in Spain, for example, price increases due to drought and scarcity of raw olives caused the increase, but in Hungary it was due to new volume from private label brands from Lidl, Tesco, Plus and Winny. In Poland, it was due to growing prices of premium oils including olive, grape seed, flax, corn and sesame oils, among others.

Two product areas – Fruit & Vegetables and Meats/Meat Substitutes, Fish, Eggs – were the fastest growing in Europe. What was fueling these trends? For Fruits & Vegetables, it was the growth and extension of private label products, especially in Shelf Stable Fruit/Nuts, that helped it grow at 9% in Europe.

The product area relating to Meat got its growth from healthy-appearing items such as the Fresh Fish/Seafood and Fresh Meat Substitutes categories, growing at 12% and 11%, respectively. Again, in markets with aging populations, consumers are using food and beverages to maintain their health and youthfulness.





Insights on Growth in Food & Beverage Products

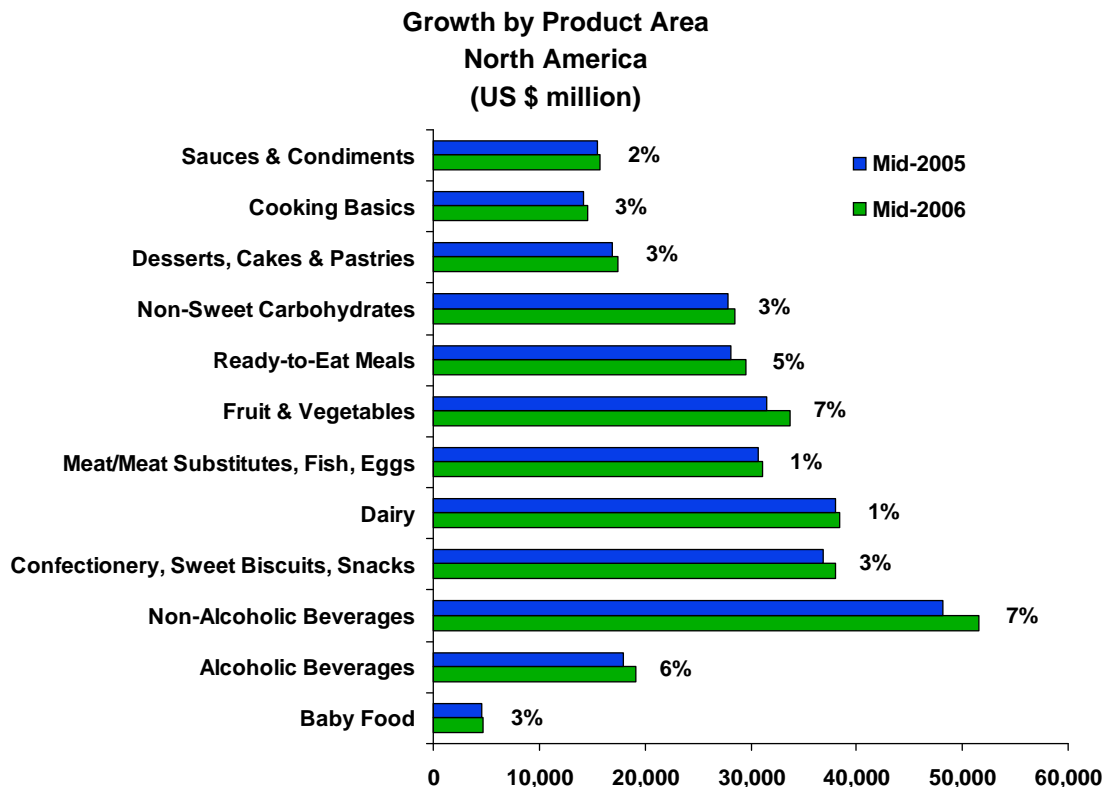
Regional Growth

North America

North America showed steady but slow growth in most of the product areas. The Meat and Dairy product areas were the slowest-growing, perhaps surprising because of their recent strong growth in years past, due to consumers trying “low carb” diets. However, it is interesting to note that within this product area, both Fresh and Frozen Fish/Seafood categories showed significant growth (+8%). This supports the idea that consumers in developed/older markets are continuing their focus on health and wellness by purchasing seafood in greater rates than other meat. In Dairy, Spoonable Yogurts was the strongest category, growing at 7%.

Non-Alcoholic Beverages were another strong growth area, fueled by increases in Non-RTD Coffee and Water categories (up 11% and 22%, respectively). And although it is still relatively small, the Sport/Energy Drinks category showed the strongest growth within this product area, by growing more than 50% compared to the prior time period.

Fruit & Vegetables were the other strong product area, driven by growth in Ready-to-Eat salads and fresh fruit. In Canada, this product area showed growth due to a 20% increase in Frozen Fruit, while in the US, the significant increase of Frozen Meal Starters (+95%) moved the product area significantly. Across the region, increases in sales of fresh fruits, vegetables and ready-to-eat salad bags also helped boost their respective categories.



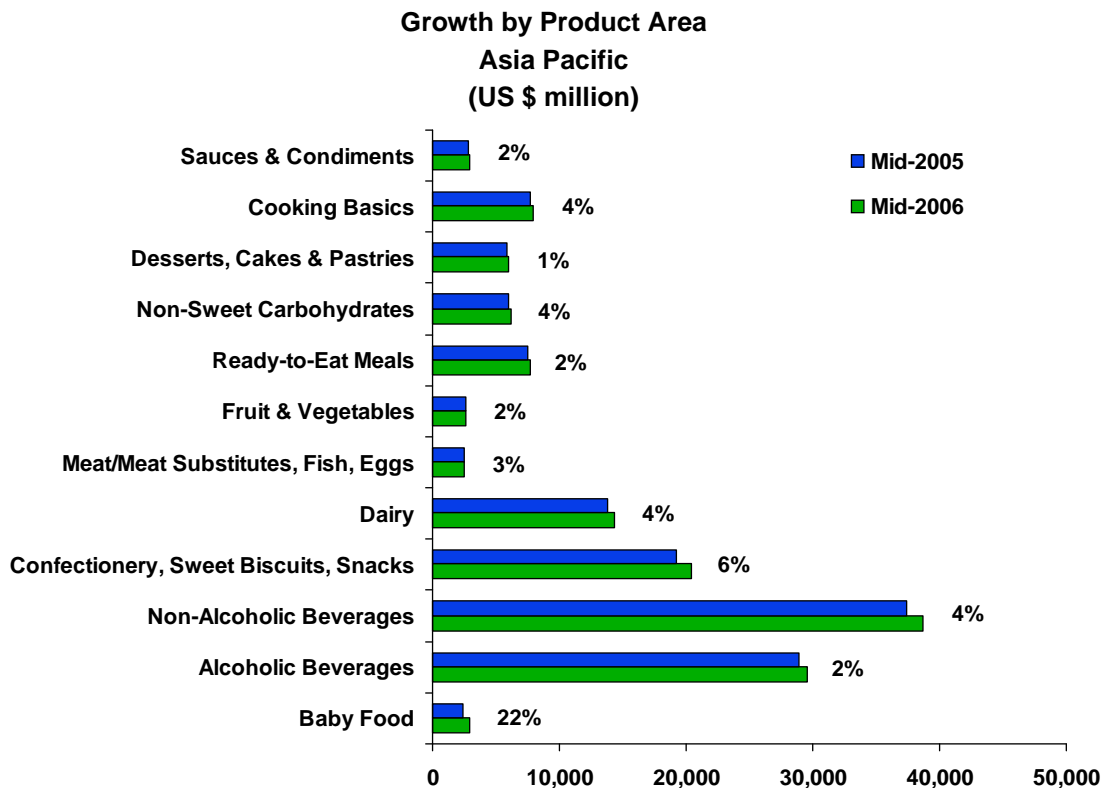


Insights on Growth in Food & Beverage Products

Regional Growth Asia Pacific

The Asia Pacific region overall showed modest gains across all product areas. In seven of these 12 areas, the Asia Pacific region grew at a slower pace than the global averages. However, there was surprisingly strong growth in a few places. The Baby Food product area again stood out in this region, primarily driven by the large increases in Baby Formula in China (+50%), which is now over US \$1 billion and growing quickly.

The Baby Formula category also showed strong gains in Sri Lanka (+42%) and Thailand (+22%), while Baby Food also grew in markets including Australia, China, Indonesia and Sri Lanka. There is clearly a shift among developing Asia Pacific markets, where purchased baby food is continuing to become more available and acceptable for consumers of growing affluence.





Insights on Growth in Food & Beverage Products

Regional Growth

Asia Pacific

Dairy products are not as prevalent in Asia Pacific as they are in Europe or North America, but within this product area there has been some interesting growth. Similar to global trends, yogurt has been popular in many markets in this region – both the drinkable and the kind you eat with a spoon. Spoonable Yogurts grew most strongly in China, Thailand and New Zealand, pushing the category to grow at 7% in the Asia Pacific region. Drinkable Yogurts grew in China, Singapore, Taiwan and Malaysia, giving this category a 28% growth rate across the region. Overall, the Dairy product area grew two percentage points more than the global average for Dairy.

Other product areas showing stronger increases include the Confectionery, Sweet Biscuits and Snacks area, which was partially helped by modest growth in Energy Bars in Japan and Fruit/Muesli Bars in New Zealand. Perhaps more surprising was the strong growth in China of Snacks/Chips (+28%), Non-Chocolate Candy (+24%), and Sweet Biscuits/Cookies (+19%). Consumers in this market are becoming more willing to purchase these treats as they gain in spending power, causing these categories to show double-digit growth. In fact, Snacks/Chips are coming close to being a US\$ 1 billion category in China alone.



Insights on Growth in Food & Beverage Products

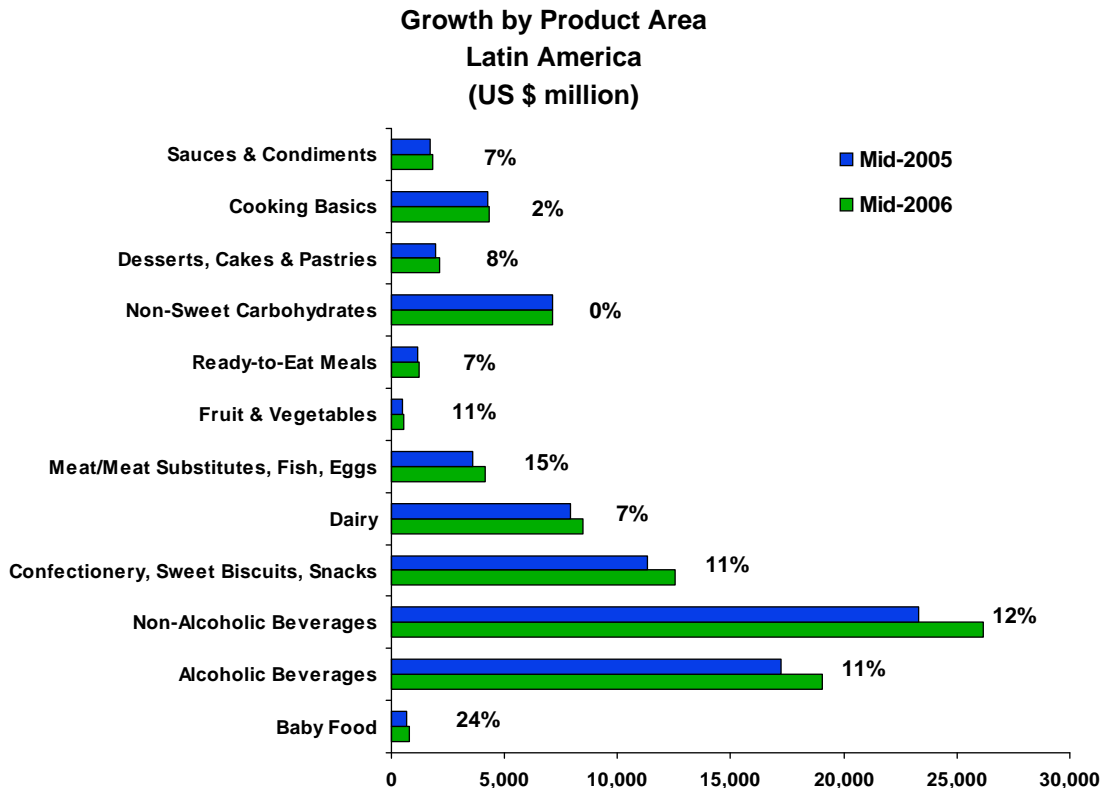
Regional Growth

Latin America

Latin America is showing strong growth across many product areas. Ten of the 12 product areas are growing faster than the global average, many of them significantly. Similar to Asia Pacific and Emerging Markets, Baby Food is the fastest growing product area in the region. Within this group, it was the Baby Food category that was growing the most, with both Mexico and Venezuela showing growth higher than 50%. Baby Formula was also a strong growing category, showing positive year-over-year growth in most all the markets.

In the product area of Meat/Meat Substitutes/Fish and Eggs, all Latin American markets showed positive growth except Mexico. The decline in Mexico was due to a small decrease in year-over-year Egg sales, which was the only category measured in Mexico for this product area. The Meat/Meat Substitutes, Fish, Eggs product area showed the strongest growth from Venezuela, posting a gain of over 40%.

Non-Alcoholic Beverages also showed significant growth, driven by the categories of Water, Sports/Energy Drinks (especially in Chile), and Dairy Substitute Drinks such as rice and soy (mainly in Brazil). Shelf-stable Milks were also a strong performer in the region, due to their ability to sit on store shelves longer without requiring refrigeration.





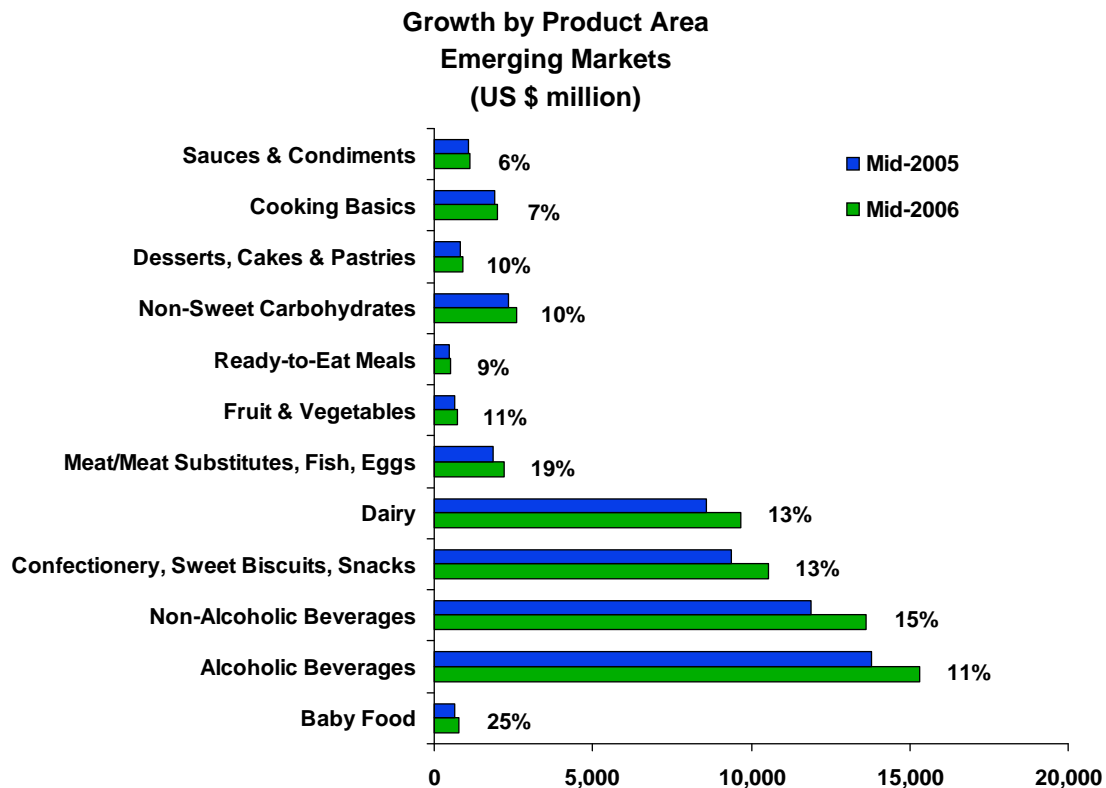
Insights on Growth in Food & Beverage Products

Regional Growth Emerging Markets

Beverages of all kinds, as well as meats and confectionery items were all strong leaders, showing the development of many product areas in the Emerging Markets region. Baby Food was at the top of this list at 25% growth. This was due to several factors, including continued development and penetration in modern trade channels, growth in “wet” food (Baby Food in jars), and private label items. Romania (+72%), Latvia (+40%) and Russia (+39%) were the fastest growing markets for Baby Food items.

Non-Alcoholic beverages also showed strong growth, driven by Dairy Based Drinks and Water categories (up 24% and 21% respectively). Confectionery, Sweet Biscuits and Snacks saw strong growth from Cereal/Muesli bars (+23%), although they were a small category. Also, Snacks/Chips grew at 16%, and contributed significantly to growth due to the category's size.

Dairy is another area showing positive growth in Emerging Markets, fueled in part by Cheese (+27%) and Spoonable Yogurt (+12%). However, the Fresh Dairy/Milk/Cream category, while growing at 12%, contributed nearly as much in terms of value growth as the other two categories combined. The need for refrigerated distribution and storage of many of these perishable items highlights the new retail infrastructure that is being developed in many of these markets.





Product Area Highlights



Insights on Growth in Food & Beverage Products

Product Area Highlights

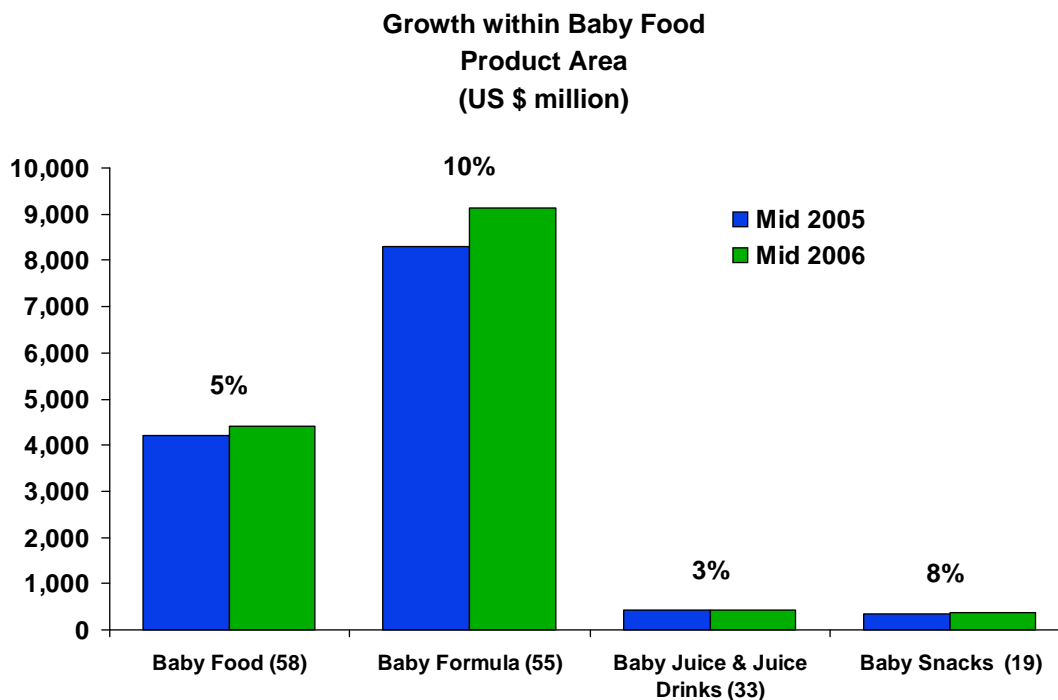
Baby Food

Global Growth: 8%

The Baby Food product area showed the highest overall growth in this Food & Beverage study, driven mainly by the gains made in Baby Formula, which had very high growth rates in Asia Pacific (+24%), Latin America (+20%) and the Emerging Markets (+21%). Within the Asia Pacific region, China drove a 50% growth in Baby Formula from the prior year, reaching sales of over US \$1 billion. This growth is due to several factors. First, manufacturers have focused marketing efforts on promoting these products as more 'convenient', which appeals to younger families, especially in developed cities and regions. Next, consumer concerns over quality of off-brand products in this area led to growth of major brands, whose higher price points also helped drive gains. Finally, as China continues its growing economy, consumers can now afford more consumable goods, which is also reflected in this growth.

New product introductions also helped drive significant annual gains in European markets. The introduction of meat-based products in Hungary, for example, and wet baby food in jars in Czech Republic and Slovakia, were examples of this. Also, private label boomed in the Baby Food category in Czech Republic (+156%), Slovakia (+51%), Germany (+37%) and Poland (+20%), which added to Europe's overall growth.

Baby Food and Baby Formula both made strong showings in Emerging Markets such as Estonia, Russia and Romania, as well as Saudi Arabia and United Arab Emirates.



(Number of markets in parentheses)



Insights on Growth in Food & Beverage Products

Highlights within Product Categories

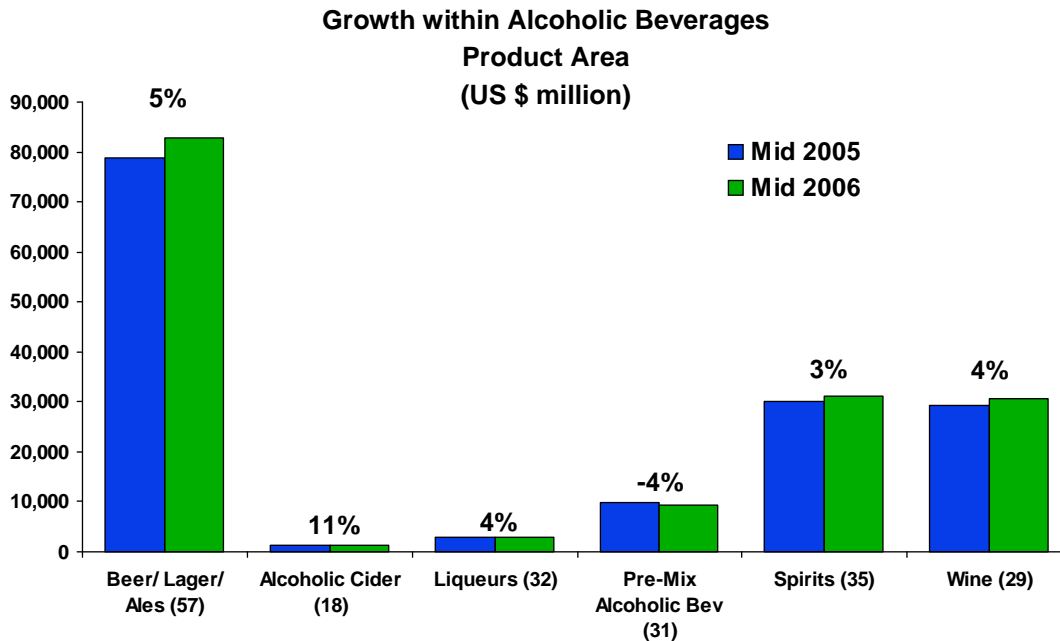
Alcoholic Beverages

Global Growth: 4%

This product area was again dominated in size and actual value growth by Beer. Increases around the world were fueled by several factors, including price increases and focus in some markets on more premium or craft beers. Also noted in some markets was the introduction of “healthy” (zero-alcohol) beers. However, a consistent theme seemed to be the growing influence of Private Label beer. In markets such as Poland, private label was touted as a lower-price alternative to premium priced beer or other liquor.

An interesting finding was the strong growth of Alcoholic Cider, which actually showed significant-enough growth to rank as one of the fastest-growing categories overall. The growth seems to be coming mainly from Great Britain and Ireland, as well as from Nordic markets including Finland and Norway, with additional growth coming from nearby Latvia and Lithuania.

In contrast to the growth in Ciders, the Pre-Mixed Alcoholic Beverages saw an overall global decline. Typically seen as a more trendy and premium item to beer, this category saw some strong growth in Emerging Markets and Latin America (especially Brazil), but declines in other markets were greater. In addition to the new growth in Ciders, another likely contributor to the decline of the category are the restrictions on these beverages, including taxes and advertising restrictions based on the alcohol contents of the product itself.



(Number of markets in parentheses)



Insights on Growth in Food & Beverage Products

Highlights within Product Categories

Non-Alcoholic Beverages

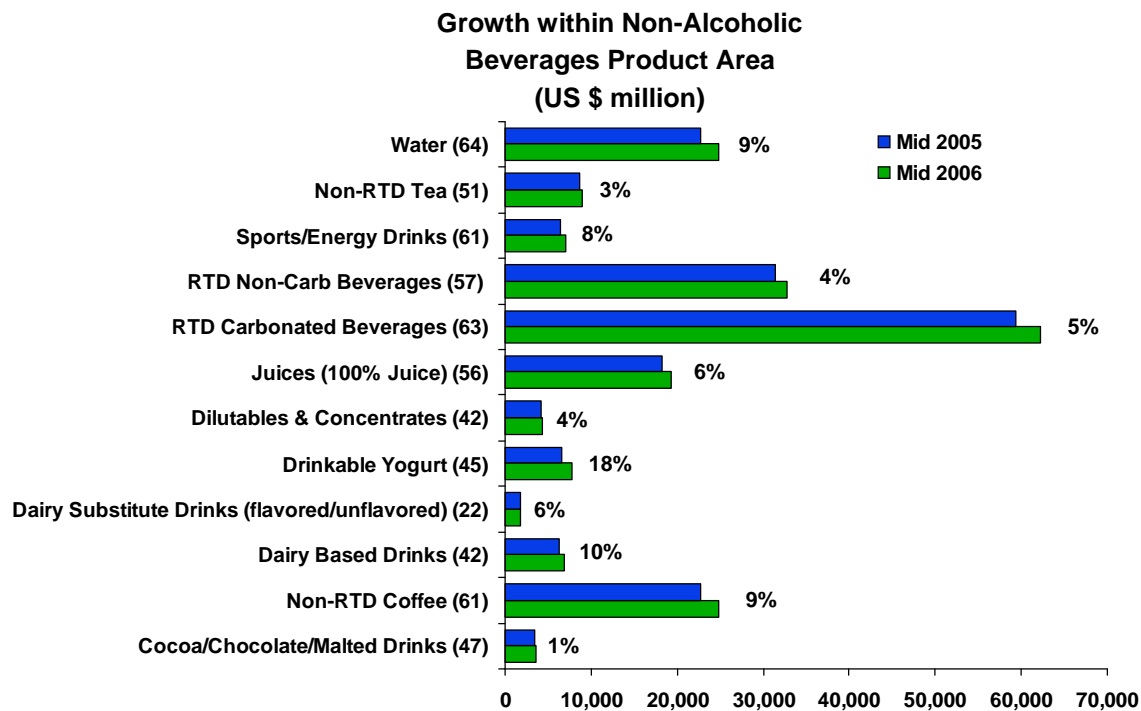
Global Growth: 6%

One of the more exciting product areas was Non-Alcoholic Beverages, due to the number of growing categories. In previous studies, it was Dairy Substitute Drinks (such as Soy) that grew in double-digits, but this time it was Dairy that made a comeback – by way of Dairy-Based Drinks and Drinkable Yogurts. Both categories were in the top nine fastest growing, and both were larger than US \$1 billion in terms of their global value.

For many markets, Drinkable Yogurt is a relatively new category, which helped overall global growth rates. But more important is the consumer's focus on health and well-being. Many marketers have focused on product convenience and the benefit of yogurt's active cultures on the intestinal tract and immune system.

Dairy Based Drinks also benefited from the focus on convenience and health. In some markets, the launch of flavored milks targeted to children helped the segment, as these are already prepared and easy to carry to school. Also important was the launch of smaller packaging formats, again targeted to children to be consumed on the go.

While Dairy Substitute drinks did not have the same level of growth as in the past, it still kept pace with the global average for this product area, highlighting its continued popularity in many parts of the world. The category did show strong growth in Latin American markets such as Brazil and Mexico.



(Number of markets in parentheses)



Insights on Growth in Food & Beverage Products

Highlights within Product Categories

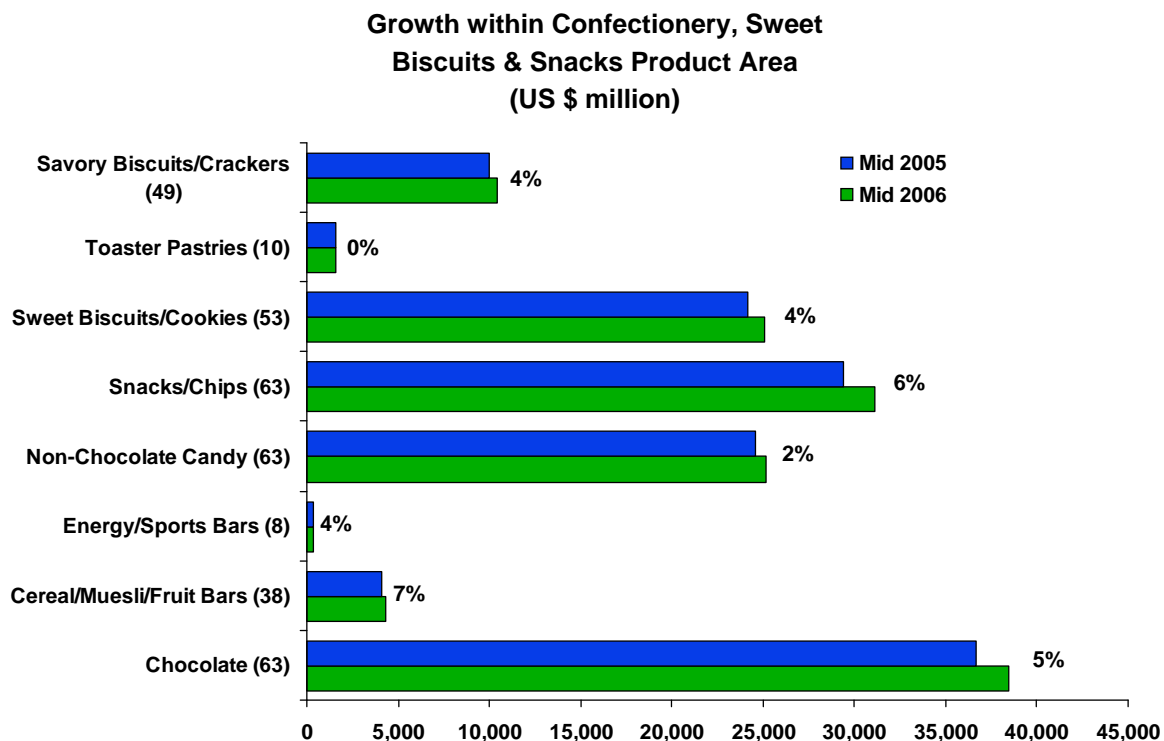
Confectionery, Sweet Biscuits & Snacks

Global Growth: 5%

Two categories exceeded the global average in this product area: Cereal/Muesli/Fruit Bars and Snacks/Chips. The Cereal/Muesli/Fruit Bars category is a small but growing segment that benefited from growth in Emerging Markets such as Greece, Israel and Saudi Arabia, as well as in Latvia and Lithuania. New product introductions and the marketing of these products as convenience items are contributors to the growth.

Chocolate, while growing at just the global average for this product area, contributed the largest value growth. New product introductions and pricing increases were part of the story, but some markets also noted a focus on the health benefits of chocolate, which also may have helped spur growth.

The Snacks/Chips category grew faster than the average, in large part helped by the growth in China, which grew by 28% in this category. As consumers in this market gain more discretionary income, categories like Snacks/Chips and Non-Chocolate Candy have seen a benefit due to a willingness of Chinese consumers to spend more on these items.



(Number of markets in parentheses)



Insights on Growth in Food & Beverage Products

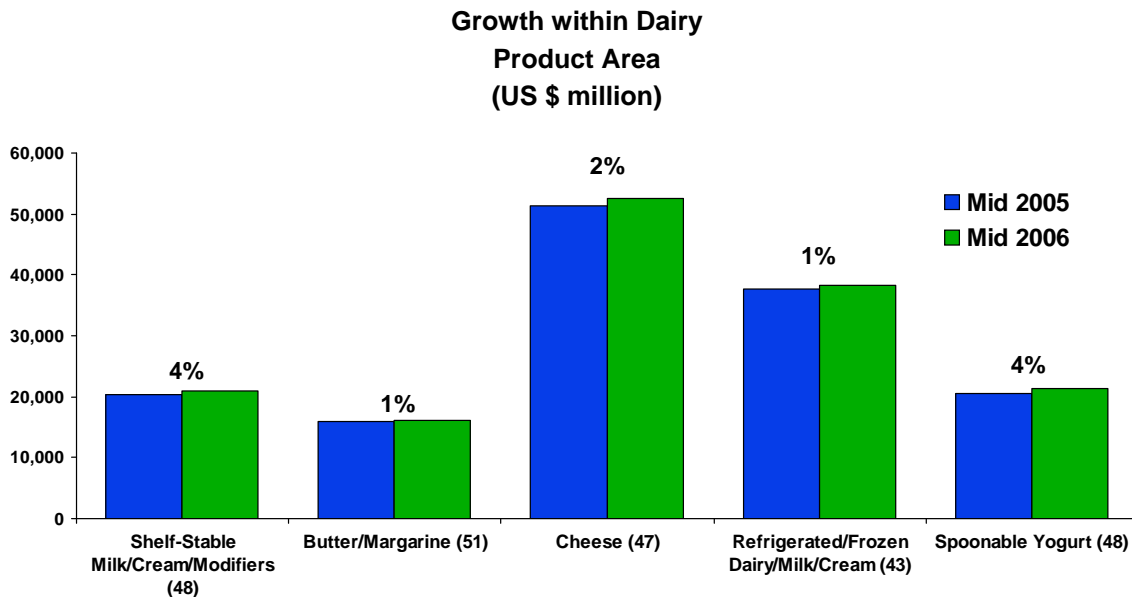
Highlights within Product Categories

Dairy

Global Growth: 2%

While Dairy Products are a slow-growing product area, they represent a significant value, behind only the Alcoholic Beverage and Non-Alcoholic Beverage product areas in terms of size. However, within the dairy product area, Spoonable Yogurt echoed the figures seen in Drinkable Yogurt, growing at twice the rate of this product area.* Latin America (+13%) and the Emerging Markets (+12%) showed the highest regional growth rate for Spoonable Yogurt, on a smaller value base. Two of the fastest growing markets for Spoonable Yogurt came from the Asia Pacific region, however: China (+77%) and Taiwan (+40%).

Shelf-Stable Milk/Cream/Modifiers also saw stronger-than-average growth, with all regions except Europe posting gains higher than the average. Brazil is a leader in terms of value sales within this category, ahead of Germany, Spain, France and Italy. China again showed its market strength by growing at close to 30% in this category as well, putting it ahead of the US in terms of value sales.



*NOTE: for the purposes of this study, Drinking Yogurt and Milk-Based Drinks were included in the Non-Alcoholic Beverage product area, and not here.

(Number of markets in parentheses)



Insights on Growth in Food & Beverage Products

Highlights within Product Categories

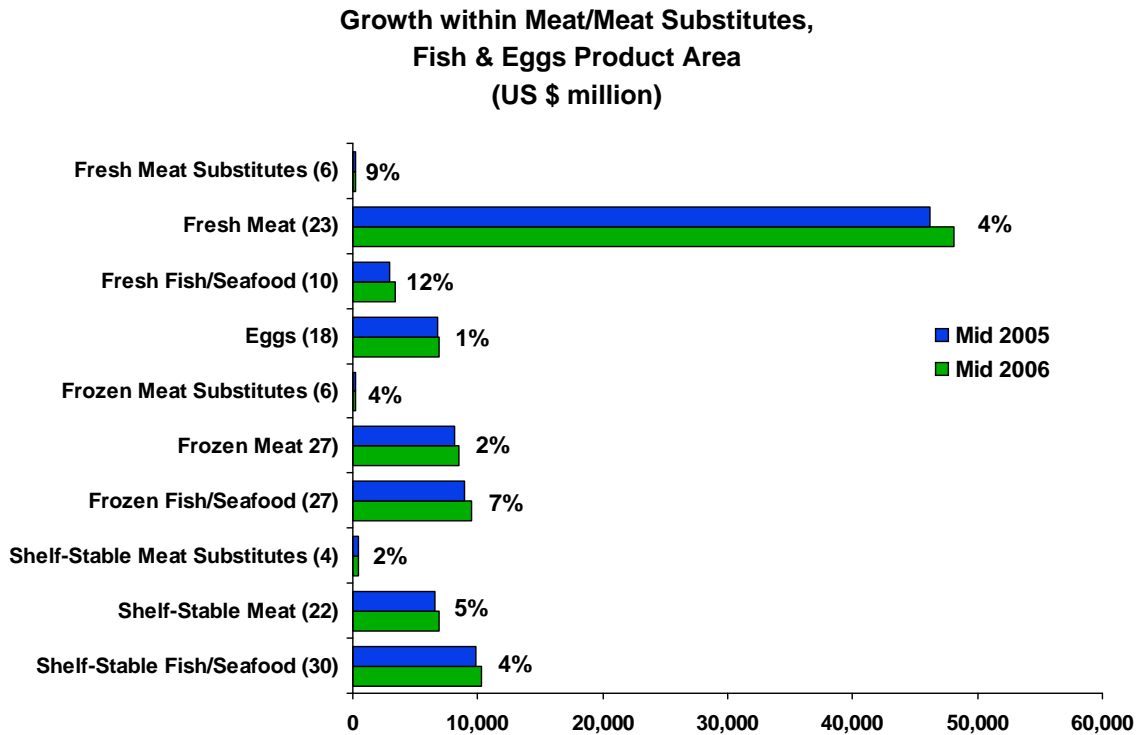
Meat/Meat Substitutes, Fish & Eggs

Global Growth: 5%

In our 2004 study, this product area was the fastest growing on a global basis. Since then, the growth has remained positive – higher than the global average of all Food & Beverage categories – but its growth is not as high as the prior study. With “low carb” diets of the past few years on the wane, categories such as Eggs and Fresh Meat are showing more modest growth. Interestingly, it is the Fish categories that are showing growth, perhaps underscoring a consumer focus on healthier living.

Both Fresh and Frozen Fish categories saw very strong global growth in this study. Fresh Fish showed a marked increase across Europe with Great Britain and France adding over US \$100 million each in incremental growth to the category. Frozen Fish was also a popular choice, with the US, Germany and Spain contributing major value to global growth.

While it is still a small category, it is interesting to note that fresh meat substitutes (such as soy products) also showed higher-than-average growth. Although information was only reported in a few markets, four of them (Great Britain, Netherlands, Sri Lanka and Italy) all showed double-digit growth.



(Number of markets in parentheses)





Insights on Growth in Food & Beverage Products

Highlights within Product Categories

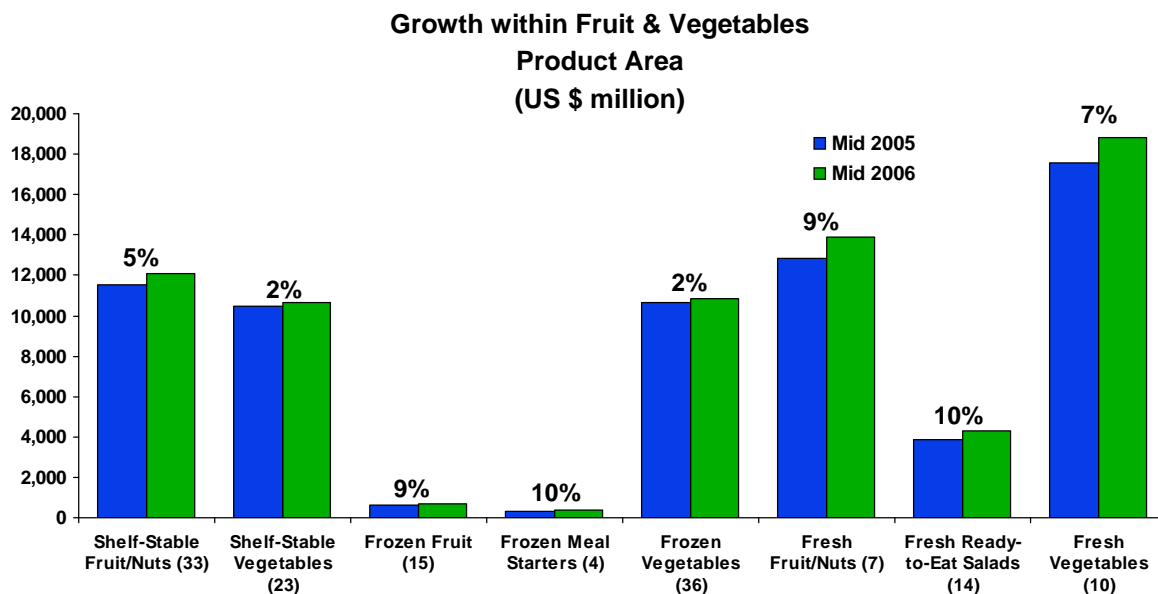
Fruit & Vegetables

Global Growth: 6%

Healthy eating again was demonstrated by the growth in Fruit & Vegetable product areas. Although shelf-stable varieties did not show strong growth overall, both Shelf-Stable Fruit/Nuts and Shelf-Stable Vegetables showed double-digit increases in the Emerging Markets (up 22% and 14%), due in part to private label increases and price increases on some nut varieties.

However, the fresh varieties of fruits and vegetables showed the most exciting growth. The more developed markets showed the highest growth in these categories, as well as being the largest value growth contributors. Ready-to-Eat Salads were the fastest growing in terms of fresh vegetables, and the US continued to be one of the fastest-growing markets for this type of product, growing at over 20%. However, Great Britain, growing at 6% in this survey, has roughly twice the sales value in Ready-to-Eat salads as the US.

One category to watch for the future is Frozen Meal Starters. While small, it is showing strong growth in three of the four markets measured. As consumers continue to look for convenience and time-saving techniques, these kitchen helpers may continue their positive trend.



(Number of markets in parentheses)



Highlights within Product Categories

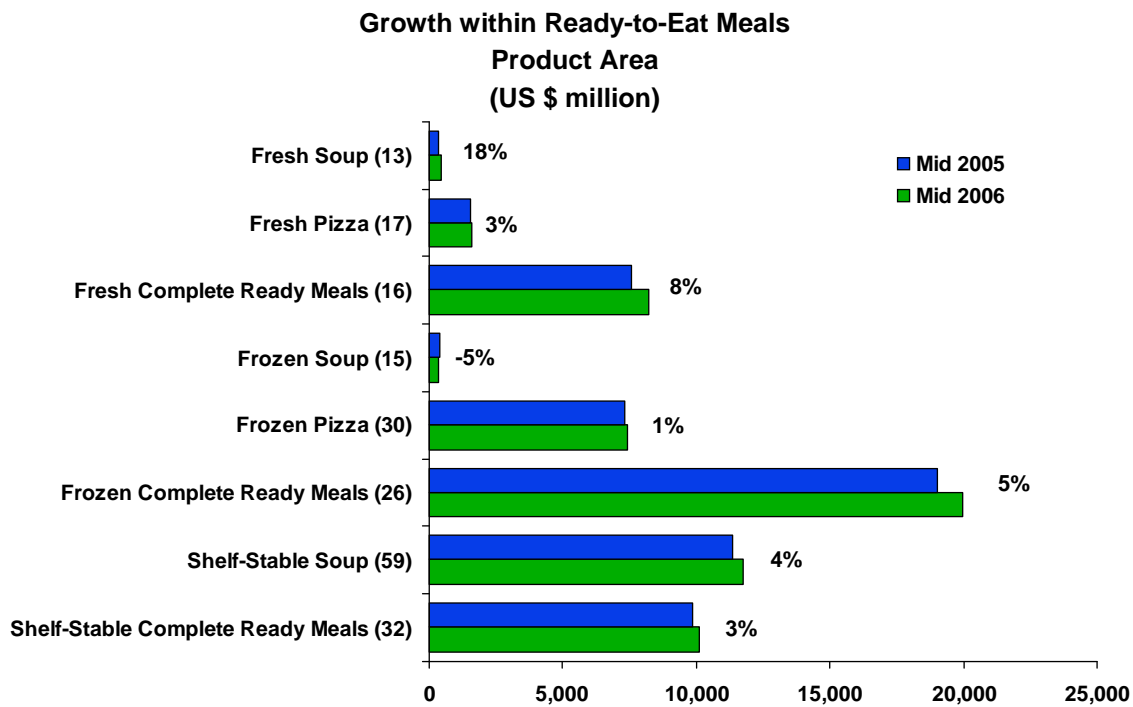
Ready-to-Eat Meals

Global Growth: 4%

While it is a relatively small category, Fresh Soup (including Bouillon/Stock) has made some large gains in the past 12 months within the Ready-to-Eat Meals product area. Part of this growth comes from a general decline in the Frozen Soup category, as consumers traded for a fresher variety. Much of the growth in Fresh Soup came from European markets and the US. Great Britain was the largest overall contributor to value sales growth in this category.

The other big categories within the Ready-to-Eat product area were Fresh and Frozen Complete Ready Meals. Both showed higher-than-average growth, and it came from many parts of the world. The US is by far the leader in terms of value sales in both these categories, and it was growing at the category average. New product introductions and private label helped give the Complete Ready Meals their boost.

In some cases the trend in these categories is similar to Soup in that consumers may be trading Fresh for Frozen Complete Ready Meals. More markets were showing an increase in the Fresh category, and consumers are purchasing the fresh meals at a higher rate than their frozen counterparts. It will be interesting to see if this trend continues.



(Number of markets in parentheses)



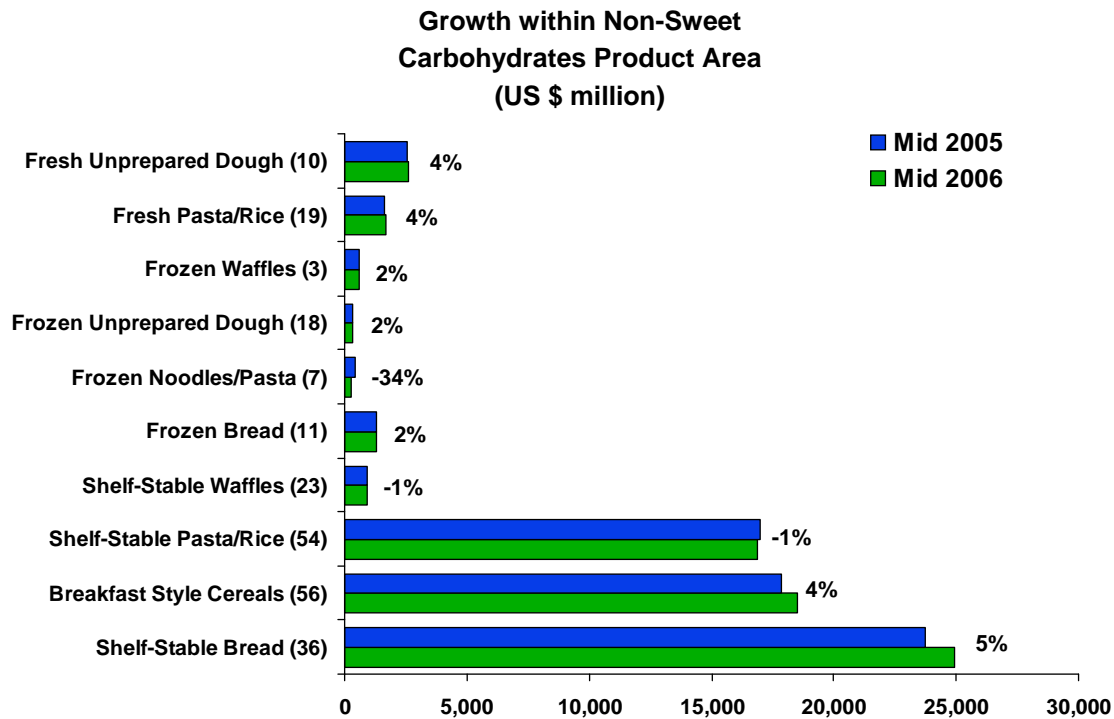
Highlights within Product Categories

Non-Sweet Carbohydrates

Global Growth: 3%

This category experienced a slight rebound compared to prior studies, perhaps a reflection of consumers moving away from the “low carb” dieting craze of years past. However, many categories within this product area did still show declines. The Noodles/Pasta/Rice categories, as well as Shelf-Stable Waffles, saw declines. Frozen Noodles/Pasta were hardest hit, with manufacturers in several markets eliminating products in this category.

However, fresh items again showed better growth than the category average. In addition, both Shelf-Stable Bread and Cereal categories also grew faster than the norm. The Latin America region actually showed double-digit growth in Shelf-Stable Bread, with seven of the 13 markets displaying double-digit growth. Globally, four of the markets with sales over US \$1 billion grew faster than 5%: Great Britain (+9%), Mexico (+9%), Australia (+8%) and Canada (+7%).



(Number of markets in parentheses)



Highlights within Product Categories

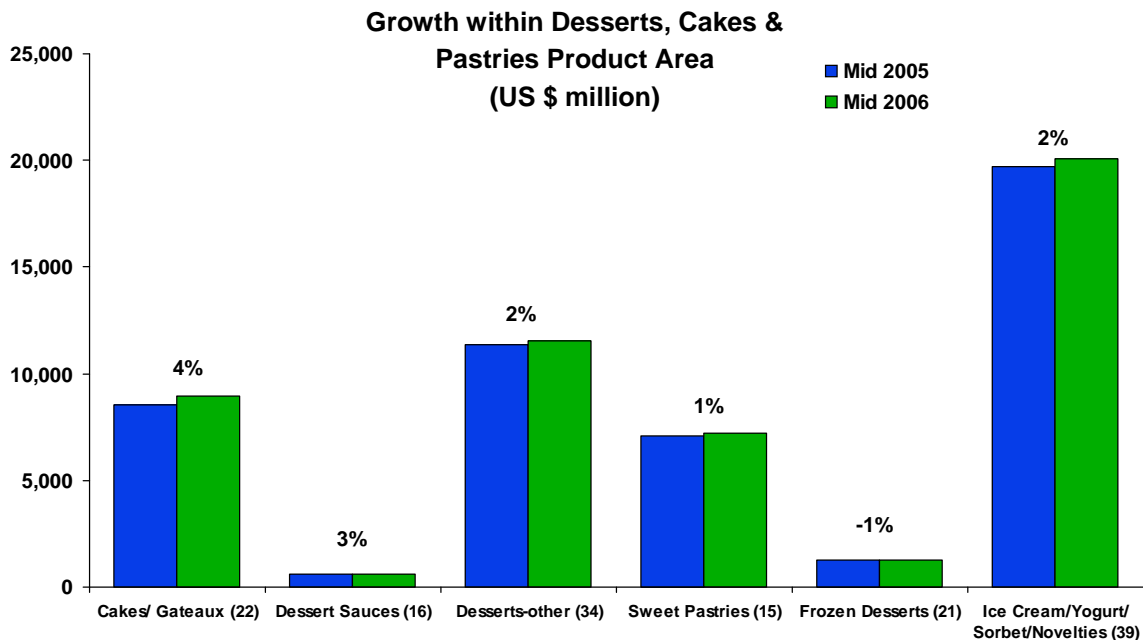
Desserts, Cakes & Pastries

Global Growth: 2%

The Emerging Markets had a “sweet tooth” for this product area, as it was the only region to show growth in the double digits. On a global basis, most of the product areas showed modest growth. Frozen Desserts was the category showing the greatest declines, much of which came from Japan, which saw a drop in popularity of some products within the category.

On the bright side, Cakes/Gateaux showed stronger than average growth, fueled by the Emerging Markets, which saw an increase in both branded and private label products. The Shelf-Stable variety were more popular in the Latin America region, with Mexico growing at 7% and Brazil growing at 14%, while Frozen Cakes/Gateaux showed higher growth within Emerging Markets such as Egypt, Turkey, UAE and Saudi Arabia.

The Ice Cream category was treated to increased growth by Latin America and some of the Emerging Markets. This was due to private label, but also increased manufacturer marketing to target the “low season” for these cold treats and developing smaller item sizes.



(Number of markets in parentheses)



Highlights within Product Categories

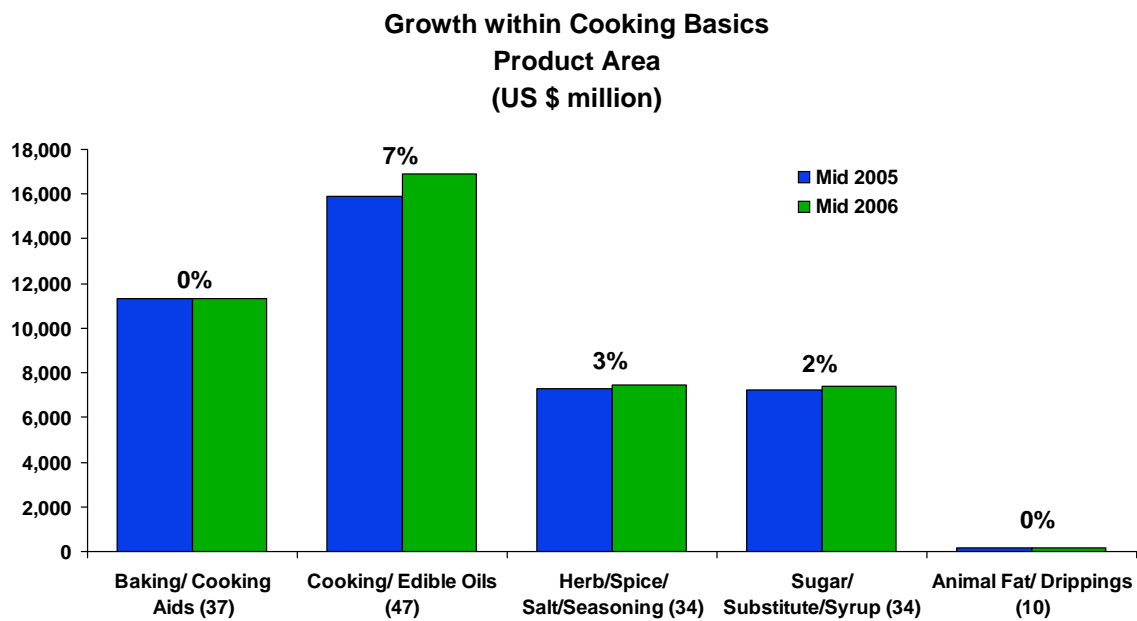
Cooking Basics

Global Growth: 3%

The products that help consumers make their meals at home showed a modest year over year growth, due in great part to the increase in Cooking/Edible Oils category. Some of the increases came from sales of premium-priced oil such as olive oil, and the expansion of oil varieties such as grape seed, flax, soya and sunflower helped boost the category.

Fresh items also showed promise in this product area. Within Baking/Cooking Aids, the Fresh items grew at 8%. Within Herbs, the Fresh items grew at 16%. It is clear that when consumers are able, they are choosing the healthy and fresh option.

When looking at the Sugar/Sugar Substitute category, the trend from the last study did not hold. Overall, Sugar grew by 3%, while Sugar Substitutes actually declined by 1% over the prior year. Some of this was due to price increases in sugar, while prices dropped in some markets for the Sugar Substitutes.



(Number of markets in parentheses)



Highlights within Product Categories

Sauces & Condiments

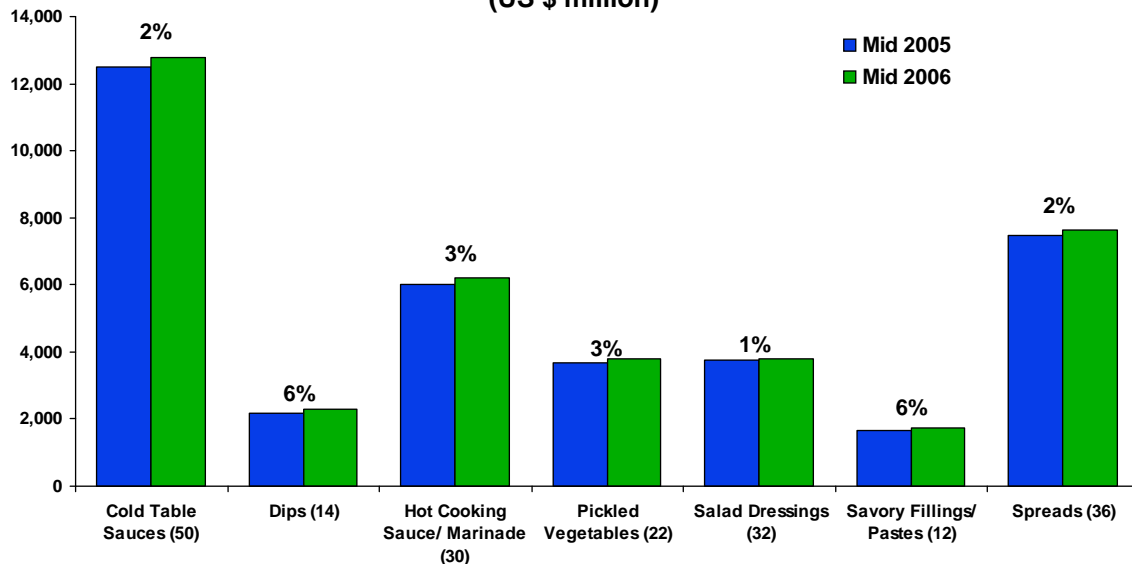
Global Growth: 3%

The category concerned with spicing things up in the kitchen did not show overall strong growth, but within regions and categories there were a few highlights. Regionally, Latin America grew at more than twice the global rate (+7%) fueled by double-digit increases in Venezuela, Argentina and Brazil.

Within categories, Dips were a hit in several places around the world. Great Britain, Australia and Canada all had double-digit growth in Fresh Dips, a category worth over US \$100 million in each market, which contributed significantly to overall growth. Fresh Dips were more popular than Shelf-Stable or Frozen Dips, again indicating that “fresh is best” in the consumers’ minds.

Fresh Savory Fillings/Pastes was the other category that showed some of the biggest growth in this product area. In Europe this was due to the addition of private label products in several markets, as well as the introduction of new product lines. Perhaps surprisingly, North America showed the highest growth in this area, with both branded and private label fillings and pastes showing growth.

Growth within Sauces & Condiments
Product Area
(US \$ million)



(Number of markets in parentheses)



Highlights within Product Categories

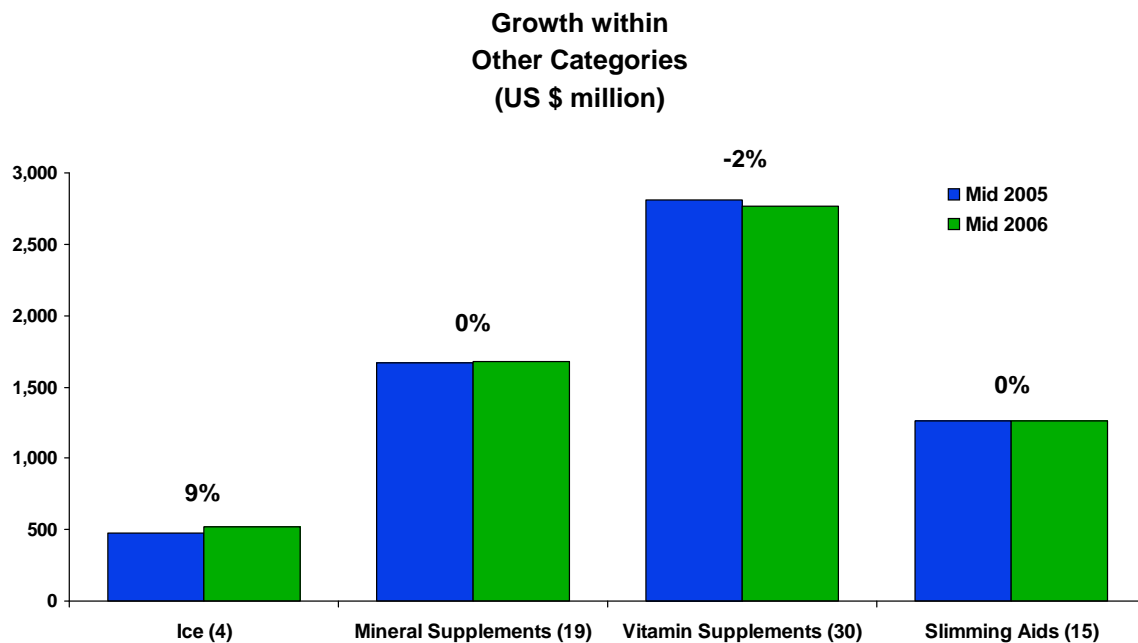
Other Categories

Global Growth: 0%

Finally, there are a few categories that do not fit within other product areas. While this area was flat in year over year growth, each of these categories showed growth in some markets. Mineral Supplements and Slimming Aids both saw growth in Japan and Australia, partly due to increasing prices. Slimming Aids also showed double-digit growth in Finland, Norway and Sweden, as part of an overall health trend in those markets.

The Vitamin Supplements category saw their largest growth occur in Latin America, fueled by double-digit growth in Nicaragua, Panama and Mexico. Latin America also contributed the largest category value growth, with Mexico and Colombia occupying two of the top three spots.

The Ice category showed strong year-over-year growth, but was only measured in a few markets. Growth came mainly from the United States, which saw an increase across several branded varieties of ice.



(Number of markets in parentheses)



Private Label Trends



Insights on Growth in Food & Beverage Products

Private Label Trends


The Top 20 Private Label categories are predominantly fresh items

Within the product areas, fresh food reigns supreme. Within the top ten below, nine were Fresh categories. In some of these, manufacturer growth actually outpaced rate of private label, showing healthy competition and growth in the Fresh categories.

Of these top 20 private label categories, three were also part of the fastest-growing categories overall. Each of these three showed faster private label growth than manufacturer growth, again highlighting the intense competition within these fast-growing categories.

PRODUCT AREA	CATEGORY	PL CAT SHARE	PL CAT GROWTH	MANU CAT GROWTH
Desserts, Cakes & Pastries	Fresh Cakes/ Gateaux	63%	5%	4%
Fruits & Vegetables	Frozen Fruit	62%	8%	9%
Fruits & Vegetables	Fresh Ready to Eat Salads **	60%	12%	10%
Ready-To-Eat Meals	Fresh Pizza	55%	7%	3%
Meat, Fish & Eggs	Fresh Eggs	53%	-1%	1%
Ready-To-Eat Meals	Fresh Complete Ready Meals	49%	7%	8%
Ready-To-Eat Meals	Fresh Soup/ Bouillon/ Stock **	48%	24%	18%
Sauces & Condiments	Fresh Savory Fillings/ Pastes	46%	4%	8%
Dairy	Fresh Dairy/ Milk/ Cream	40%	0%	1%
Meat, Fish & Eggs	Fresh Fish/ Shellfish/ Seafood	40%	16%	12%
Fruits & Vegetables	Frozen Meal Starters **	38%	15%	10%
Sauces & Condiments	Fresh Hot Cooking Sauce & Marinade	38%	15%	9%
Desserts, Cakes & Pastries	Shelf-Stable Cakes/ Gateaux	37%	7%	4%
Fruits & Vegetables	Shelf-Stable Vegetables	35%	3%	2%
Sauces & Condiments	Shelf-Stable Pickled Vegetables	34%	6%	3%
Dairy	Frozen Dairy/Milk/Cream	34%	7%	-10%
Fruits & Vegetables	Shelf-Stable Fruit/ Nuts	33%	10%	5%
Sauces & Condiments	Fresh Dips	33%	11%	8%
Meat, Fish & Eggs	Frozen Fish/ Shellfish/ Seafood	32%	7%	7%
Desserts, Cakes & Pastries	Fresh Sweet Pastries	32%	5%	7%
Fruits & Vegetables	Frozen Vegetables	31%	2%	2%

**Fastest Growing Categories

 Manufacturer brands growing faster than Private Label



Insights on Growth in Food & Beverage Products

Private Label Trends


Across Product Areas, Private Label showed generally stronger growth

Similar to the overall global trend, private label also showed positive growth when looking at the 12 product areas. While there may have been increases and declines within categories in each product area, the net result was positive.

Perhaps not surprisingly, the product areas that contained more Fresh categories had a higher private label share – such as Dairy, Meat, Fruits & Vegetables, and Desserts. And although private label showed some faster growth in low-share areas such as Baby Food, areas such as Alcoholic Beverages did not show as much growth.

In fact, Alcoholic Beverages was the only product area that showed a manufacturer net growth that was higher than private label. With the exception of Liqueurs, all of the categories within Alcoholic Beverages showed higher manufacturer growth (or a slower decline, in the case of Pre-Mixed Alcohol Beverages) than private label. This is one product area where manufacturer brands are very entrenched.

PRODUCT AREA	PRIVATE LABEL SHARE	PRIVATE LABEL GROWTH	MANUFACTURER GROWTH
Baby Food	2%	16%	8%
Alcoholic Beverages	6%	2%	4%
Non-Alcoholic Beverages	11%	9%	6%
Confectionery & Snacks	9%	7%	4%
Dairy	27%	3%	2%
Meat/Meat Substitutes, Fish & Eggs	26%	8%	3%
Fruit & Vegetables	24%	7%	5%
Ready-to-Eat Meals	19%	7%	4%
Non-Sweet Carbohydrates	18%	3%	3%
Desserts, Cakes & Pastries	23%	4%	2%
Cooking Basics	16%	8%	3%
Sauces & Condiments	19%	4%	2%

 Manufacturer brands growing faster than Private Label



Methodology



Insights on Growth in Food & Beverage Products

Methodology

Markets

With ACNielsen analyzing retail purchases around the world, this study focuses on the following 66 markets across five regions. These 66 markets account for more than 90% of the world's real GDP and over 75% of the world's population.

Europe Austria Belgium Switzerland Czech Republic Germany Denmark Spain Finland France Great Britain Hungary Ireland Italy Netherlands Norway Poland Portugal Sweden Slovakia	North America Canada United States
Asia Pacific Australia Bangladesh China Hong Kong Indonesia India Japan South Korea Sri Lanka Malaysia New Zealand Singapore Thailand Taiwan Vietnam	Emerging Markets Bulgaria Croatia Egypt Estonia Greece Israel Kazakhstan Latvia Lithuania Morocco Romania Russia Saudi Arabia Slovenia South Africa Turkey United Arab Emirates
	Latin America Argentina Brazil Chile Colombia Costa Rica El Salvador Guatemala Honduras Mexico Nicaragua Panama Puerto Rico Venezuela



Insights on Growth in Food & Beverage Products

Categories & Segments

To get a complete view of Food & Beverage products, ACNielsen captured trends from the categories listed below and then grouped these categories into 12 larger product areas (in **bold**) for higher-level analysis.

Baby Food

- Baby Formula
- Baby Food
- Baby Snacks
- Baby Juice & Juice Drinks

Alcoholic Beverages

- Beer/Lager/Ales
- Alcoholic Cider
- Wine
- Spirits
- Pre-Mixed Alcoholic Beverages (Spirit/Malt based)
- Liqueurs

Non-Alcoholic Beverages

- Cocoa/Chocolate/Malted Drinks
- Coffee (non-RTD)
- Dairy Based Drinks
- Dairy Substitute Drinks (flavored/unflavored)
- Dilutables & Concentrates
- Drinkable Yogurts
- 100% Juice
- Carbonated Beverages
- Ready-to-Drink Non-Carbonated Beverages
- Sports/Energy Drinks
- Tea (non-RTD)
- Water

Confectionery & Snacks

- Cereal/Muesli/Fruit Bars
- Chocolate
- Energy/Sports Bars
- Non-Chocolate Candy (includes Gum)
- Savory/Neutral Biscuits/Crackers
- Snacks/Chips
- Sweet Biscuits/Cookies
- Toaster Pastries

Dairy

- Butter/Margarine
- Cheese
- Refrigerated Dairy/Milk/Cream
- Shelf-Stable Dairy/Milk/Cream/Modifiers
- Spoonable Yogurt

Meat/Meat Substitutes, Fish & Eggs

- Eggs
- Fish/Seafood (Fresh/Refrig., Frozen, Shelf-Stable)
- Meat (Fresh/Refrig., Frozen, Shelf-Stable)
- Meat Substitutes (Fresh/Refrig., Frozen, Shelf-Stable)

Fruit & Vegetables

- Fruit/Nuts (Fresh/Refrig., Frozen, Shelf-Stable)
- Fresh Ready-to-Eat Salads
- Frozen Meal Starters
- Vegetables (Fresh/Refrig., Frozen, Shelf-Stable)

Ready-to-Eat Meals

- Complete Meals (Fresh/Refrig., Frozen, Shelf-Stable)
- Pizza (Fresh/Refrig., Frozen)
- Soup/Bouillon/Stock (Fresh/Refrig., Frozen, Shelf-Stable)

Non-Sweet Carbohydrates

- Bread (Frozen, Shelf-Stable)
- Breakfast Style Cereals
- Pasta/Rice (Fresh/Refrig., Frozen, Shelf-Stable)
- Unprepared Dough (Fresh/Refrig., Frozen)
- Waffles (Frozen, Shelf-Stable)

Desserts, Cakes & Pastries

- Cakes/Gateaux (Fresh/Refrig., Frozen, Shelf-Stable)
- Desserts (Fresh/Refrig., Frozen, Shelf-Stable)
- Dessert Sauces (Fresh/Refrig., Frozen, Shelf-Stable)
- Ice Cream/Yogurt/Sorbet/Novelties
- Sweet Pastries (Fresh/Refrig., Frozen, Shelf-Stable)

Cooking Basics

- Animal Fat/Drippings
- Baking/Cooking Aids
- Cooking/Edible Oils
- Herbs/Spices/Salt/Recipe Seasoning
- Sugar/Sugar Substitutes

Sauces & Condiments

- Cold Table Sauces
- Dips (Fresh/Refrig., Frozen, Shelf-Stable)
- Hot Cooking Sauces & Marinades (Fresh/Refrig., Frozen, Shelf-Stable)
- Pickled Vegetables (Fresh/Refrig., Shelf-Stable)
- Salad Dressings (Fresh/Refrig., Shelf-Stable)
- Savory Fillings/Pastes (Fresh/Refrig., Shelf-Stable)
- Shelf-Stable Spreads

Other Food & Beverage

- Ice
- Mineral Supplements
- Slimming Aids
- Vitamin Supplements

What's Hot around the Globe

Insights on Growth in Food & Beverage Products



Coverage

As with our other studies, this report is based on purchasing information from grocery and mass merchandise retailers and generally excludes such channels as department stores and home improvement centers. In some markets, sales from convenience stores, pharmacies, and (in the case of liquor sales) specialty stores are also included. It is important to note that ACNielsen Homescan data has been included as the source for US Wal-Mart information, which is included in the totals for North America.

Since coverage can differ significantly across markets, we have cited in our findings the actual number of markets included in this study where relevant. In cases where products were segmented into different categories across markets, we have aligned the products and categories in order to provide the most consistent view available.

Time Period

Information was collected for the 12-month periods ending mid-year 2005 and 2006. Due to differences in timing of data collection in some locations around the world, the actual mid-year date could vary by as much as four weeks among different markets; however, each market compared consistent 12-month year-over-year figures.

What's Hot around the Globe



Insights on Growth in Food & Beverage Products

Exchange Rate (per US\$)

To obtain a global perspective, global aggregations were created, converting local currency to US \$ using a constant exchange rate across the two years.

Europe

Euro	0.779241019
Swiss Franc	1.207999999
Czech Koruna	22.06299988
Danish Krone	5.809149999
British Pound	0.531180282
Hungarian Forint	205.580027
Norwegian Krone	6.096500019
Polish Zloty	3.087849998
Swedish Krona	7.257100005
Slovakia Koruna	29.47850046

North America

Canadian Dollar	1.114399999
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Asia Pacific

Australian Dollar	1.324591033
China Renminbi	8.019999985
Hong Kong Dollar	7.754549995
Indonesian Rupiah	9260.032786
Indian Rupee	45.51749942
Japanese Yen	111.3450073
South Korean Won	943.8995815
Sri Lanka Rupee	102.9549935
Malaysian Ringgit	3.617000003
New Zealand Dollar	1.599616092
Singapore Dollar	1.579349999
Thai Baht	38.23999946
Taiwan Dollar	31.99
Vietnam Dong	15970.01719

Latin America

Argentine Peso	3.071249994
Brazil Real	2.289500001
Chilean Peso	530.4499254
Colombian Peso	2501.399641
Costa Rican Colon	509.5349816
El Salvadorian Colon	8.752000042
Guatemalan Quetzal	7.585000033
Honduran Lempira	18.89499989
Mexican Peso	11.27495
Nicaraguan Cordoba	17.20000015
Panamanian Balboa	1
Venezuelan Bolivar	2147.302425

Emerging Markets

Bulgarian Lev	1.526349999
Estonian Kroon	12.19244993
Egyptian Pound	5.772499994
Croatian Kuna	5.666999978
Israeli Shekel	4.497
Kazakhstan Tenge	122.0249977
Lithuanian Lit	2.690350003
Latvian Lat	0.5423
Moroccan Dirham	8.645800019
Romanian Leu (new)	2.771650001
Russian Ruble	27.00125037
Saudi Riyal	3.750249997
Slovenia Tolar	186.7149928
Turkish Lira (new)	1.526500001
South African Rand	6.516950011
Arab Emirates	3.672600001