

**Food For Thought (FFT)
Strategic Information Services**

The Soft Drinks & Juices Market in Canada

2011 Edition

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FOREWORD

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OVERALL DEFINITIONS

- General:** Market data refer to all products sold for final human consumption in retail, foodservice and artisanal markets (own-produced for own sale, e.g. independent bakers), thus excluding industrial and intermediate consumption, and auto-consumption.
- Product:** All product markets are carefully defined so as to be comparable across all countries. Special cases in a few country and product markets are specified.
- Prices:** Retail prices (including VAT, excise and other indirect taxes) and foodservice buy-in prices are applied throughout.

METHODOLOGY

All countries are surveyed in the field regularly, during which extensive company and other interviews are carried out. FFT also systematically gathers all publicly available data (from trade associations, government institutions and publications, the press and other media). The definition above (final human consumption) ensures that there is no double-counting among product markets. In turn, this enables comparisons across all country/product markets on a per capita or unit value or real growth basis, and allows all data to be summed by product, by country, or by category, allowing extensive cross-checking for verisimilitude. Foodservice Markets: The total (retail + foodservice) human consumption market is established first. An estimate of the food-service market share, derived from multiple sources and industry interviews, is then applied to this total. Owing to the extremely fragmented nature of the foodservice market, specific foodservice surveys are not considered feasible or reliable.

FULL COVERAGE

There are NO gaps. Volume, Value and Company Market Share data are provided for ALL country and product markets. FFT provides its own carefully assessed estimates in the absence of any available data source.

DATA COLLECTION PRINCIPLES

- 1 End-Use Definition:** Final Human Consumption (see above). This ensures NO double-counting and that any and all data can be added up.
- 2 Wide Coverage:** All demand & supply - including retail, foodservice and direct supply - provides a fixed frame into which all elements must fit in a logical manner.
- 3 The 100% Rule:** Company market shares must add up to no more than 100%, and wide coverage means that all significant supplier market shares must be fitted in, squeezing many company claims!
- 4 Cross-checking:** To ensure verisimilitude, extensive country comparisons are made of per capita consumption and expenditure, real growth rates, etc., and against 10-year historical trends. Data "outliers" are singled out, and if necessary re-checked in the field.
- 5 Critical Review:** All publicly available data - the trade press, associations, government surveys, etc., are exhaustively collected & collated, and many amended or rejected, applying the above principles.
- 6 Original Sourcing:** Extensive field surveys, company interviews and store checks are carried out every year, and all data is "fitted" to a realistic overall picture of total supply and demand.
- 7 Software:** Complex, internally-developed computer programs provide a unique dynamic interlocking data grid.
- 8 Russian Doll:** Internal consistency and coherence is provided by data adjusting automatically to data changes elsewhere.
- 9 Client Feedback:** Continual improvements are incorporated in each annual edition at clients' suggestions and remarks, thus fine-tuning the database to market realities.
- 10 Strategic View:** Strategic View: Presentation techniques favoring a global vision of food & drink markets are systematically applied.

THE SOFT DRINKS & JUICES MARKET IN CANADA

TABLE OF CONTENTS

Summary Market Tables	7
2005 Total Expenditure	7
Canada and 1-Country Total	7
2010 Total Expenditure	8
Canada and 1-Country Total	8
2010 Retail Expenditure	9
Canada and 1-Country Total	9
2010 Foodservice Expenditure	10
Canada and 1-Country Total	10
2005-2010 Value Growth Rates	11
Canada and 1-Country Total	11
2005-2010 Per Capita Growth Rates	12
Canada and 1-Country Total	12
2010 Retail Market Share	13
Canada and 1-Country Total	13
2010 Foodservice Market Share	14
Canada and 1-Country Total	14
2010 Total Retail Market Share	15
Canada and 1-Country Total	15
2010 Total Foodservice Market Share	16
Canada and 1-Country Total	16
Demand and Supply by Product	17
17. All Soft Drinks & Juices Market Profile	19
Periscope for All Soft Drinks & Juices in Canada	19
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, All Soft Drinks & Juices, Canada	20
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2010-2015	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, All Soft Drinks & Juices, Canada	20
Retail, Foodservice and Total Demand, 2005, 2009 and 2010	
Total demand 5-year growth rates, 2005-2010	
Per capita retail, foodservice and total market consumption, 2010	
Total Market Value, All Soft Drinks & Juices, Canada	20
Retail, Foodservice and Total Demand, in Canadian Dollars and Euros, 2005, 2009 and 2010	
Total demand real 5-year growth rates, 2005-2010	
Per capita retail, foodservice and total market expenditure, 2010	
Company Market Shares, All Soft Drinks & Juices, Canada	21
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, All Soft Drinks & Juices, Canada	21

Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2011	21
17.1 Mineral Water Market Profile	23
Periscope for Mineral Water in Canada	23
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Mineral Water, Canada	24
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2010-2015	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Mineral Water, Canada	24
Retail, Foodservice and Total Demand, 2005, 2009 and 2010	
Total demand 5-year growth rates, 2005-2010	
Per capita retail, foodservice and total market consumption, 2010	
Total Market Value, Mineral Water, Canada	24
Retail, Foodservice and Total Demand, in Canadian Dollars and Euros, 2005, 2009 and 2010	
Total demand real 5-year growth rates, 2005-2010	
Per capita retail, foodservice and total market expenditure, 2010	
Company Market Shares, Mineral Water, Canada	25
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Mineral Water, Canada	25
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2011	
Major Brands, Mineral Water, Canada	26
Major Brands Listing by Company and Subsidiary, 2011	
17.2 Soft Drinks Market Profile	27
Periscope for Soft Drinks in Canada	27
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Soft Drinks, Canada	28
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2010-2015	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Soft Drinks, Canada	28
Retail, Foodservice and Total Demand, 2005, 2009 and 2010	
Total demand 5-year growth rates, 2005-2010	
Per capita retail, foodservice and total market consumption, 2010	
Total Market Value, Soft Drinks, Canada	28
Retail, Foodservice and Total Demand, in Canadian Dollars and Euros, 2005, 2009 and 2010	
Total demand real 5-year growth rates, 2005-2010	
Per capita retail, foodservice and total market expenditure, 2010	
Company Market Shares, Soft Drinks, Canada	29
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Soft Drinks, Canada	29
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2011	
Major Brands, Soft Drinks, Canada	30

Major Brands Listing by Company and Subsidiary, 2011	30
17.3 Fruit Juices and Drinks Market Profile	31
Periscope for Fruit Juices and Drinks in Canada	31
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fruit Juices and Drinks, Canada	32
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2010-2015	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fruit Juices and Drinks, Canada	32
Retail, Foodservice and Total Demand, 2005, 2009 and 2010	
Total demand 5-year growth rates, 2005-2010	
Per capita retail, foodservice and total market consumption, 2010	
Total Market Value, Fruit Juices and Drinks, Canada	32
Retail, Foodservice and Total Demand, in Canadian Dollars and Euros, 2005, 2009 and 2010	
Total demand real 5-year growth rates, 2005-2010	
Per capita retail, foodservice and total market expenditure, 2010	
Company Market Shares, Fruit Juices and Drinks, Canada	33
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fruit Juices and Drinks, Canada	33
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2011	
17.31 Fruit Juices Market Profile	35
Periscope for Fruit Juices in Canada	35
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fruit Juices, Canada	36
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2010-2015	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fruit Juices, Canada	36
Retail, Foodservice and Total Demand, 2005, 2009 and 2010	
Total demand 5-year growth rates, 2005-2010	
Per capita retail, foodservice and total market consumption, 2010	
Total Market Value, Fruit Juices, Canada	36
Retail, Foodservice and Total Demand, in Canadian Dollars and Euros, 2005, 2009 and 2010	
Total demand real 5-year growth rates, 2005-2010	
Per capita retail, foodservice and total market expenditure, 2010	
Company Market Shares, Fruit Juices, Canada	37
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fruit Juices, Canada	37
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2011	
Major Brands, Fruit Juices, Canada	38
Major Brands Listing by Company and Subsidiary, 2011	
17.32 Fruit Drinks Market Profile	39

Periscope for Fruit Drinks in Canada	39
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Fruit Drinks, Canada	40
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2010-2015	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Fruit Drinks, Canada	40
Retail, Foodservice and Total Demand, 2005, 2009 and 2010	
Total demand 5-year growth rates, 2005-2010	
Per capita retail, foodservice and total market consumption, 2010	
Total Market Value, Fruit Drinks, Canada	40
Retail, Foodservice and Total Demand, in Canadian Dollars and Euros, 2005, 2009 and 2010	
Total demand real 5-year growth rates, 2005-2010	
Per capita retail, foodservice and total market expenditure, 2010	
Company Market Shares, Fruit Drinks, Canada	41
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Fruit Drinks, Canada	41
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2011	
Major Brands, Fruit Drinks, Canada	42
Major Brands Listing by Company and Subsidiary, 2011	
17.4 Squashes and Concentrates Market Profile	43
Periscope for Squashes and Concentrates in Canada	43
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Squashes and Concentrates, Canada	44
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2010-2015	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Squashes and Concentrates, Canada	44
Retail, Foodservice and Total Demand, 2005, 2009 and 2010	
Total demand 5-year growth rates, 2005-2010	
Per capita retail, foodservice and total market consumption, 2010	
Total Market Value, Squashes and Concentrates, Canada	44
Retail, Foodservice and Total Demand, in Canadian Dollars and Euros, 2005, 2009 and 2010	
Total demand real 5-year growth rates, 2005-2010	
Per capita retail, foodservice and total market expenditure, 2010	
Company Market Shares, Squashes and Concentrates, Canada	45
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Squashes and Concentrates, Canada	45
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2011	
Major Brands, Squashes and Concentrates, Canada	46
Major Brands Listing by Company and Subsidiary, 2011	
17.5 Health & Sports Drinks Market Profile	47

Periscope for Health & Sports Drinks in Canada	47
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Health & Sports Drinks, Canada	48
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2010-2015	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Health & Sports Drinks, Canada	48
Retail, Foodservice and Total Demand, 2005, 2009 and 2010	
Total demand 5-year growth rates, 2005-2010	
Per capita retail, foodservice and total market consumption, 2010	
Total Market Value, Health & Sports Drinks, Canada	48
Retail, Foodservice and Total Demand, in Canadian Dollars and Euros, 2005, 2009 and 2010	
Total demand real 5-year growth rates, 2005-2010	
Per capita retail, foodservice and total market expenditure, 2010	
Company Market Shares, Health & Sports Drinks, Canada	49
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Health & Sports Drinks, Canada	49
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2011	
Major Brands, Health & Sports Drinks, Canada	50
Major Brands Listing by Company and Subsidiary, 2011	
17.6 Iced Tea Market Profile	51
Periscope for Iced Tea in Canada	51
Summary Flowchart of Major Suppliers, Demand and Distribution Channels	
Introduction, Iced Tea, Canada	52
Detailed product definition, including local market particularities	
5-year regional and 25-country real annual % value total forecasts, 2010-2015	
Strategic Assessment: Comparative 25-country total data (N.America, W.+E. Europe) for all market data below provided	
Total Market Volume, Iced Tea, Canada	52
Retail, Foodservice and Total Demand, 2005, 2009 and 2010	
Total demand 5-year growth rates, 2005-2010	
Per capita retail, foodservice and total market consumption, 2010	
Total Market Value, Iced Tea, Canada	52
Retail, Foodservice and Total Demand, in Canadian Dollars and Euros, 2005, 2009 and 2010	
Total demand real 5-year growth rates, 2005-2010	
Per capita retail, foodservice and total market expenditure, 2010	
Company Market Shares, Iced Tea, Canada	53
Up to Top-10 Ultimate Holding Company Market Shares (updated monthly)	
Who owns Whom: Key Local Subsidiary given for each Holding Company	
Distribution Channels, Iced Tea, Canada	53
Distribution Channel % Shares: Branded, Unbranded, Own Label and Artisanal, 2011	
Major Brands, Iced Tea, Canada	54
Major Brands Listing by Company and Subsidiary, 2011	

Company Profiles in Canada	55
ALL companies and subsidiaries identified in the markets covered listed	
Holding Company Country and Product Market Shares & Rankings (updated monthly)	
Note: Applying 2011 Company Market Shares to 2010 Market Value data	
Aquaboo to Coca-Cola	56
Coca-Cola to Del Monte Foods	57
Echo Springs to HM Capital	58
HoneyDew to Leading Brands	59
Mother Parker's to PepsiCo	60
PepsiCo to Unilever	61
Wonder Berry to Zoppas	62
Major Brands And 'Who Owns Whom' in Canada	63
Holding Companies, Key Local Subsidiaries and Major Brands systematically identified	
by product and country	
Major Brands by Product Market	65
17.1 Mineral Water	65
17.2 Soft Drinks	65
17.31 Fruit Juices	65
17.32 Fruit Drinks	65
17.4 Squashes and Concentrates	66
17.5 Health & Sports Drinks	66
17.6 Iced Tea	66
Major Brands by Holding Company	67
Aquaboo to Nestlé	67
Nestlé to Zoppas	68