



Beverages in Australia

2008 – 2009

What do Australians drink?

- *Australians' total consumption of non-alcoholic beverages*
- *Key drivers*
- *Key strategic and marketing issues*
- *Market and product growth*



EXTRACT TO INDICATE THE GENERAL NATURE OF THE REPORT

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Contents

Introduction	i
1 Overall Beverage Trends and Developments.....	3
2 Water	9
2.1 What do Australians drink? <i>Consumer profile, Type of Water, Units consumed, Place consumed, When, Why, Where purchased, Reason</i>	9
2.2 Brand recognition	21
2.2.1 Advertising awareness	23
3 Milk	27
3.1 What do Australians drink? <i>Consumer profile, Demographic profile, Type of container used, Size of unit, Units consumed, Place where consumed, When, What occasion, Why, Rating of favourite flavoured milk, Where purchased, Why, Type of Milk,</i>	27
3.2 Brand recognition	38
3.2.1 Advertising awareness	40
4 Other Dairy Drinks	45
4.1 What do Australians drink? <i>Consumer profile, Type of other dairy product, Type of container used, Units consumed, When, Time of day, What occasion, Type of Milk fat used, Where purchased, reason</i>	45
4.2 Brand recognition	50
4.2.1 Advertising awareness	53
5 Carbonated Soft Drinks	57
5.1 What do Australians drink? <i>Consumer profile, Type of container used, Units consumed, Place, Occasion, Reason why product is consumed, Where purchased, Why</i>	57
5.2 Brand recognition	62
5.2.1 Advertising awareness	65
6 Sports & Energy Drinks.....	69
6.1 What do Australians drink? <i>Consumer profile, Type of container used, Units consumed, when and where, Time of day, Reason why consumed, Where purchased, Why</i>	69
6.2 Brand recognition	74
6.2.1 Advertising awareness	78
7 Pure Fruit Juice	83
7.1 What do Australians drink? <i>Consumer profile, Type of container used, Units consumed, Where, Time of day, Reason why, Type of outlet where purchased, reason</i>	83
7.2 Brand recognition	88
7.2.1 Advertising awareness	91
8 Fruit Drink.....	95
8.1 What do Australians drink? <i>Consumer profile, Type of container used, Units consumed in a week, Where, Time of day, Main reasons, Place of purchase</i>	95
8.2 Brand recognition	100
8.2.1 Advertising Awareness	101
9 Tea.....	105
9.1 What do Australians drink? <i>Type of tea, Consumer profile, Type of container used to consume tea, Units of Tea consumed in a week, Where, When, Reason, Type of Milk used.....</i>	105

9.2	Brand recognition	117
9.2.1	Advertising awareness	120
10	Coffee.....	125
10.1	What do Australians drink? <i>Type of Coffee, Units, Place, Time of day, Week, Occasion, Reason, Type of Milk used, Where purchased, Reason, Coffee Chains used, Reason why, Type of coffee, Prices paid for coffee.....</i>	125
10.2	Brand recognition <i>Brand of coffee purchased.....</i>	147
10.2.1	Advertising Awareness	149
11	Market Size	153
12	Growth Prospects	155
12.1	Bubble Charts.....	155
12.2	Challenges & Opportunities.....	160
12.2.1	Water.....	160
12.2.2	Milk.....	161
12.2.3	Other dairy drinks.....	162
12.2.4	Carbonated soft drinks.....	163
12.2.5	Sports & Energy drinks.....	164
12.2.6	Pure Fruit Juice.....	165
12.2.7	Fruit Drink.....	166
12.2.8	Tea.....	167
12.2.9	Coffee.....	168

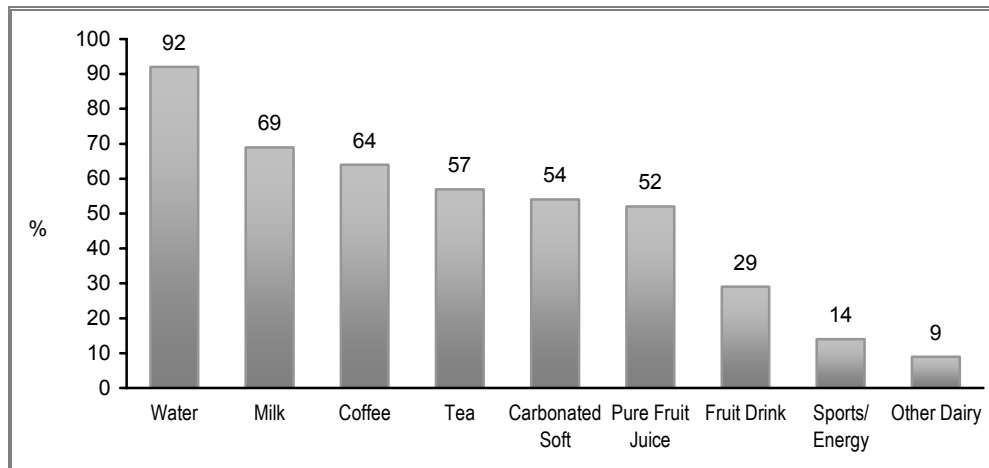
Beverages in Australia 2008 - 2009

Beverages in Australia outlines Australians' total consumption of non-alcoholic beverages at home, at work and away from home. The report identifies key trends and developments, brand awareness, consumer beverage profiles and total market size by product category and market.

The report builds on a major online survey of 1,200 consumers within all age groups 11 years and above as well as in-depth interview research and analysis.

The graph below outlines the product categories analysed within the report.

Type of non alcoholic beverage consumed



Beverages in Australia 2008 – 2009

BIS Foodservice



FOOD & BEVERAGES

The Beverages market in Australia is highly competitive with multinational suppliers and independent producers competing for a nite share-of-mouth volume. This study covers Australian's total non-alcoholic beverage consumption and preferences, key trends and developments, market drivers, consumer pro les by beverage type, brand awareness and growth prospects.

The report main topics include:

- Consumption of non alcoholic beverages in an average week
- Type of drink:
 - Coffee – Brand, Price
 - Tea
 - Milk
 - Other dairy drinks
 - Water
 - Carbonated drinks
 - Sports and Energy drinks
 - Fruit juices, pure, and fruit drinks
- Type of container drink is consumed in
- Size of unit
- Units consumed in an average week
- Place where the product is consumed
- Stage of the week when product is normally consumed
- Reasons why product is consumed
- Non alcoholic beverages that are purchased to be consumed by another person
- Type of outlet where the product is purchased/consumed
- Café v coffee chains
- Fair trade-coffee
- Organic
- Healthy
- Australian Made
- National Refund Scheme
- Brand awareness
- Advertising awareness
- Overall market size
- Growth prospects
- Opportunities



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