

TABLE OF CONTENTS

I. GLOBAL ECONOMIC STATISTICS - REVIEW & FORECAST	1
Real gross domestic product & per-capita GDP by country	
Consumer price indices	
Misery index by country	
Selected monetary indicators	
Unemployment rates and labor force analysis	
Foreign trade statistics by country	
Foreign exchange rate trends	
Excise tax rates by category/country	
World population trends & forecasts by region/country	
II. GLOBAL DRINKS MARKET BY CATEGORY	59
Consumption by region/country	
Total alcoholic beverages in the top 25 countries	
Alcoholic beverage consumption by category	
European Union	
Rest of Europe (non-EU)	
North America	
Latin America	
Asia	
Africa	
Oceania	
Leading countries by region/category	
Taxable vs. un-taxed consumption	
III. THE GLOBAL BEER MARKET	139
Beer consumption by region/country	
Per-capita beer consumption and development indices	
Beer trends in the top 25 countries	
Consumption in selected other countries	
Exports/imports by country	

IV. THE GLOBAL WINE MARKET	175
Wine consumption by region/country	
Per-capita wine consumption and development indices	
Wine trends in the top 25 countries	
Leading countries by wine production and grape vineyard acreage	
Global wine consumption by type	
Wine consumption by type in leading countries	
Bordeaux trends by volume/value and country/color	
Rioja shipments by country	
Champagne trends by region/country	
Per-capita Champagne consumption analysis	
Cava shipments by country	
Asti shipments by country	
Sherry shipments by country	
Port wine trends by volume/value/country	
V. THE GLOBAL DISTILLED SPIRITS MARKET	259
Distilled spirits consumption by region/country	
Per-capita distilled spirits consumption and development indices	
Distilled spirit trends in leading countries	
Global distilled spirits consumption by category/type	
Distilled spirits consumption by category/type in leading countries	
Scotch whisky shipments by volume/value/country	
Per-capita Scotch whisky consumption analysis	
Leading markets for Bourbon, Irish whiskey, rum, vodka, gin and Tequila	
Cognac shipments by volume/value/country	
Per-capita Cognac consumption analysis	
VI. THE WORLD'S LEADING DRINKS MARKETERS.....	355
Leading alcoholic beverage companies by revenue/profit	
Financial analysis by company	
The world's top 50 alcoholic beverage marketers	
Analysis of the world's top 25 brewers and other leading beer marketers	
Leading brewers' domestic vs. international shipments	
Brewer profiles by brand	
Top 10 wine marketers worldwide	
Wine & spirit company brand profiles	
Top 10 distilled spirit marketers worldwide	
Leading distilled spirits companies' share by category/type	

VII. BEER BRAND ANALYSIS.....	417
Top 25 brands' worldwide trends	
Flagship brand dependence analysis	
Leading international brands by region/country	
Other leading beer brands worldwide	
Top brands in leading countries	
VIII. WINE BRAND ANALYSIS.....	465
Top 25 wine brands worldwide	
Leading international wine brands	
Flagship brand dependence analysis	
Leading table wine brands worldwide	
Leading sparkling wine brands worldwide	
Leading Champagne brands by country	
IX. DISTILLED SPIRITS BRAND ANALYSIS	497
Top 100 distilled spirit brands worldwide by volume in 2008	
Analysis by company and category/type	
Top 100 "premium" distilled spirit brands worldwide in 2008	
Top 25 "premium" brands' volume in leading countries	
Analysis by company and category/type	
Top 20 Scotch whisky brands worldwide	
Leading brands in major markets	
Leading single-malt Scotch, Indian whisky, Canadian whisky, Bourbon,	
Irish whiskey, Japanese whisky, vodka, rum, gin, Tequila, brandy,	
Cognac, bitters/aperitifs, liqueur brands worldwide and in selected	
countries	
Top 10 Cognac brands worldwide	
Top Cognac brands in major markets	
Top 10 spirit brands in global duty-free	
Distilled spirit brand prices in selected duty-free shops	
Top 100 distilled spirit brands worldwide by retail value in 2008	
Leading brands' retail value by type	

X. ALCOHOLIC BEVERAGE FORECASTS THROUGH 2015.....	597
Global drinks market projections by category	
Alcoholic beverage consumption forecasts by region/country	
Per-capita consumption analysis vs. GDP/urbanization	
Alcoholic beverage per-capita consumption trends	
Total beer consumption projections by region/country	
Beer's share of total alcoholic beverages by region/country	
Per-capita beer consumption analysis vs. GDP	
Total wine consumption projections by region/country	
Wine's share of total alcoholic beverages by region/country	
Global wine consumption forecasts by type	
Total distilled spirits consumption projections by region/country	
Distilled spirits' share of total alcoholic beverages by region/country	
Global distilled spirits consumption forecasts by category/type	

LISTING OF TABLES AND CHARTS

CHAPTER I

1-1	Selected Country Real GDP Growth	12
1-2	2007 Gross Domestic Product - Leading Countries (graph).....	14
1-3	2007 Per-Capita Gross Domestic Product - Selected Countries (graph)	15
1-4	Advanced Economies: Real GDP, Consumer Prices and Unemployment Rates for Selected Countries	16
1-5	Selected Country Misery Indices (graph)	17
1-6	Real GDP and Consumer Prices in Other Countries.....	18
1-7	Monetary Indicators by Selected Countries	20
1-8	Monetary Aggregates Index, Selected Countries	21
1-9	Employment Indicators by Selected Countries	22
1-10	2005 Disposable Income of Average Production Worker as a Percentage of Gross Pay for Selected Countries	23
1-11	Net Savings Rates - Percent of Disposable Household Income	24
1-12	Sectoral Contributions in Selected Countries.....	25
1-13	Services Sector Contribution to Employment for Selected Countries	26
1-14	Services Sector Contribution to Total Gross Value Added for Selected Countries	27
1-15	Private Final Consumption Expenditures (graph).....	28
1-16	Total Retail Trade Index, Selected Countries	29
1-17	Foreign Trade - Value of Merchandise Imports into Leading Countries	30
1-18	Foreign Trade - Value of Merchandise Exports from Leading Countries.....	32
1-19	Balance of Trade - Leading Countries, 2007 (graph)	34
1-20	Foreign Trade Projections - Value of Imports into Leading Countries	35
1-21	Foreign Trade Projections - Value of Exports from Leading Countries.....	35
1-22	Foreign Exchange Rates in Leading Countries	36
1-23	Beer Excise Tax Rates by Selected Region/Country.....	37
1-24	Wine Excise Tax Rates by Selected Region/Country.....	39
1-25	Distilled Spirits Excise Tax Rates by Selected Region/Country	41
1-26	Value Added Taxes in Selected European Countries	42
1-27	Approximate Tax Burden on Alcoholic Beverages.....	43
1-28	Taxes on Beer as a Percentage of Retail Price (graph).....	44
1-29	Taxes on Wine as a Percentage of Retail Price (graph).....	45
1-30	Taxes on Distilled Spirits as a Percentage of Retail Price (graph).....	46
1-31	Legal Age for Purchase and/or Consumption of Alcoholic Beverages.....	47
1-32	Blood Alcohol Levels Indicative of Impaired or Drunken Driving.....	48
1-33	World Population by Region	49
1-34	Share of World Population by Region	49
1-35	Total Population in Leading Countries.....	50
1-36	Share of World Population by Country.....	52
1-37	World Population Trends by Age Group (graph).....	54
1-38	Share of Total Population Aged 65 and Over, 1950-2050	55
1-39	World Population Projections by Region	56
1-40	World Population Projections by Country.....	57

CHAPTER II

2-1	Alcoholic Beverages - Consumption by Region/Country	71
2-2	Alcoholic Beverages - Consumption by Region/Country, Share of World.....	73
2-3	2007 Alcoholic Beverage Consumption in North and South America (map).....	75
2-4	2007 Alcoholic Beverage Consumption in Asia, Africa and Australia (map).....	76
2-5	2007 Alcoholic Beverage Consumption in Europe (map).....	77
2-6	Alcoholic Beverages - Per-Capita Consumption by Region/Country	78
2-7	Alcoholic Beverages - Development Indices by Region/Country	80
2-8	Alcoholic Beverages - 2007 Consumption by Category	82
2-9	Alcoholic Beverages - 2007 Share of Region/Country by Category	84
2-10	Total Alcoholic Beverage Consumption - Top 25 Countries	86
2-11	Total Alcoholic Beverage Consumption Change - Top 10 Countries, 1990-2007 Growth Rate (graph)	87
2-12	Total Alcoholic Beverage Consumption - Top 25 Countries, Share of Market.....	88
2-13	Total Alcoholic Beverage Per-Capita Consumption - Top 25 Countries	89
2-14	Total Alcoholic Beverage Per-Capita Consumption - Top 25 Countries (graph).....	90
2-15	Top 25 Countries - Per-Capita Alcoholic Beverage Consumption Development Indices.....	91
2-16	World - Alcoholic Beverage Consumption by Category.....	92
2-17	Share of World Alcoholic Beverage Consumption by Category	92
2-18	World Per-Capita Alcoholic Beverage Consumption by Category	92
2-19	European Union - Alcoholic Beverage Consumption by Category	93
2-20	European Union - Share of Alcoholic Beverage Consumption by Category.....	93
2-21	European Union - Per-Capita Alcoholic Beverage Consumption by Category	93
2-22	Germany - Alcoholic Beverage Consumption by Category	94
2-23	Germany - Share of Alcoholic Beverage Consumption by Category	94
2-24	Germany - Per-Capita Alcoholic Beverage Consumption by Category	94
2-25	United Kingdom - Alcoholic Beverage Consumption by Category	95
2-26	United Kingdom - Share of Alcoholic Beverage Consumption by Category	95
2-27	United Kingdom - Per-Capita Alcoholic Beverage Consumption by Category	95
2-28	France - Alcoholic Beverage Consumption by Category	96
2-29	France - Share of Alcoholic Beverage Consumption by Category	96
2-30	France - Per-Capita Alcoholic Beverage Consumption by Category	96
2-31	Spain - Alcoholic Beverage Consumption by Category	97
2-32	Spain - Share of Alcoholic Beverage Consumption by Category	97
2-33	Spain - Per-Capita Alcoholic Beverage Consumption by Category	97
2-34	Italy - Alcoholic Beverage Consumption by Category	98
2-35	Italy - Share of Alcoholic Beverage Consumption by Category	98
2-36	Italy - Per-Capita Alcoholic Beverage Consumption by Category	98
2-37	Poland - Alcoholic Beverage Consumption by Category	99
2-38	Poland - Share of Alcoholic Beverage Consumption by Category	99
2-39	Poland - Per-Capita Alcoholic Beverage Consumption by Category	99
2-40	Romania- Alcoholic Beverage Consumption by Category.....	100
2-41	Romania - Share of Alcoholic Beverage Consumption by Category.....	100
2-42	Romania - Per-Capita Alcoholic Beverage Consumption by Category.....	100
2-43	Czech Republic - Alcoholic Beverage Consumption by Category.....	101
2-44	Czech Republic - Share of Alcoholic Beverage Consumption by Category.....	101
2-45	Czech Republic - Per-Capita Alcoholic Beverage Consumption by Category.....	101
2-46	Netherlands - Alcoholic Beverage Consumption by Category.....	102
2-47	Netherlands - Share of Alcoholic Beverage Consumption by Category.....	102

2-48	Netherlands - Per-Capita Alcoholic Beverage Consumption by Category.....	102
2-49	Belgium - Alcoholic Beverage Consumption by Category	103
2-50	Belgium - Share of Alcoholic Beverage Consumption by Category	103
2-51	Belgium - Per-Capita Alcoholic Beverage Consumption by Category	103
2-52	Hungary - Alcoholic Beverage Consumption by Category.....	104
2-53	Hungary - Share of Alcoholic Beverage Consumption by Category.....	104
2-54	Hungary - Per-Capita Alcoholic Beverage Consumption by Category.....	104
2-55	Portugal - Alcoholic Beverage Consumption by Category.....	105
2-56	Portugal - Share of Alcoholic Beverage Consumption by Category.....	105
2-57	Portugal - Per-Capita Alcoholic Beverage Consumption by Category.....	105
2-58	Austria - Alcoholic Beverage Consumption by Category.....	106
2-59	Austria - Share of Alcoholic Beverage Consumption by Category.....	106
2-60	Austria - Per-Capita Alcoholic Beverage Consumption by Category.....	106
2-61	Greece - Alcoholic Beverage Consumption by Category.....	107
2-62	Greece - Share of Alcoholic Beverage Consumption by Category.....	107
2-63	Greece - Per-Capita Alcoholic Beverage Consumption by Category.....	107
2-64	Bulgaria - Alcoholic Beverage Consumption by Category.....	108
2-65	Bulgaria - Share of Alcoholic Beverage Consumption by Category.....	108
2-66	Bulgaria - Per-Capita Alcoholic Beverage Consumption by Category.....	108
2-67	Sweden - Alcoholic Beverage Consumption by Category	109
2-68	Sweden - Share of Alcoholic Beverage Consumption by Category	109
2-69	Sweden - Per-Capita Alcoholic Beverage Consumption by Category	109
2-70	Denmark - Alcoholic Beverage Consumption by Category.....	110
2-71	Denmark - Share of Alcoholic Beverage Consumption by Category.....	110
2-72	Denmark - Per-Capita Alcoholic Beverage Consumption by Category.....	110
2-73	Ireland - Alcoholic Beverage Consumption by Category.....	111
2-74	Ireland- Share of Alcoholic Beverage Consumption by Category.....	111
2-75	Ireland - Per-Capita Alcoholic Beverage Consumption by Category.....	111
2-76	Finland- Alcoholic Beverage Consumption by Category	112
2-77	Finland- Share of Alcoholic Beverage Consumption by Category.....	112
2-78	Finland - Per-Capita Alcoholic Beverage Consumption by Category	112
2-79	Rest of Europe - Alcoholic Beverage Consumption by Category	113
2-80	Rest of Europe - Share of Alcoholic Beverage Consumption by Category	113
2-81	Rest of Europe - Per-Capita Alcoholic Beverage Consumption by Category.....	113
2-82	Russia - Alcoholic Beverage Consumption by Category.....	114
2-83	Russia - Share of Alcoholic Beverage Consumption by Category.....	114
2-84	Russia - Per-Capita Alcoholic Beverage Consumption by Category.....	114
2-85	Ukraine - Alcoholic Beverage Consumption by Category	115
2-86	Ukraine - Share of Alcoholic Beverage Consumption by Category	115
2-87	Ukraine - Per-Capita Alcoholic Beverage Consumption by Category	115
2-88	Switzerland - Alcoholic Beverage Consumption by Category.....	116
2-89	Switzerland - Share of Alcoholic Beverage Consumption by Category.....	116
2-90	Switzerland - Per-Capita Alcoholic Beverage Consumption by Category.....	116
2-91	Norway - Alcoholic Beverage Consumption by Category.....	117
2-92	Norway - Share of Alcoholic Beverage Consumption by Category.....	117
2-93	Norway - Per-Capita Alcoholic Beverage Consumption by Category	117
2-94	North America - Alcoholic Beverage Consumption by Category.....	118
2-95	North America - Share of Alcoholic Beverage Consumption by Category.....	118
2-96	North America - Per-Capita Alcoholic Beverage Consumption by Category.....	118

2-97	United States - Alcoholic Beverage Consumption by Category.....	119
2-98	United States - Share of Alcoholic Beverage Consumption by Category.....	119
2-99	United States - Per-Capita Alcoholic Beverage Consumption by Category.....	119
2-100	Canada - Alcoholic Beverage Consumption by Category	120
2-101	Canada - Share of Alcoholic Beverage Consumption by Category	120
2-102	Canada - Per-Capita Alcoholic Beverage Consumption by Category	120
2-103	Latin America - Alcoholic Beverage Consumption by Category.....	121
2-104	Latin America - Share of Alcoholic Beverage Consumption by Category.....	121
2-105	Latin America - Per-Capita Alcoholic Beverage Consumption by Category	121
2-106	Brazil - Alcoholic Beverage Consumption by Category	122
2-107	Brazil - Share of Alcoholic Beverage Consumption by Category	122
2-108	Brazil - Per-Capita Alcoholic Beverage Consumption by Category	122
2-109	Mexico - Alcoholic Beverage Consumption by Category	123
2-110	Mexico - Share of Alcoholic Beverage Consumption by Category	123
2-111	Mexico - Per-Capita Alcoholic Beverage Consumption by Category	123
2-112	Argentina - Alcoholic Beverage Consumption by Category	124
2-113	Argentina - Share of Alcoholic Beverage Consumption by Category	124
2-114	Argentina - Per-Capita Alcoholic Beverage Consumption by Category	124
2-115	Asia - Alcoholic Beverage Consumption by Category.....	125
2-116	Asia - Share of Alcoholic Beverage Consumption by Category.....	125
2-117	Asia - Per-Capita Alcoholic Beverage Consumption by Category.....	125
2-118	China - Alcoholic Beverage Consumption by Category.....	126
2-119	China - Share of Alcoholic Beverage Consumption by Category.....	126
2-120	China - Per-Capita Alcoholic Beverage Consumption by Category.....	126
2-121	Japan - Alcoholic Beverage Consumption by Category	127
2-122	Japan - Share of Alcoholic Beverage Consumption by Category	127
2-123	Japan - Per-Capita Alcoholic Beverage Consumption by Category	127
2-124	India - Alcoholic Beverage Consumption by Category	128
2-125	India - Share of Alcoholic Beverage Consumption by Category	128
2-126	India - Per-Capita Alcoholic Beverage Consumption by Category	128
2-127	South Korea - Alcoholic Beverage Consumption by Category.....	129
2-128	South Korea - Share of Alcoholic Beverage Consumption by Category.....	129
2-129	South Korea - Per-Capita Alcoholic Beverage Consumption by Category.....	129
2-130	Thailand - Alcoholic Beverage Consumption by Category	130
2-131	Thailand - Share of Alcoholic Beverage Consumption by Category	130
2-132	Thailand - Per-Capita Alcoholic Beverage Consumption by Category	130
2-133	Philippines - Alcoholic Beverage Consumption by Category	131
2-134	Philippines - Share of Alcoholic Beverage Consumption by Category.....	131
2-135	Philippines - Per-Capita Alcoholic Beverage Consumption by Category	131
2-136	Africa- Alcoholic Beverage Consumption by Category.....	132
2-137	Africa - Share of Alcoholic Beverage Consumption by Category.....	132
2-138	Africa - Per-Capita Alcoholic Beverage Consumption by Category.....	132
2-139	South Africa - Alcoholic Beverage Consumption by Category.....	133
2-140	South Africa - Share of Alcoholic Beverage Consumption by Category.....	133
2-141	South Africa - Per-Capita Alcoholic Beverage Consumption by Category.....	133
2-142	Oceania - Alcoholic Beverage Consumption by Category	134
2-143	Oceania - Share of Alcoholic Beverage Consumption by Category	134
2-144	Oceania - Per-Capita Alcoholic Beverage Consumption by Category	134
2-145	Australia - Alcoholic Beverage Consumption by Category.....	135

2-146	Australia - Share of Alcoholic Beverage Consumption by Category	135
2-147	Australia - Per-Capita Alcoholic Beverage Consumption by Category	135
2-148	New Zealand - Alcoholic Beverage Consumption by Category	136
2-149	New Zealand - Share of Alcoholic Beverage Consumption by Category	136
2-150	New Zealand - Per-Capita Alcoholic Beverage Consumption by Category	136
2-151	2007 Total Alcoholic Beverage Consumption by Region/Country	137

CHAPTER III

3-1	Beer Consumption by Region/Country	149
3-2	Share of World Beer Consumption by Region/Country	151
3-3	2007 Beer Consumption in North and South America (map)	153
3-4	2007 Beer Consumption in Asia, Africa and Australia (map)	154
3-5	2007 Beer Consumption in Europe (map)	155
3-6	Per-Capita Beer Consumption by Region/Country	156
3-7	Per-Capita Beer Consumption Development Indices	158
3-8	Beer - Top 25 Countries	160
3-9	Beer Consumption - Top 10 Countries, 1990-2007 Growth Rate (graph)	161
3-10	Beer - Top 25 Countries, Share of Total World	162
3-11	Per-Capita Beer Consumption in the Top 25 Countries by Volume	163
3-12	Per-Capita Beer Consumption Trends - Top 25 Markets by Volume (graph)	164
3-13	Beer Consumption - Selected Other Countries	165
3-14	Per-Capita Beer Consumption in Selected Other Countries	167
3-15	Per-Capita Beer Consumption Development Index in Selected Countries	169
3-16	World's Leading Beer Exporters	171
3-17	World's Leading Beer Importers	172
3-18	Beer - 2007 Balance of Trade (graph)	173

CHAPTER IV

4-1	Total Wine Consumption by Region/Country	188
4-2	Share of Total Wine Consumption by Region/Country	190
4-3	2007 Wine Consumption in North and South America (map)	192
4-4	2007 Wine Consumption in Asia, Africa and Australia (map)	193
4-5	2007 Wine Consumption in Europe (map)	194
4-6	Per-Capita Wine Consumption by Region/Country	195
4-7	Per-Capita Wine Consumption Development Indices	197
4-8	Total Wine Consumption in the Top 25 Countries	199
4-9	Wine Consumption - Top 10 Countries, 2002-2007 Growth Rate (graph)	200
4-10	Wine Consumption in the Top 25 Countries, Share of Total World	201
4-11	Per-Capita Wine Consumption in the Top 25 Countries	202
4-12	Per-Capita Wine Consumption Development Index - Top 25 Countries by Volume	203
4-13	Total Wine Production - Leading Countries, 2007 (graph)	204
4-14	Grape Vineyard Acreage - Leading Countries, 2007 (graph)	205
4-15	World Wine Consumption by Type	206
4-16	Share of World Wine Consumption by Type	207
4-17	France - Wine Market by Type	208
4-18	France - Share of Wine Market by Type	209
4-19	United States - Wine Market by Type	210
4-20	United States - Share of Wine Market by Type	210
4-21	Italy - Wine Market by Type	211

4-22	Italy - Share of Wine Market by Type.....	212
4-23	Germany - Wine Market by Type.....	213
4-24	Germany - Share of Wine Market by Type.....	214
4-25	Spain - Wine Market by Type.....	215
4-26	Spain - Share of Wine Market by Type.....	216
4-27	Bordeaux - Top 25 Export Markets by Volume.....	217
4-28	Bordeaux - Top 25 Export Markets, Share of Volume.....	218
4-29	Bordeaux - Shipments by Destination (graph).....	219
4-30	Bordeaux - Top 25 Export Markets by Value.....	220
4-31	Bordeaux - Top 25 Export Markets, Share of Value.....	221
4-32	Bordeaux - Value per Case - Top 25 Markets.....	222
4-33	Bordeaux - Share of Export Volume by Color.....	223
4-34	Rioja - Top 10 Markets by Volume.....	224
4-35	Rioja - Top 10 Markets, Share of Volume.....	225
4-36	Rioja - Shipments by Destination (graph).....	226
4-37	Champagne - Stocks vs. Production/Shipments (graph).....	227
4-38	Champagne - Volume by Region.....	228
4-39	Share of World Champagne - Volume by Region.....	228
4-40	Champagne - Top 25 Markets by Volume.....	229
4-41	Share of Total Champagne, Top 25 Markets by Volume.....	230
4-42	2007 Champagne Consumption in North and South America (map).....	231
4-43	2007 Champagne Consumption in Asia, Africa and Australia (map).....	232
4-44	2007 Champagne Consumption in Europe (map).....	233
4-45	Champagne - Per-Capita Consumption in Leading Markets.....	234
4-46	Champagne - Per-Capita Consumption Development Index in Leading Markets.....	235
4-47	2007 Per-Capita Consumption Development Index, Champagne vs. Total Wine by Country... 236	
4-48	Champagne Value by Region.....	237
4-49	Share of World Champagne Value by Region.....	237
4-50	Champagne - Top 25 Markets by Value.....	238
4-51	Champagne - Top 25 Markets, Share of Value.....	239
4-52	Champagne - Value per Case, Top 25 Markets.....	240
4-53	Cava - Top 25 Markets by Volume.....	241
4-54	Share of Total Cava, Top 25 Markets by Volume.....	242
4-55	Cava - Shipments by Destination (graph).....	243
4-56	Asti - Top 10 Markets by Volume.....	244
4-57	Asti - Top 10 Markets, Share of Volume.....	245
4-58	Sherry - Top 10 Markets by Volume.....	246
4-59	Sherry - Top 10 Markets, Share of Volume.....	247
4-60	Port - Top 15 Markets by Volume.....	248
4-61	Port - Top 15 Markets' Share of Total Volume.....	249
4-62	Port - Top 15 Markets by Value.....	250
4-63	Port - Top 15 Markets' Share of Value.....	251
4-64	Port - Value per Bottle in the Top 15 Markets.....	252
4-65	Top 10 Wine Exporters by Country of Origin.....	253
4-66	Top 10 Wine Exporters by Country of Origin, Share of Volume.....	254
4-67	Top 10 Wine Importers by Country of Destination.....	255
4-68	Top 10 Wine Importers by Country of Destination, Share of Volume.....	256
4-69	Balance of Trade - Leading Wine Countries, Exports vs. Imports (graph).....	257

CHAPTER V

5-1	Distilled Spirits Consumption by Region/Country	276
5-2	Share of World Distilled Spirits Consumption by Region/Country	278
5-3	2007 Distilled Spirits Consumption in North and South America (map).....	280
5-4	2007 Distilled Spirits Consumption in Asia, Africa and Australia (map).....	281
5-5	2007 Distilled Spirits Consumption in Europe (map)	282
5-6	Per-Capita Distilled Spirits Consumption by Region/Country.....	283
5-7	Per-Capita Distilled Spirits Consumption, Development Indices by Region/Country.....	285
5-8	Distilled Spirits Consumption in Leading Countries	287
5-9	Distilled Spirits Consumption - Top 10 Countries, 1997-2007 Growth Rate (graph)	289
5-10	Distilled Spirits - Leading Countries' Share of Total World Shipments	290
5-11	Per-Capita Distilled Spirits Consumption in Leading Countries	292
5-12	Per-Capita Distilled Spirits Consumption, Development Index.....	294
5-13	World Distilled Spirits Consumption by Category/Type.....	296
5-14	Share of World Distilled Spirits Consumption by Category/Type	297
5-15	United States - Distilled Spirits Market by Category/Type	298
5-16	United States - Share of Distilled Spirits Market by Category/Type	299
5-17	Germany - Distilled Spirits Market by Category/Type.....	300
5-18	Germany - Share of Distilled Spirits Market by Category/Type.....	301
5-19	France - Distilled Spirits Market by Category/Type.....	302
5-20	France - Share of Distilled Spirits Market by Category/Type.....	303
5-21	United Kingdom - Distilled Spirits Market by Category/Type.....	304
5-22	United Kingdom - Share of Distilled Spirits Market by Category/Type.....	305
5-23	Spain - Distilled Spirits Market by Category/Type	306
5-24	Spain - Share of Distilled Spirits Market by Category/Type	307
5-25	Japan - Distilled Spirits Market by Category/Type	308
5-26	Japan - Share of Distilled Spirits Market by Category/Type	309
5-27	Brazil - Distilled Spirits Market by Category/Type.....	310
5-28	Brazil - Share of Distilled Spirits Market by Category/Type.....	311
5-29	Canada - Distilled Spirits Market by Category/Type.....	312
5-30	Canada - Share of Distilled Spirits Market by Category/Type.....	313
5-31	Italy - Distilled Spirits Market by Category/Type.....	314
5-32	Italy - Share of Distilled Spirits Market by Category/Type.....	315
5-33	Mexico - Distilled Spirits Market by Category/Type.....	316
5-34	Mexico - Share of Distilled Spirits Market by Category/Type.....	317
5-35	Scotch Whisky - Top 25 Markets by Volume.....	318
5-36	Scotch Whisky - Top 25 Markets' Share of Total World Shipments.....	319
5-37	2007 Scotch Whisky Consumption in North and South America (map)	320
5-38	2007 Scotch Whisky Consumption in Asia, Africa and Australia (map)	321
5-39	2007 Scotch Whisky Consumption in Europe (map).....	322
5-40	Scotch Whisky - Per-Capita Consumption in Leading Markets	323
5-41	Scotch Whisky - Per-Capita Consumption Development Indices.....	324
5-42	Per-Capita Consumption Development Index, 2007, Scotch Whisky vs. Total Distilled Spirits by Country	325
5-43	Scotch Whisky - Top 25 Export Markets by Value.....	326
5-44	Scotch Whisky - Top 25 Export Markets, Share by Value	327
5-45	Scotch Whisky - Value per Case in the Top 25 Export Markets	328
5-46	Single-Malt Scotch Whisky - Share of Global Scotch Whisky Consumption (graph).....	329
5-47	Bourbon - Top Five Countries	330

5-48	Bourbon - Top Five Countries, Share of Total World Volume	330
5-49	Bourbon - Top 25 Export Markets by Volume.....	331
5-50	Bourbon - Top 25 Markets' Share of Total Exports	332
5-51	Bourbon - Top 25 Export Markets by Value	333
5-52	Bourbon - Top 25 Export Markets, Share of Value.....	334
5-53	Irish Whiskey- Top Six Markets	335
5-54	Irish Whiskey- Top Six Markets, Share of Total World Volume	335
5-55	Rum - Top 10 Markets Worldwide	336
5-56	Rum - Top 10 Markets, Share of Total World Volume	337
5-57	Vodka - Top 10 "Premium" Markets Worldwide.....	338
5-58	Vodka - World's Top 10 "Premium" Markets' Share of Total World Volume.....	339
5-59	Gin - Top Five Markets.....	340
5-60	Gin - Top Five Markets' Share of Total World Volume	340
5-61	Tequila - Top 10 Export Markets by Volume	341
5-62	Cognac - Production vs. Shipments (graph).....	342
5-63	Cognac - Top 25 Markets by Volume	343
5-64	Cognac - Top 25 Markets, Share of Total World Shipments.....	344
5-65	2007 Cognac Consumption in North and South America (map).....	345
5-66	2007 Cognac Consumption in Asia, Africa, and Australia (map).....	346
5-67	2007 Cognac Consumption in Europe (map).....	347
5-68	Cognac - Per-Capita Consumption in Leading Markets.....	348
5-69	Cognac - Per-Capita Consumption Development Index.....	349
5-70	Per-Capita Consumption Development Index, 2007, Cognac vs. Total Distilled Spirits by Country	350
5-71	Cognac - Top 25 Export Markets by Value	351
5-72	Cognac - Top 25 Export Markets, Share by Value.....	352
5-73	Cognac - Value per Bottle in the Top 25 Export Markets.....	353

CHAPTER VI

6-1	Leading Alcoholic Beverage Companies by Net Revenue/Turnover.....	364
6-2	Alcoholic Beverage Net Revenues - Top 10 Companies Worldwide (graph)	365
6-3	Leading Alcoholic Beverage Companies by Operating Profit.....	366
6-4	Alcoholic Beverage Operating Profit - Top 10 Companies Worldwide (graph)	367
6-5	Leading Alcoholic Beverage Companies' Revenue, Operating Expenditures and Profit per Liter	368
6-6	World's Top 50 Alcoholic Beverage Marketers, Pro Forma	369
6-7	World's Leading Alcoholic Beverage Marketers, Growth Trends in Volume, Net Revenue/Turnover and Operating Profit	371
6-8	Beer - World's Top 25 Brewers	372
6-9	Beer - Top 25 Brewers' Share of World Market.....	373
6-10	Beer - Selected Other Brewers Worldwide	374
6-11	Leading International Brewers' 2007 Domestic vs. International Shipments (graph).....	377
6-12	Beer-Leading World Brewers' Domestic vs. Non-Domestic Shipments	378
6-13	Leading International Brewers, 2007 Non-Domestic Beer Shipments (graph).....	380
6-14	Anheuser-Busch InBev. - Leading Brands Worldwide.....	381
6-15	SABMiller-Leading Brands Worldwide.....	383
6-16	Heineken NV - Leading Brands Worldwide.....	384
6-17	Carlsberg A/S - Leading Brands Worldwide.....	385
6-18	Molson-Coors Brewing Co.-Leading Brands Worldwide.....	386

6-19	China Resources Enterprise, Ltd. - Leading Brands Worldwide.....	387
6-20	Grupo Modelo - Leading Brands Worldwide.....	387
6-21	FEMSA - Leading Brands Worldwide	388
6-22	Kirin Brewery Co., Ltd. - Leading Brands Worldwide	388
6-23	Asahi Breweries, Ltd. - Leading Brands Worldwide	389
6-24	Sapporo Breweries - Leading Brands Worldwide	389
6-25	Pabst Brewing Co. - Leading Brands Worldwide	390
6-26	Top 10 Wine Marketers Worldwide.....	391
6-27	World's Top Five Wine Marketers, 1998 vs. 2008 (graph)	392
6-28	World's Top 10 Distilled Spirit Marketers, Pro Forma.....	393
6-29	World's Top Five Distilled Spirit Marketers, 2003-2008 (graph).....	394
6-30	Diageo plc - Leading Brands Worldwide by Alcoholic Beverage Category/Type	395
6-31	Constellation Brands, Inc. - Leading Brands Worldwide by Category/Type	397
6-32	Suntory Ltd. - Leading Brands Worldwide by Alcoholic Beverage Category/Type.....	398
6-33	Foster's Group Ltd- Leading Brands Worldwide	399
6-34	Pernod Ricard - Leading Brands Worldwide by Category/Type.....	400
6-35	The UB Group - Leading Brands Worldwide.....	401
6-36	Bacardi Ltd - Leading Brands Worldwide by Category/Type	402
6-37	E. & J. Gallo Winery - Leading Brands Worldwide by Category/Type	403
6-38	The Wine Group - Leading Brands Worldwide	404
6-39	Beam Global Spirits & Wine - Leading Brands Worldwide by Category/Type.....	405
6-40	Belvedere Group- Leading Brands Worldwide	406
6-41	Brown-Forman Beverages Worldwide - Leading Brands Worldwide by Category/Type.....	407
6-42	Gruppo Campari - Leading Brands Worldwide	408
6-43	Moet-Hennessy SA (LVMH) - Leading Brands Worldwide.....	409
6-44	Remy-Cointreau SA - Leading Brands Worldwide	410
6-45	2007 - Diageo plc, Share of Worldwide Distilled Spirits Volume by Type (graph).....	411
6-46	2007 - Pernod Ricard, Share of Worldwide Distilled Spirits Volume by Type (graph).....	411
6-47	2007 - United Spirits Ltd, Share of Worldwide Distilled Spirits Volume by Type (graph).....	412
6-48	2007 - Bacardi Ltd., Share of Worldwide Distilled Spirits Volume by Type (graph).....	412
6-49	2007 - Beam Global Spirits & Wine, Share of Worldwide Distilled Spirits Volume by Type (graph).....	413
6-50	2007 - Brown-Forman Beverages Worldwide, Share of Worldwide Distilled Spirits Volume by Type (graph).....	413
6-51	2007-Constellation Spirits, Share of Worldwide Distilled Spirits Volume by Type (graph)	414
6-52	2007 - Gruppo Campari, Share of Worldwide Distilled Spirits Volume by Type (graph)	414
6-53	2007 - Suntory Ltd, Share of Worldwide Distilled Spirits Volume by Type (graph).....	415
6-54	2007 -Belvedere Spirits Group, Share of Worldwide Distilled Spirits Volume by Type (graph).....	415

CHAPTER VII

7-1	World's Top 25 Beer Brand Families	430
7-2	World's Top 25 Beer Brands	431
7-3	Top 25 Beer Brands, Share of World Total.....	432
7-4	Top 20 Beer Brands' World Volume (graph)	433
7-5	2007 World's Top 10 Brewers, Flagship Brand Dependence Analysis (graph)	434
7-6	Leading International Beer Brands, 2007 Non-Domestic Volume (graph).....	435
7-7	2007 Leading International Beer Brands by Region/Country.....	436
7-8	2007 Leading International Beer Brands, Share by Region/Country	438
7-9	2007 Leading International Beer Brands, Share of Region/Country	440

7-10	Selected Other Beer Brands' World Volume.....	442
7-11	China - Top 10 Beer Brands	450
7-12	United States - Top 25 Beer Brands	451
7-13	United States - Top 25 Beer Brands' Share of Market.....	452
7-14	Russia - Top 10 Beer Brands	453
7-15	Brazil - Top Five Beer Brands.....	454
7-16	Brazil - Top Five Beer Brands' Share of Beer Market	454
7-17	Germany - Top 10 Beer Brands.....	455
7-18	Germany - Top 10 Brands' Share of Beer Market	456
7-19	Japan - Top 10 Beer Brands.....	457
7-20	Japan - Top 10 Brands' Share of Beer Market	458
7-21	Mexico - Top 10 Beer Brands.....	459
7-22	Mexico - Top 10 Brands' Share of Beer Market	460
7-23	United Kingdom - Top 10 Beer Brands.....	461
7-24	United Kingdom - Top 10 Brands' Share of Beer Market	462
7-25	Poland - Top Five Beer Brands.....	463

CHAPTER VIII

8-1	World's Top 25 Wine Brands	472
8-2	Top 25 Wine Brands' Share of World Market	473
8-3	Top 20 Wine Brands Worldwide (graph)	474
8-4	2007 World's Leading Wine Marketers' Flagship Brand Dependence Analysis (graph).....	475
8-5	Leading International Wine Brands' 2007 Non-Domestic Shipments (graph).....	476
8-6	World's Top 25 Table Wine Brands.....	477
8-7	Top 25 Table Wine Brands' Share of Total Table Wine.....	478
8-8	World's Top 10 Sparkling Wine Brands	479
8-9	Top 10 Sparkling Wine Brands' Share of Total Sparkling Wine.....	480
8-10	United States - Top 25 Wine Brands	481
8-11	United States - Top 25 Wine Brands' Share of Market.....	482
8-12	Japan - Leading Wine Brands.....	483
8-13	Japan - Leading Wine Brands' Share of Market	483
8-14	Champagne-Top Five Shippers Worldwide.....	484
8-15	Champagne-Top 10 Brands Worldwide.....	485
8-16	Champagne-Top 10 Brands Worldwide, Share of World Market	486
8-17	Champagne-Top Five Shippers to the French Domestic Market	487
8-18	Champagne-Top Five Shippers to France, Share of Market.....	487
8-19	Champagne-Top 10 Export Brands Worldwide.....	488
8-20	Champagne-Top 10 Export Brands Worldwide, Share of Total Exports.....	489
8-21	Champagne - Top Five Exporters to the United Kingdom.....	490
8-22	Champagne - Top Five Exporters to the United Kingdom, Share of Market	490
8-23	Champagne - Top Five Exporters to the United States	491
8-24	Champagne - Top Five Exporters to the United States, Share of Market.....	491
8-25	Champagne - Top Five Exporters to Germany	492
8-26	Champagne - Top Five Exporters to Germany, Share of Market	492
8-27	Champagne - Top Five Exporters to Italy	493
8-28	Champagne - Top Five Exporters to Italy, Share of Market	493
8-29	Champagne - Top Five Exporters to Belgium.....	494
8-30	Champagne - Top Five Exporters to Belgium, Share of Market	494
8-31	Champagne - Top Five Exporters to Japan	495

8-32	Champagne - Top Five Exporters to Japan, Share of Market	495
8-33	Champagne - Top Five Exporters to Switzerland	496
8-34	Champagne - Top Five Exporters to Switzerland, Share of Market.....	496

CHAPTER IX

9-1	Top 100 Distilled Spirit Brands Worldwide	514
9-2	Top 15 Growth Brands Within the Top 100 Distilled Spirits Worldwide.....	518
9-3	Top 100 Distilled Spirit Brands Worldwide by Company.....	519
9-4	Top 100 Distilled Spirit Brands, Share by Category/Type, 2008E (graph)	520
9-5	Top 100 Distilled Spirit Brands Worldwide by Category/Type.....	521
9-6	Top 100 “Premium” Distilled Spirit Brands Worldwide	522
9-7	Top 20 Premium Distilled Spirit Brands Worldwide, 2008E (graph)	526
9-8	Top 15 Growth Brands Within The Top 100 “Premium” Distilled Spirits Worldwide	527
9-9	Top 100 “Premium” Distilled Spirit Brands Worldwide by Company.....	528
9-10	Top 100 “Premium” Distilled Spirit Brands’ Share by Category/Type, 2008E (graph)	529
9-11	Top 100 “Premium” Distilled Spirit Brands Worldwide by Category/Type	530
9-12	United States - Top 35 Distilled Spirit Brands	531
9-13	United Kingdom - Top Ten Distilled Spirit Brands.....	533
9-14	Canada-Top 10 Distilled Spirit Brands.....	534
9-15	India-Top 30 Distilled Spirit Brands	535
9-16	Indian Whisky - Top 15 Brands	537
9-17	Scotch Whisky - Top 20 Brands Worldwide	538
9-18	France - Top Five Scotch Whisky Brands.....	539
9-19	United Kingdom - Top Five Scotch Whisky Brands.....	539
9-20	United States - Top Five Scotch Whisky Brands	540
9-21	Spain - Top Five Scotch Whisky Brands.....	540
9-22	South Korea - Top Five Scotch Whisky Brands	541
9-23	Greece - Top Five Scotch Whisky Brands	541
9-24	Thailand - Top Four Scotch Whisky Brands	542
9-25	Italy - Top Five Scotch Whisky Brands.....	542
9-26	Japan - Top Five Scotch Whisky Brands	543
9-27	India - Top Four Scotch Whisky Brands	543
9-28	Single-Malt Scotch Whisky - Top 10 Brands Worldwide.....	544
9-29	United Kingdom - Top Five Single-Malt Scotch Whisky Brands.....	545
9-30	United States - Top Six Single-Malt Scotch Whisky Brands.....	545
9-31	France - Top Five Single-Malt Scotch Whisky Brands.....	546
9-32	Italy - Top Four Single-Malt Scotch Whisky Brands	546
9-33	Canadian Whisky - Top Six Brands Worldwide.....	547
9-34	United States - Top Six Canadian Whisky Brands	547
9-35	Canada - Top Five Canadian Whisky Brands	548
9-36	Bourbon -World’s Top 10 Brands	549
9-37	United States - Top 10 Bourbon Brands.....	550
9-38	Australia - Top Five Bourbon Brands	551
9-39	Japan- Top Five Bourbon Brands	551
9-40	Japanese Whisky - Top Five Brands.....	552
9-41	Irish Whiskey - Top Five Brands Worldwide.....	553
9-42	United States - Top Four Irish Whiskey Brands	553
9-43	Vodka - Top 20 Brands Worldwide.....	554
9-44	Russia-Top 10 Vodka Brands.....	555

9-45	Vodka - Top 15 “Premium” Brands Worldwide.....	556
9-46	United States - Top 10 Vodka Brands.....	557
9-47	United Kingdom - Top Four Vodka Brands.....	558
9-48	Brazil -Top Three Vodka Brands.....	558
9-49	Canada - Top Four Vodka Brands.....	559
9-50	India - Top Three Vodka Brands	559
9-51	Germany - Top Six Vodka Brands.....	560
9-52	Sweden - Top Five Vodka Brands.....	561
9-53	Italy - Top Five Vodka Brands	561
9-54	Rum - Top 10 Brands Worldwide.....	562
9-55	India - Top Five Rum Brands	563
9-56	United States - Top Five Rum Brands.....	563
9-57	Gin - Top 10 Brands Worldwide.....	564
9-58	United States - Top 10 Gin Brands.....	565
9-59	United Kingdom - Top Four Gin Brands.....	566
9-60	Spain - Top Three Gin Brands.....	566
9-61	Tequila - Top 10 Brands Worldwide	567
9-62	United States - Top Five Tequila Brands	568
9-63	Mexico - Top Five Tequila Brands.....	568
9-64	Brandy - Top 15 Brands Worldwide, Excluding Cognac.....	569
9-65	India - Top Five Brandy Brands.....	670
9-66	United States - Top Four Brandy Brands, Excluding Cognac.....	570
9-67	Cognac - Top 10 Brands Worldwide	571
9-68	United States -Top Four Cognac Brands	572
9-69	United Kingdom - Top Four Cognac Brands.....	572
9-70	France - Top Six Cognac Brands.....	573
9-71	Japan - Top Six Cognac Brands.....	573
9-72	Liqueurs - Top 10 Brands Worldwide.....	574
9-73	United States - Top 10 Cordial/Liqueur Brands.....	575
9-74	Bitters/Spirit Aperitifs - Leading Brands Worldwide	576
9-75	Top 100 Distilled Spirit Brands Worldwide by 2008E Retail Value	577
9-76	Top 100 Distilled Spirit Brands Worldwide at Retail by Marketer, 2008E	580
9-77	Top 100 Distilled Spirit Brands by Value, Share by Category, 2008E (graph).....	581
9-78	Top 100 Distilled Spirit Brands Worldwide at Retail by Category/Type, 2008E.....	582
9-79	Scotch Whisky - Top 15 Brands Worldwide by 2008E Retail Value	583
9-80	Bourbon - Top Six Brands Worldwide by 2008E Retail Value	583
9-81	Indian Whisky - Top Five Brands Worldwide by 2008E Retail Value.....	584
9-82	Canadian Whisky - Top Five Brands Worldwide by 2008E Retail Value.....	584
9-83	Japanese Whisky - Top Six Brands Worldwide by 2008E Retail Value	584
9-84	Vodka - Top 10 Brands Worldwide by 2008E Retail Value.....	585
9-85	Rum - Top Six Brands Worldwide by 2008E Retail Value.....	585
9-86	Gin - Top Six Brands Worldwide by 2008E Retail Value.....	585
9-87	Tequila - Top Four Brands Worldwide by 2008E Retail Value	586
9-88	Liqueurs - Top Seven Brands Worldwide by 2008E Retail Value	586
9-89	Bitters/Aperitifs - Top Six Brands Worldwide by 2008E Retail Value.....	586
9-90	Cognac - Top Five Brands Worldwide by 2008E Retail Value.....	587
9-91	Brandy - Top Six Brands Worldwide by 2008E Retail Value.....	587
9-92	Duty-Free, Top 10 Distilled Spirit Brands Worldwide	588
9-93	Leading Duty-Free Shops’ Spirit Price Index, 2008 (graph)	589
9-94	Distilled Spirit Prices at Selected Duty Free Shops in 2008.....	590

CHAPTER X

10-1	Alcoholic Beverage Consumption Projections by Category, 2000-2015	620
10-2	Alcoholic Beverage Consumption Growth Rates by Category.....	620
10-3	Alcoholic Beverage Consumption Projections, 2000-2015, Share by Category	621
10-4	Alcoholic Beverage Consumption by Category, 2008 Share of Region (graph)	622
10-5	Per-Capita Alcoholic Beverage Consumption, 2000-2015	623
10-6	Per-Capita Alcoholic Beverage Consumption, Growth Rates by Category.....	623
10-7	Alcoholic Beverage Consumption, 2000-2015	624
10-8	Total Alcoholic Beverage Consumption - Top 10 Countries (graph).....	626
10-9	Alcoholic Beverage Growth Rates, 2000-2015	627
10-10	Total Alcoholic Beverage Consumption - Top 10 Countries, 2000-2015 Growth Rate (graph)	629
10-11	Share of Alcoholic Beverage Consumption, 2000-2015	630
10-12	Alcoholic Beverage Per-Capita Consumption, 2000-2015	632
10-13	2007 World Alcohol Per-Capita Consumption/GDP Analysis by Country (graph).....	634
10-14	World Urban Population by Region/Country, 1950-2050.....	635
10-15	World Urban Population Growth Rates by Region/Country, 1950-2050	637
10-16	Urban Share of Total World Population, 1950-2050 (graph).....	639
10-17	Urban Share of Total Population by Region/Country, 1950-2050.....	640
10-18	2007 World Alcohol Per-Capita Consumption/Urban Population Analysis by Country (graph)	642
10-19	Beer Consumption, 2000-2015	643
10-20	Beer Consumption - Top 10 Countries Worldwide (graph).....	645
10-21	Beer Growth Rates, 2000-2015.....	646
10-22	Beer Consumption - Top 10 Countries Worldwide, 2000-2015 Growth Rate (graph).....	648
10-23	Share of World Beer Consumption, 2000-2015	649
10-24	Beer's Share of Total Alcoholic Beverage Consumption, 2000-2015	651
10-25	Per-Capita Beer Consumption, 2000-2015.....	653
10-26	2007 Beer Per-Capita Consumption/GDP Analysis by Country (graph).....	656
10-27	Wine Consumption, 2000-2015	657
10-28	Wine Consumption - Top 10 Countries (graph)	659
10-29	Wine Growth Rates, 2000-2015.....	660
10-30	Wine Consumption - Top 10 Countries Worldwide, 2000-2015 Growth Rate (graph).....	662
10-31	Share of World Wine Consumption, 2000-2015	663
10-32	Wine's Share of Total Alcoholic Beverage Consumption, 2000-2015	665
10-33	Per-Capita Wine Consumption, 2000-2015	667
10-34	Wine Consumption Projections by Type, 2000-2015	669
10-35	Wine Consumption Growth Rates by Type	670
10-36	Wine Consumption Projections, 2000-2015, Share by Type.....	671
10-37	Distilled Spirits Consumption, 2000-2015	672
10-38	Distilled Spirits Consumption - Top 10 Countries (graph)	674
10-39	Distilled Spirits Growth Rates, 2000-2015.....	675
10-40	Distilled Spirits Consumption - Top 10 Countries Worldwide, 2000-2015 Growth Rate (graph)	677
10-41	Share of World Distilled Spirits Consumption, 2000-2015	678
10-42	Distilled Spirits' Share of Total Alcoholic Beverage Consumption, 2000-2015	680
10-43	Per-Capita Distilled Spirits Consumption, 2000-2015	682
10-44	Distilled Spirits Consumption Projections by Category/Type, 2000-2015.....	684
10-45	Distilled Spirits Consumption Growth Rates by Category/Type.....	685
10-46	Distilled Spirits Consumption Projections, 2000-2015, Share by Category/Type	686