

**PER CAPITA
CONSUMPTION OF
COMPANY BEVERAGE
PRODUCTS**

**89 servings
consumed
per person
worldwide
in 2010**



To measure our growth potential, we look to our per capita consumption—the average number of 8-ounce servings of our beverages consumed each year in a given market. It is predicted that by the year 2020, the world will have nearly 1 billion more people whose disposable incomes will afford them choices and opportunities unthinkable a generation ago. We must discover innovative ways to connect with our traditional consumer base and this emerging global middle class—by creating new products and packaging formats for all lifestyles and occasions.

¹ Based on U.S. 8 fluid ounces of a finished beverage

2010 CONSUMPTION SNAPSHOT¹

