

## PER CAPITA CONSUMPTION OF COMPANY BEVERAGE PRODUCTS

Based on U.S.

# 8 fluid ounces

of a finished beverage

# 92 servings

consumed per person worldwide in 2011



Per capita consumption—the average number of 8-ounce servings of our beverages people consume each year in a given market—is a key indicator of our growth potential. These rates are still relatively low in many of our fastest-growing markets, revealing tremendous opportunity in the years ahead. We are focused on doubling our business this decade by driving profitable growth through innovation in developed markets; maximizing value through segmentation and building consumer loyalty in developing markets; and driving volume and investing for accelerated growth in emerging markets.

### 2011 PER CAPITA CONSUMPTION SNAPSHOT

India	12	■	Thailand	93	■	Bolivia	244	■
Mali	12	■	Colombia	127	■	South Africa	247	■
Indonesia	14	■	Philippines	129	■	Austria	253	■
Pakistan	17	■	Italy	137	■	Canada	259	■
Nigeria	27	■	France	149	■	Spain	287	■
China	38	■	Turkey	173	■	Australia	309	■
Kenya	40	■	Japan	179	■	Belgium	340	■
Egypt	53	■	El Salvador	180	■	Argentina	345	■
Russia	73	■	Germany	190	■	Panama	379	■
South Korea	84	■	Peru	208	■	United States	403	■
Morocco	88	■	Great Britain	210	■	Chile	460	■
<b>Worldwide</b>	<b>92</b>	■	Brazil	<b>230</b>	■	Mexico	<b>728</b>	■