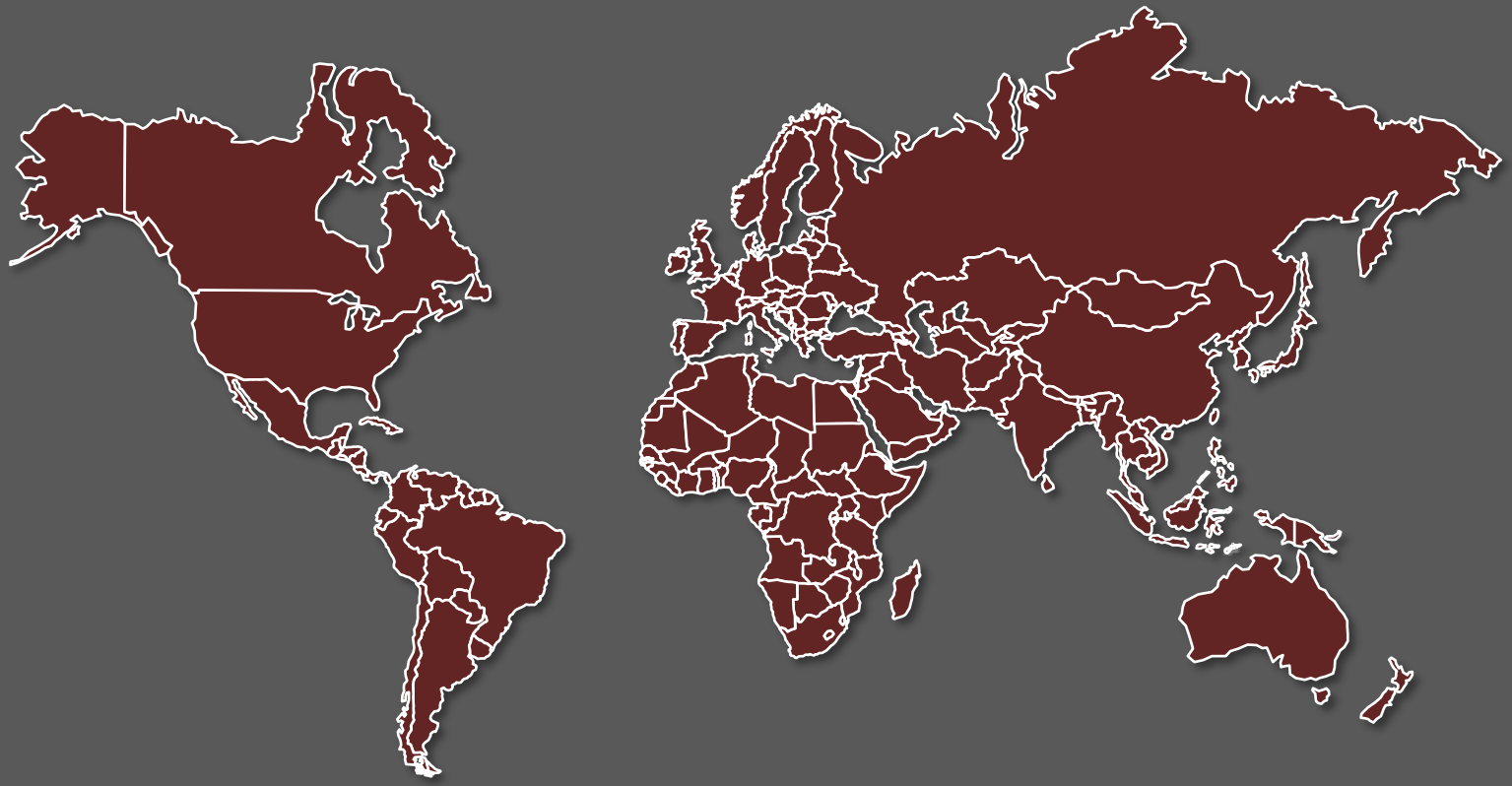
Kentley Insights

2023 Global Market Size & Growth Report

Marketing Research Services

August 2023

Report 7012850000



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GLOBAL MARKET SIZE & GROWTH REPORT

This global market size and growth report details the selling marketing research services across four global regions, 22 subregions an 195 countries. The report covers historical industry market size, revenues, growth rates, and share per country and region from 2013 to 2022 with forecasts for 2023 and the next 5 years (2023-2027). All figures are in millions of US dollars.

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COUNTRIES COVERED

NORTH AMERICA
United States
Canada
Bermuda
Greenland

SOUTH AMERICA
Brazil
Argentina
Colombia
Chile
Peru
Venezuela
Ecuador
Uruguay
Paraguay
Bolivia
French Guiana
Guyana
Suriname

CENTRAL AMERICA
Mexico
Guatemala
Panama
Costa Rica
El Salvador
Honduras
Nicaragua
Belize

CARIBBEAN
Puerto Rico
Cuba
Dominican Republic
Trinidad and Tobago
Jamaica
The Bahamas
Guadeloupe
Haiti
Martinique
Cayman Islands
Barbados
Virgin Islands
Aruba
Curaçao
St Lucia
Antigua and Barbuda
British Virgin Islands
Grenada
Turks and Caicos Islands
St Kitts and Nevis
Sint Maarten (Dutch)
Saint Martin (French)
St Vincent & Grenadines
Dominica
Anguilla

EASTERN ASIA
China
Japan
South Korea
Taiwan
Hong Kong
Mongolia

SOUTHEAST ASIA
Indonesia
Thailand
Singapore
Malaysia
Philippines
Vietnam
Burma
Cambodia
Laos
Brunei
East Timor

AUSTRALASIA
Australia
New Zealand

OTHER OCEANIA
Papua New Guinea
New Caledonia
Guam
French Polynesia
Fiji
Northern Mariana Islands
Solomon Islands
Vanuatu
Samoa
American Samoa
Tonga
Micronesia
Cook Islands

SOUTHERN ASIA
India
Pakistan
Bangladesh
Sri Lanka
Nepal
Afghanistan
Maldives
Bhutan

CENTRAL ASIA
Kazakhstan
Uzbekistan
Turkmenistan
Kyrgyzstan
Tajikistan

WESTERN EUROPE
Germany
France
Netherlands
Switzerland
Belgium
Austria
Luxembourg
Monaco
Liechtenstein

NORTHERN EUROPE
Sweden
Norway
Denmark
Finland
Lithuania
Latvia
Estonia
Iceland

SE EUROPE
Turkey
Greece
Bulgaria
Croatia
Slovenia
Serbia
Cyprus
Bosnia and Herzegovina
Albania
Macedonia
Kosovo
Montenegro

EASTERN EUROPE
Russia
Poland
Czech Republic
Romania
Hungary
Ukraine
Slovakia
Belarus
Azerbaijan
Georgia
Armenia
Moldova

SOUTHERN EUROPE
Italy
Spain
Portugal
Malta
Andorra
San Marino

UK & IRELAND
United Kingdom
Ireland

NORTH AFRICA
Egypt
Algeria
Morocco
Sudan
Tunisia
Libya
South Sudan

SOUTHERN AFRICA
South Africa
Botswana
Namibia
Eswatini
Lesotho

CENTRAL AFRICA
Angola
Cameroon
Gabon
Congo
Equatorial Guinea
Chad
Central African Republic
Sao Tome and Principe

WESTERN AFRICA
Nigeria
Ghana
Ivory Coast
Senegal
Mali
Burkina Faso
Niger
Guinea
Benin
Mauritania
Togo
Sierra Leone
Liberia
Cape Verde
Gambia, The
Guinea-Bissau

MIDDLE EAST
Saudi Arabia
Iran
United Arab Emirates
Israel
Iraq
Qatar
Kuwait
Oman
Lebanon
Jordan
Bahrain
Yemen
Syria
Palestine

EASTERN AFRICA
Kenya
Ethiopia
Tanzania
Uganda
Zambia
Zimbabwe
Mozambique
Mauritius
Madagascar
Rwanda
Malawi
Eritrea
Burundi
Djibouti
Seychelles
Somalia

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GLOBAL MARKET SIZE & GROWTH REPORT

REPORT METHODOLOGY

The methodology in developing country, regional and global revenue figures utilizes in-depth survey results on companies in the marketing research services industry combined with additional country-specific metadata. Forecasts are based on proprietary econometric models accounting for industry, product, regional, and macro trends and dynamics. Data sources include the Census Bureau, Bureau of Economic Analysis, United Nations, and World Bank. For the report data in Excel visit us at www.kentleyInsights.com/data

KEY PRODUCT LINE SALES CHANNELS

Some of the key sales channels for marketing research services include:
- Marketing research and public opinion polling
- Professional, scientific, and technical services
- Advertising agencies

PRODUCT LINE DEFINITION

Gathering, analyzing, and interpreting information about consumers, market niches, and the effectiveness of marketing programs for goods and services.
Includes:
- specifying the information required to address the issues.
- identifying existing secondary sources or designing the method for primary collection of the information.
- contracting out or implementing primary data collection processes.
- analyzing the primary or secondary information and communicating the findings.

Excludes:
- statistical sampling and survey design services sold separately.
- telephone-based data collection and polling services sold separately

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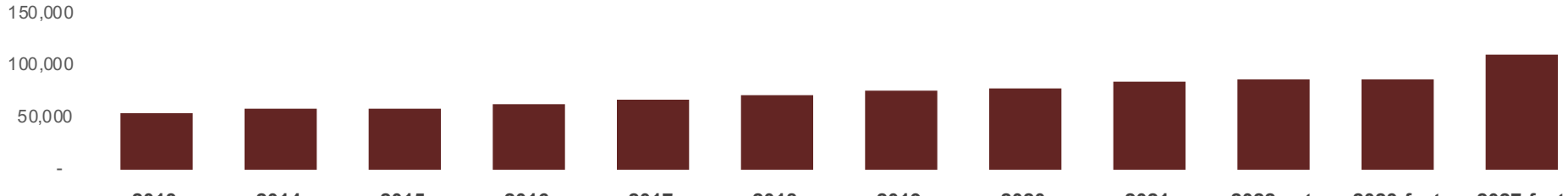
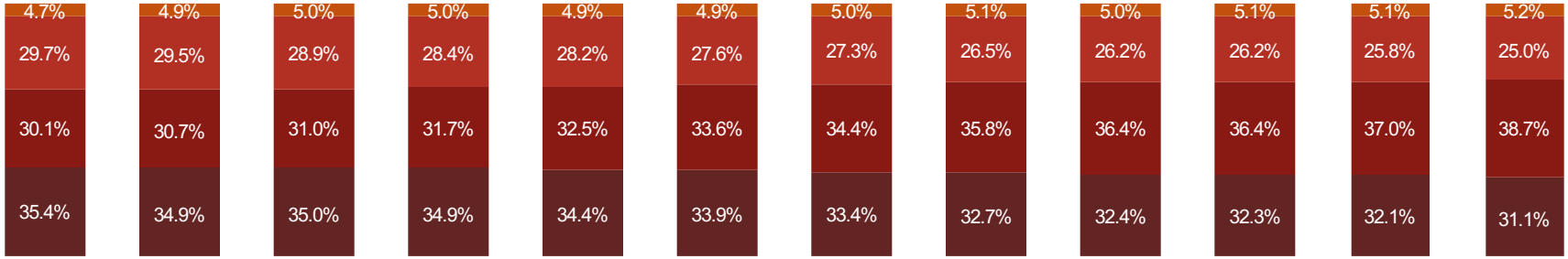
GLOBAL & MAJOR REGIONS

WORLDWIDE SALES ($ MILLIONS)



	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Total Sales ($ M)	54,279	58,209	59,847	63,033	67,384	71,265	76,541	79,543	84,749	87,668	87,577	111,695
Annual Growth (%)		7.2%	2.8%	5.3%	6.9%	5.8%	7.4%	3.9%	6.5%	3.4%	-0.1%	5.0%

GLOBAL SALES MARKET SHARE BY REGION



Total Sales ($ M)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
THE AMERICAS	19,223	20,326	20,969	22,021	23,205	24,172	25,539	25,994	27,442	28,360	28,095	34,741
ASIA & OCEANIA	16,356	17,863	18,581	19,994	21,924	23,936	26,313	28,466	30,854	31,897	32,428	43,237
EUROPE	16,146	17,164	17,306	17,882	18,982	19,694	20,866	21,064	22,225	22,981	22,597	27,882
AFRICA & MIDDLE EAST	2,555	2,855	2,991	3,137	3,273	3,463	3,822	4,019	4,229	4,431	4,456	5,835

Annual Growth (%)

THE AMERICAS	5.7%	3.2%	5.0%	5.4%	4.2%	5.7%	1.8%	5.6%	3.3%	-0.9%	4.3%
ASIA & OCEANIA	9.2%	4.0%	7.6%	9.7%	9.2%	9.9%	8.2%	8.4%	3.4%	1.7%	5.9%
EUROPE	6.3%	0.8%	3.3%	6.2%	3.8%	5.9%	1.0%	5.5%	3.4%	-1.7%	4.3%
AFRICA & MIDDLE EAST	11.8%	4.8%	4.9%	4.3%	5.8%	10.4%	5.1%	5.2%	4.8%	0.6%	5.5%

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THE AMERICAS

NORTH AMERICA
United States
Canada
Bermuda
Greenland

SOUTH AMERICA
Brazil
Argentina
Colombia
Chile
Peru
Venezuela
Ecuador
Uruguay
Paraguay
Bolivia
French Guiana
Guyana
Suriname

CENTRAL AMERICA
Mexico
Guatemala
Panama
Costa Rica
El Salvador
Honduras
Nicaragua
Belize

CARIBBEAN
Puerto Rico
Cuba
Dominican Republic
Trinidad and Tobago
Jamaica
The Bahamas
Guadeloupe
Haiti
Martinique
Cayman Islands
Barbados
Virgin Islands
Aruba
Curaçao
St Lucia
Antigua and Barbuda
British Virgin Islands
Grenada
Turks and Caicos Islands
St Kitts and Nevis
Sint Maarten (Dutch)
Saint Martin (French)
St Vincent & Grenadines
Dominica
Anguilla

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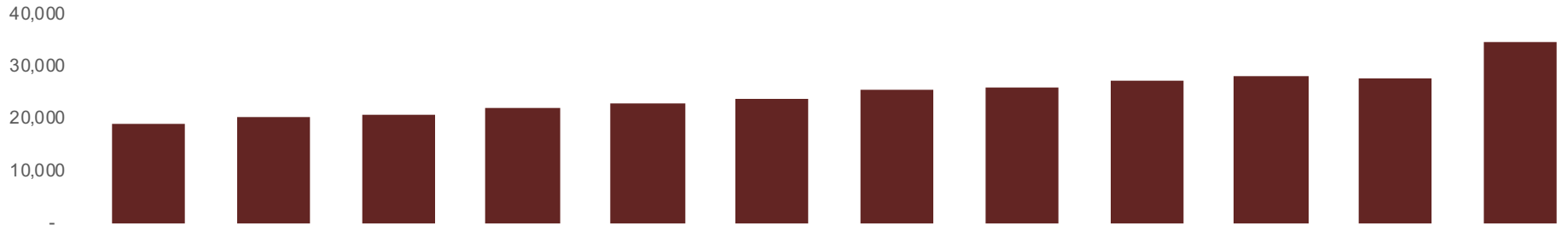
THE AMERICAS

THE AMERICAS SALES ($ MILLIONS)



	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Total Sales ($ M)	19,223	20,326	20,969	22,021	23,205	24,172	25,539	25,994	27,442	28,360	28,095	34,741
Annual Growth (%)		5.7%	3.2%	5.0%	5.4%	4.2%	5.7%	1.8%	5.6%	3.3%	-0.9%	4.3%

THE AMERICAS REGIONAL DETAIL

Total Sales ($ M)	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022 est**	**2023 fcst**	**2027 fcst**
NORTH AMERICA	16,841	17,768	18,428	19,510	20,531	21,448	22,725	23,247	24,513	25,318	25,089	30,989
SOUTH AMERICA	1,748	1,881	1,873	1,854	1,973	2,012	2,086	2,053	2,220	2,302	2,267	2,822
CENTRAL AMERICA	501	538	533	523	566	581	597	563	574	595	593	744
CARIBBEAN	133	139	135	133	134	132	131	131	135	145	146	185

Annual Growth (%)											
NORTH AMERICA	5.5%	3.7%	5.9%	5.2%	4.5%	6.0%	2.3%	5.4%	3.3%	-0.9%	4.3%
SOUTH AMERICA	7.6%	-0.4%	-1.0%	6.4%	1.9%	3.7%	-1.6%	8.1%	3.7%	-1.5%	4.5%
CENTRAL AMERICA	7.4%	-1.0%	-1.7%	8.2%	2.6%	2.8%	-5.7%	2.0%	3.6%	-0.3%	4.7%
CARIBBEAN	4.6%	-2.8%	-1.5%	0.8%	-1.5%	-0.7%	-0.3%	3.5%	7.1%	0.7%	4.9%

Regional Share (%)												
NORTH AMERICA	87.6%	87.4%	87.9%	88.6%	88.5%	88.7%	89.0%	89.4%	89.3%	89.3%	89.3%	89.2%
SOUTH AMERICA	9.1%	9.3%	8.9%	8.4%	8.5%	8.3%	8.2%	7.9%	8.1%	8.1%	8.1%	8.1%
CENTRAL AMERICA	2.6%	2.6%	2.5%	2.4%	2.4%	2.4%	2.3%	2.2%	2.1%	2.1%	2.1%	2.1%
CARIBBEAN	0.7%	0.7%	0.6%	0.6%	0.6%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%

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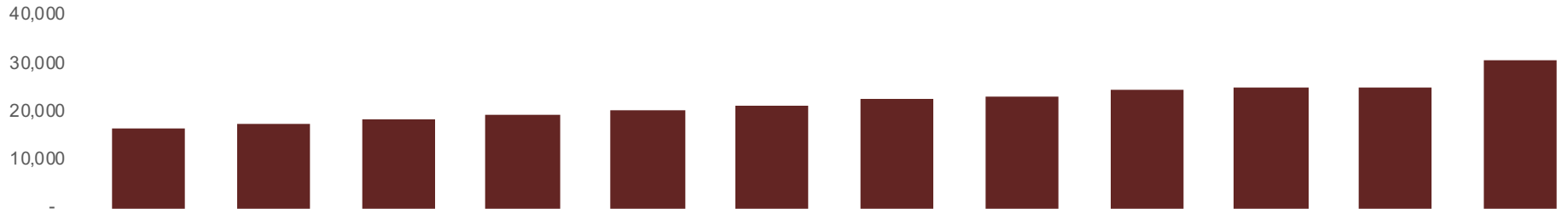
NORTH AMERICA

NORTH AMERICA SALES ($ MILLIONS)



	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Total Sales ($ M)	16,841	17,768	18,428	19,510	20,531	21,448	22,725	23,247	24,513	25,318	25,089	30,989
Annual Growth (%)		5.5%	3.7%	5.9%	5.2%	4.5%	6.0%	2.3%	5.4%	3.3%	-0.9%	4.3%

NORTH AMERICA REGIONAL DETAIL

Total Sales ($ M)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
United States	15,975.8	16,834.3	17,506.4	18,552.1	19,502.6	20,390.1	21,652.7	22,172.8	23,418.5	24,185.9	23,968.0	29,603.5
Canada	859.5	928.5	915.7	952.7	1,023.1	1,052.2	1,067.6	1,069.9	1,089.3	1,127.2	1,115.9	1,379.3
Bermuda	3.8	3.6	3.3	3.3	3.4	3.2	3.0	2.6	2.7	3.0	3.0	3.9
Greenland	2.0	2.1	2.1	2.4	2.2	2.1	2.0	2.0	2.1	2.2	2.2	2.7

Annual Growth (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
United States		5.4%	4.0%	6.0%	5.1%	4.6%	6.2%	2.4%	5.6%	3.3%	-0.9%	4.3%
Canada		8.0%	-1.4%	4.0%	7.4%	2.8%	1.5%	0.2%	1.8%	3.5%	-1.0%	4.3%
Bermuda		-3.6%	-7.9%	-1.6%	3.6%	-5.5%	-6.4%	-12.6%	2.2%	9.9%	2.1%	5.4%
Greenland		5.1%	0.9%	11.7%	-5.9%	-6.8%	-3.6%	1.6%	0.8%	4.9%	0.7%	4.8%

Regional Share (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
United States	94.9%	94.7%	95.0%	95.1%	95.0%	95.1%	95.3%	95.4%	95.5%	95.5%	95.5%	95.5%
Canada	5.1%	5.2%	5.0%	4.9%	5.0%	4.9%	4.7%	4.6%	4.4%	4.5%	4.4%	4.5%
Bermuda	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Greenland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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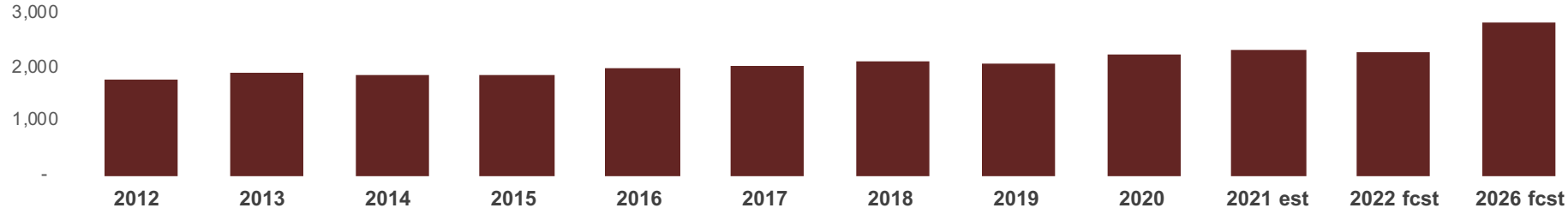
SOUTH AMERICA

SOUTH AMERICA SALES ($ MILLIONS)



	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021 est	2022 fcst	2026 fcst
Total Sales ($ M)	1,748	1,881	1,873	1,854	1,973	2,012	2,086	2,053	2,220	2,302	2,267	2,822
Annual Growth (%)		7.6%	-0.4%	-1.0%	6.4%	1.9%	3.7%	-1.6%	8.1%	3.7%	-1.5%	4.5%

SOUTH AMERICA REGIONAL DETAIL

Total Sales ($ M)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Brazil	947.6	1,045.1	1,058.3	1,063.8	1,167.1	1,210.6	1,283.3	1,279.4	1,402.4	1,444.2	1,421.1	1,749.9
Argentina	178.8	180.1	179.4	173.5	180.3	171.6	167.6	161.5	167.2	176.1	172.0	211.6
Colombia	151.9	165.4	164.7	170.7	184.1	190.4	197.0	191.4	206.4	222.1	218.7	277.8
Chile	133.6	141.5	143.1	142.9	144.6	160.2	165.3	161.7	176.2	180.5	174.2	213.5
Peru	74.1	79.8	79.7	83.2	89.9	90.9	96.0	93.8	98.0	100.7	100.6	129.7
Venezuela	169.9	168.8	153.1	125.1	106.9	83.5	71.7	60.6	59.8	64.6	66.2	91.0
Other Countries	92.2	100.0	95.2	94.5	100.3	104.3	104.9	104.8	110.2	113.8	114.6	148.6

Annual Growth (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Brazil		10.3%	1.3%	0.5%	9.7%	3.7%	6.0%	-0.3%	9.6%	3.0%	-1.6%	4.3%
Argentina		0.7%	-0.4%	-3.3%	3.9%	-4.8%	-2.4%	-3.6%	3.5%	5.3%	-2.3%	4.2%
Colombia		8.9%	-0.4%	3.6%	7.8%	3.5%	3.5%	-2.8%	7.8%	7.6%	-1.5%	4.9%
Chile		5.9%	1.1%	-0.1%	1.2%	10.8%	3.2%	-2.2%	8.9%	2.5%	-3.5%	4.1%
Peru		7.8%	-0.2%	4.4%	8.0%	1.2%	5.6%	-2.2%	4.4%	2.8%	-0.1%	5.2%
Venezuela		-0.7%	-9.3%	-18.2%	-14.6%	-21.9%	-14.2%	-15.4%	-1.4%	8.1%	2.5%	6.6%
Other Countries		8.5%	-4.8%	-0.7%	6.1%	4.0%	0.6%	-0.1%	5.1%	3.3%	0.7%	5.3%

Regional Share (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Brazil	54.2%	55.6%	56.5%	57.4%	59.2%	60.2%	61.5%	62.3%	63.2%	62.7%	62.7%	62.0%
Argentina	10.2%	9.6%	9.6%	9.4%	9.1%	8.5%	8.0%	7.9%	7.5%	7.6%	7.6%	7.5%
Colombia	8.7%	8.8%	8.8%	9.2%	9.3%	9.5%	9.4%	9.3%	9.3%	9.6%	9.6%	9.8%
Chile	7.6%	7.5%	7.6%	7.7%	7.3%	8.0%	7.9%	7.9%	7.9%	7.8%	7.7%	7.6%
Peru	4.2%	4.2%	4.3%	4.5%	4.6%	4.5%	4.6%	4.6%	4.4%	4.4%	4.4%	4.6%
Venezuela	9.7%	9.0%	8.2%	6.8%	5.4%	4.2%	3.4%	3.0%	2.7%	2.8%	2.9%	3.2%
Other Countries	5.3%	5.3%	5.1%	5.1%	5.1%	5.2%	5.0%	5.1%	5.0%	4.9%	5.1%	5.3%

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CENTRAL AMERICA

CENTRAL AMERICA SALES ($ MILLIONS)

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021 est	2022 fcst	2026 fcst
Total Sales ($ M)	501	538	533	523	566	581	597	563	574	595	593	744
Annual Growth (%)		7.4%	-1.0%	-1.7%	8.2%	2.6%	2.8%	-5.7%	2.0%	3.6%	-0.3%	4.7%

CENTRAL AMERICA REGIONAL DETAIL

Total Sales ($ M)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Mexico	393.0	417.1	407.1	393.6	424.2	439.2	450.8	417.3	426.6	440.1	437.0	540.6
Guatemala	19.6	20.5	21.4	21.4	21.8	21.9	22.9	22.7	23.8	24.8	25.0	33.1
Panama	15.6	16.9	17.4	18.0	19.2	19.5	20.1	20.4	17.3	19.0	19.5	26.4
Costa Rica	34.9	43.7	47.5	50.3	59.6	58.9	62.6	63.2	66.3	69.2	69.4	90.3
El Salvador	17.0	17.5	17.0	17.1	17.3	17.3	16.9	15.9	16.7	17.2	17.1	21.5
Honduras	12.3	13.1	13.2	13.5	14.3	14.5	14.9	15.1	14.5	15.1	15.3	20.4
Other Countries	8.3	9.0	9.1	9.4	9.9	9.4	9.1	8.5	8.8	9.3	9.3	12.1

Annual Growth (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Mexico		6.1%	-2.4%	-3.3%	7.8%	3.5%	2.6%	-7.4%	2.2%	3.2%	-0.7%	4.3%
Guatemala		4.9%	4.0%	0.1%	1.9%	0.5%	4.9%	-0.9%	4.7%	4.1%	0.9%	5.8%
Panama		8.3%	2.6%	3.8%	6.7%	1.4%	2.8%	1.6%	-15.2%	10.1%	2.5%	6.3%
Costa Rica		25.1%	8.8%	5.9%	18.4%	-1.1%	6.2%	1.0%	5.0%	4.4%	0.2%	5.4%
El Salvador		2.7%	-2.6%	0.7%	0.8%	0.1%	-2.4%	-5.9%	5.2%	2.9%	-0.1%	4.6%
Honduras		6.3%	0.7%	2.7%	5.9%	1.6%	2.5%	1.2%	-3.6%	4.1%	1.2%	5.9%
Other Countries		8.4%	1.6%	2.9%	5.2%	-4.7%	-3.1%	-6.7%	3.9%	4.9%	0.5%	5.5%

Regional Share (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Mexico	78.5%	77.6%	76.4%	75.2%	74.9%	75.6%	75.5%	74.1%	74.3%	74.0%	73.7%	72.6%
Guatemala	3.9%	3.8%	4.0%	4.1%	3.8%	3.8%	3.8%	4.0%	4.1%	4.2%	4.2%	4.4%
Panama	3.1%	3.2%	3.3%	3.4%	3.4%	3.4%	3.4%	3.6%	3.0%	3.2%	3.3%	3.5%
Costa Rica	7.0%	8.1%	8.9%	9.6%	10.5%	10.1%	10.5%	11.2%	11.6%	11.6%	11.7%	12.1%
El Salvador	3.4%	3.2%	3.2%	3.3%	3.0%	3.0%	2.8%	2.8%	2.9%	2.9%	2.9%	2.9%
Honduras	2.5%	2.4%	2.5%	2.6%	2.5%	2.5%	2.5%	2.7%	2.5%	2.5%	2.6%	2.7%
Other Countries	1.7%	1.7%	1.7%	1.8%	1.7%	1.6%	1.5%	1.5%	1.5%	1.6%	1.6%	1.6%

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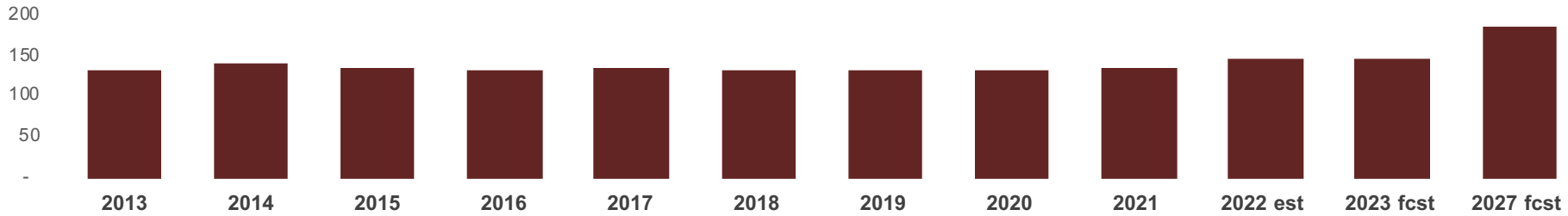
CARIBBEAN

CARIBBEAN SALES ($ MILLIONS)



	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Total Sales ($ M)	133	139	135	133	134	132	131	131	135	145	146	185
Annual Growth (%)		4.6%	-2.8%	-1.5%	0.8%	-1.5%	-0.7%	-0.3%	3.5%	7.1%	0.7%	4.9%

CARIBBEAN REGIONAL DETAIL

Total Sales ($ M)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Puerto Rico	34.0	34.7	33.3	32.5	31.9	29.9	30.1	30.1	31.0	32.5	31.8	35.9
Cuba	20.2	21.1	21.4	21.2	21.8	21.8	22.2	22.3	23.0	25.5	26.0	34.3
Dominican Republic	16.4	16.1	16.3	16.8	17.7	19.3	18.2	18.9	20.0	21.0	21.4	29.6
Trinidad and Tobago	12.8	14.4	12.8	12.2	11.7	11.1	11.1	10.9	10.4	10.7	10.8	13.6
Jamaica	4.3	4.5	4.4	4.4	4.5	4.5	4.5	4.4	4.7	4.9	4.8	6.0
The Bahamas	8.2	10.3	9.9	9.3	9.6	9.0	7.5	7.9	8.3	9.2	9.4	11.7
Other Countries	36.8	37.8	37.0	36.5	36.8	36.4	37.4	36.1	37.8	41.0	41.7	54.0

Annual Growth (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Puerto Rico		2.0%	-4.2%	-2.5%	-1.8%	-6.4%	1.0%	-0.3%	3.1%	4.9%	-2.1%	2.4%
Cuba		4.3%	1.3%	-0.7%	2.9%	0.0%	1.8%	0.6%	2.9%	10.8%	1.9%	5.7%
Dominican Republic		-1.9%	1.7%	2.8%	5.5%	9.1%	-5.7%	3.6%	5.9%	5.0%	1.7%	6.8%
Trinidad and Tobago		12.8%	-11.6%	-4.5%	-4.0%	-5.1%	-0.2%	-1.4%	-4.5%	2.6%	0.7%	4.8%
Jamaica		3.9%	-2.2%	0.2%	2.1%	-0.3%	0.5%	-0.7%	4.9%	4.1%	-0.3%	4.4%
The Bahamas		25.5%	-4.3%	-5.7%	2.8%	-5.9%	-17.0%	5.0%	5.1%	11.1%	1.8%	4.6%
Other Countries		2.6%	-2.2%	-1.2%	0.6%	-1.0%	2.7%	-3.5%	4.9%	8.5%	1.6%	5.3%

Regional Share (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Puerto Rico	25.6%	25.0%	24.7%	24.4%	23.8%	22.6%	23.0%	23.0%	22.9%	22.5%	21.8%	19.4%
Cuba	15.2%	15.2%	15.8%	16.0%	16.3%	16.5%	17.0%	17.1%	17.0%	17.6%	17.8%	18.5%
Dominican Republic	12.3%	11.6%	12.1%	12.6%	13.2%	14.6%	13.9%	14.5%	14.8%	14.5%	14.6%	16.0%
Trinidad and Tobago	9.6%	10.4%	9.5%	9.2%	8.7%	8.4%	8.5%	8.4%	7.7%	7.4%	7.4%	7.4%
Jamaica	3.2%	3.2%	3.2%	3.3%	3.3%	3.4%	3.4%	3.4%	3.4%	3.4%	3.3%	3.2%
The Bahamas	6.2%	7.4%	7.3%	7.0%	7.2%	6.8%	5.7%	6.0%	6.1%	6.3%	6.4%	6.3%
Other Countries	27.7%	27.2%	27.4%	27.5%	27.4%	27.6%	28.5%	27.6%	28.0%	28.3%	28.6%	29.2%

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ASIA & OCEANIA

EASTERN ASIA
China
Japan
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Hong Kong
Mongolia

SOUTHERN ASIA
India
Pakistan
Bangladesh
Sri Lanka
Nepal
Afghanistan
Maldives
Bhutan

SOUTHEAST ASIA
Indonesia
Thailand
Singapore
Malaysia
Philippines
Vietnam
Burma
Cambodia
Laos
Brunei
East Timor

AUSTRALASIA
Australia
New Zealand

CENTRAL ASIA
Kazakhstan
Uzbekistan
Turkmenistan
Kyrgyzstan
Tajikistan

OTHER OCEANIA
Papua New Guinea
New Caledonia
Guam
French Polynesia
Fiji
Northern Mariana Islands
Solomon Islands
Vanuatu
Samoa
American Samoa
Tonga
Micronesia
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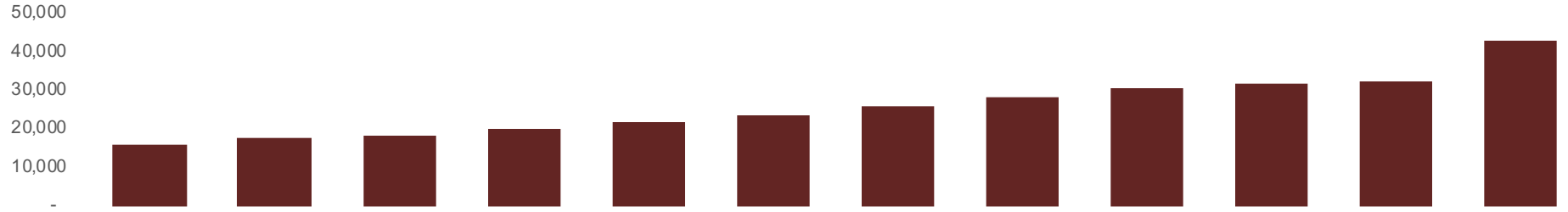
ASIA & OCEANIA

ASIA & OCEANIA SALES ($ MILLIONS)



	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Total Sales ($ M)	16,356	17,863	18,581	19,994	21,924	23,936	26,313	28,466	30,854	31,897	32,428	43,237
Annual Growth (%)		9.2%	4.0%	7.6%	9.7%	9.2%	9.9%	8.2%	8.4%	3.4%	1.7%	5.9%

ASIA & OCEANIA REGIONAL DETAIL

Total Sales ($ M)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
EASTERN ASIA	12,378	13,341	13,655	14,664	16,211	17,842	19,582	21,238	23,226	23,816	24,172	31,728
SOUTHERN ASIA	1,688	2,031	2,374	2,686	2,835	3,134	3,541	3,827	3,933	4,198	4,330	6,267
SOUTHEAST ASIA	1,398	1,546	1,619	1,730	1,924	2,032	2,247	2,389	2,542	2,686	2,734	3,732
AUSTRALASIA	774	811	793	775	801	763	765	807	919	953	943	1,175
OTHER ASIA	118	134	141	138	153	165	179	204	234	244	249	335

Annual Growth (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
EASTERN ASIA		7.8%	2.4%	7.4%	10.5%	10.1%	9.7%	8.5%	9.4%	2.5%	1.5%	5.6%
SOUTHERN ASIA		20.3%	16.9%	13.2%	5.6%	10.5%	13.0%	8.1%	2.7%	6.8%	3.1%	7.7%
SOUTHEAST ASIA		10.6%	4.7%	6.9%	11.2%	5.6%	10.6%	6.3%	6.4%	5.6%	1.8%	6.4%
AUSTRALASIA		4.8%	-2.2%	-2.3%	3.3%	-4.7%	0.2%	5.5%	13.9%	3.6%	-1.0%	4.5%
OTHER ASIA		13.0%	5.3%	-1.9%	10.6%	7.8%	8.4%	14.3%	14.4%	4.5%	2.0%	6.1%

Regional Share (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
EASTERN ASIA	75.7%	74.7%	73.5%	73.3%	73.9%	74.5%	74.4%	74.6%	75.3%	74.7%	74.5%	73.4%
SOUTHERN ASIA	10.3%	11.4%	12.8%	13.4%	12.9%	13.1%	13.5%	13.4%	12.7%	13.2%	13.4%	14.5%
SOUTHEAST ASIA	8.5%	8.7%	8.7%	8.7%	8.8%	8.5%	8.5%	8.4%	8.2%	8.4%	8.4%	8.6%
AUSTRALASIA	4.7%	4.5%	4.3%	3.9%	3.7%	3.2%	2.9%	2.8%	3.0%	3.0%	2.9%	2.7%
OTHER ASIA	0.7%	0.7%	0.8%	0.7%	0.7%	0.7%	0.7%	0.7%	0.8%	0.8%	0.8%	0.8%

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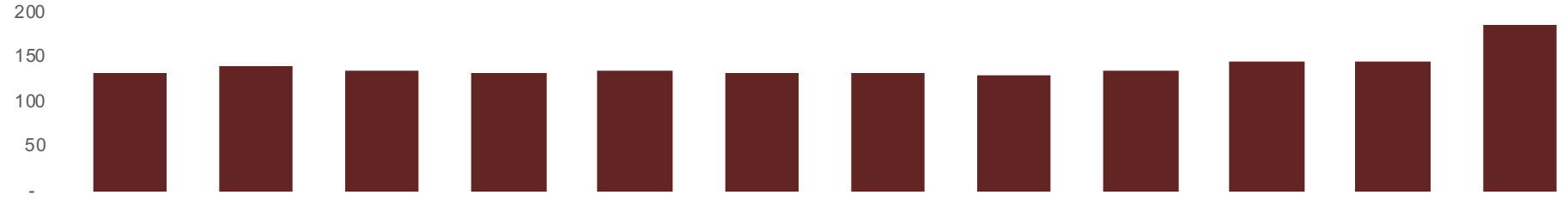
EASTERN ASIA

EASTERN ASIA SALES ($ MILLIONS)



	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Total Sales ($ M)	12,378	13,341	13,655	14,664	16,211	17,842	19,582	21,238	23,226	23,816	24,172	31,728
Annual Growth (%)		7.8%	2.4%	7.4%	10.5%	10.1%	9.7%	8.5%	9.4%	2.5%	1.5%	5.6%

EASTERN ASIA REGIONAL DETAIL

Total Sales ($ M)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
China	5,714.1	6,323.0	6,571.2	7,470.6	8,917.8	10,563.3	12,255.5	13,859.5	15,682.7	16,165.3	16,601.6	22,553.2
Japan	4,844.5	5,065.6	5,102.5	5,122.6	5,135.5	5,087.2	5,058.1	5,059.5	5,202.1	5,263.3	5,200.1	6,187.3
South Korea	1,341.9	1,449.0	1,478.3	1,559.8	1,623.3	1,646.8	1,716.2	1,783.6	1,778.6	1,826.2	1,807.9	2,267.1
Taiwan	267.4	281.3	279.8	281.3	294.9	297.7	293.4	284.8	285.1	292.4	291.3	368.6
Hong Kong	205.8	216.8	218.6	225.1	234.7	241.8	252.2	243.8	269.9	260.7	263.3	341.0
Mongolia	4.0	4.8	4.5	4.7	4.8	5.3	6.2	6.6	7.5	7.8	8.0	11.3

Annual Growth (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
China		10.7%	3.9%	13.7%	19.4%	18.5%	16.0%	13.1%	13.2%	3.1%	2.7%	6.3%
Japan		4.6%	0.7%	0.4%	0.3%	-0.9%	-0.6%	0.0%	2.8%	1.2%	-1.2%	3.5%
South Korea		8.0%	2.0%	5.5%	4.1%	1.4%	4.2%	3.9%	-0.3%	2.7%	-1.0%	4.6%
Taiwan		5.2%	-0.5%	0.5%	4.9%	1.0%	-1.5%	-3.0%	0.1%	2.6%	-0.4%	4.8%
Hong Kong		5.4%	0.8%	3.0%	4.2%	3.0%	4.3%	-3.3%	10.7%	-3.4%	1.0%	5.3%
Mongolia		22.1%	-6.2%	4.8%	1.0%	10.9%	16.3%	6.1%	13.7%	4.9%	2.0%	7.1%

Regional Share (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
China	46.2%	47.4%	48.1%	50.9%	55.0%	59.2%	62.6%	65.3%	67.5%	67.9%	68.7%	71.1%
Japan	39.1%	38.0%	37.4%	34.9%	31.7%	28.5%	25.8%	23.8%	22.4%	22.1%	21.5%	19.5%
South Korea	10.8%	10.9%	10.8%	10.6%	10.0%	9.2%	8.8%	8.4%	7.7%	7.7%	7.5%	7.1%
Taiwan	2.2%	2.1%	2.0%	1.9%	1.8%	1.7%	1.5%	1.3%	1.2%	1.2%	1.2%	1.2%
Hong Kong	1.7%	1.6%	1.6%	1.5%	1.4%	1.4%	1.3%	1.1%	1.2%	1.1%	1.1%	1.1%
Mongolia	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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SOUTHERN ASIA

SOUTHERN ASIA SALES ($ MILLIONS)

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Total Sales ($ M)	1,688	2,031	2,374	2,686	2,835	3,134	3,541	3,827	3,933	4,198	4,330	6,267
Annual Growth (%)		20.3%	16.9%	13.2%	5.6%	10.5%	13.0%	8.1%	2.7%	6.8%	3.1%	7.7%

SOUTHERN ASIA REGIONAL DETAIL

Total Sales ($ M)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
India	1,567.8	1,901.0	2,239.0	2,527.3	2,660.6	2,954.6	3,343.6	3,601.1	3,695.4	3,949.5	4,083.8	5,931.8
Pakistan	70.7	75.9	77.2	97.3	108.1	108.1	120.1	142.7	147.8	156.8	153.6	203.7
Bangladesh	28.3	30.9	32.0	33.9	37.6	39.7	43.4	46.6	50.3	53.9	55.5	82.5
Sri Lanka	8.3	9.1	11.0	12.7	13.0	14.5	16.8	18.5	21.7	19.8	18.7	22.9
Nepal	4.8	5.7	6.2	6.5	7.5	7.5	7.9	8.1	8.4	8.9	9.0	12.6
Afghanistan	6.2	6.6	6.3	6.3	6.4	7.1	6.7	7.8	6.5	6.7	6.7	9.0
Other Countries	1.8	1.9	1.9	2.1	2.2	2.3	2.4	2.5	2.5	2.8	2.9	4.2

Annual Growth (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
India		21.3%	17.8%	12.9%	5.3%	11.1%	13.2%	7.7%	2.6%	6.9%	3.4%	7.8%
Pakistan		7.4%	1.7%	26.1%	11.1%	0.0%	11.0%	18.9%	3.5%	6.1%	-2.0%	5.8%
Bangladesh		9.3%	3.4%	5.9%	10.8%	5.8%	9.1%	7.6%	7.7%	7.2%	3.0%	8.3%
Sri Lanka		9.7%	20.0%	15.5%	2.9%	11.1%	16.3%	9.9%	17.2%	-8.6%	-5.5%	4.1%
Nepal		20.5%	7.7%	5.7%	14.4%	0.4%	5.3%	2.7%	3.2%	5.9%	1.9%	6.9%
Afghanistan		6.3%	-4.5%	0.4%	1.0%	11.9%	-5.7%	15.9%	-16.8%	3.0%	0.9%	6.0%
Other Countries		9.5%	1.0%	5.7%	7.4%	4.2%	4.3%	3.1%	2.6%	9.8%	3.9%	7.5%

Regional Share (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
India	92.9%	93.6%	94.3%	94.1%	93.8%	94.3%	94.4%	94.1%	94.0%	94.1%	94.3%	94.7%
Pakistan	4.2%	3.7%	3.3%	3.6%	3.8%	3.5%	3.4%	3.7%	3.8%	3.7%	3.5%	3.3%
Bangladesh	1.7%	1.5%	1.3%	1.3%	1.3%	1.3%	1.2%	1.2%	1.3%	1.3%	1.3%	1.3%
Sri Lanka	0.5%	0.4%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.6%	0.5%	0.4%	0.4%
Nepal	0.3%	0.3%	0.3%	0.2%	0.3%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
Afghanistan	0.4%	0.3%	0.3%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%
Other Countries	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%

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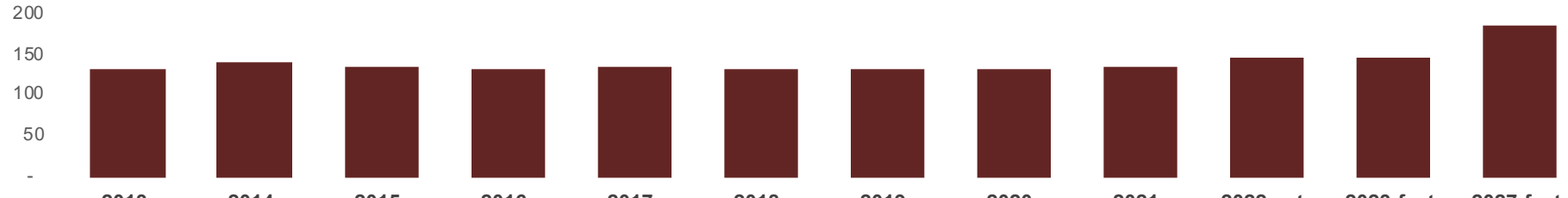
SOUTHEAST ASIA

SOUTHEAST ASIA SALES ($ MILLIONS)



	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Total Sales ($ M)	1,398	1,546	1,619	1,730	1,924	2,032	2,247	2,389	2,542	2,686	2,734	3,732
Annual Growth (%)		10.6%	4.7%	6.9%	11.2%	5.6%	10.6%	6.3%	6.4%	5.6%	1.8%	6.4%

SOUTHEAST ASIA REGIONAL DETAIL

Total Sales ($ M)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Indonesia	537.2	599.4	640.0	700.4	808.5	861.6	964.1	1,057.1	1,118.4	1,178.5	1,208.0	1,686.6
Thailand	173.6	185.5	195.7	199.4	215.9	226.9	251.6	248.7	258.2	265.1	267.5	350.1
Singapore	224.1	247.0	239.8	255.9	276.9	287.6	328.8	350.7	397.2	411.8	407.7	512.8
Malaysia	262.0	297.8	319.6	343.6	379.2	403.1	429.6	448.8	469.3	510.5	520.7	709.0
Philippines	144.6	154.3	159.0	163.2	170.8	175.9	191.6	199.1	211.4	227.6	235.6	341.9
Vietnam	23.6	26.6	28.1	30.1	32.8	35.4	38.2	39.2	41.1	44.4	45.9	67.8
Other Countries	32.7	35.8	36.7	37.8	40.3	41.9	43.6	45.5	46.9	47.9	48.4	64.2

Annual Growth (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Indonesia		11.6%	6.8%	9.4%	15.4%	6.6%	11.9%	9.6%	5.8%	5.4%	2.5%	6.9%
Thailand		6.9%	5.5%	1.9%	8.3%	5.1%	10.9%	-1.1%	3.8%	2.7%	0.9%	5.5%
Singapore		10.2%	-2.9%	6.8%	8.2%	3.8%	14.3%	6.7%	13.3%	3.7%	-1.0%	4.7%
Malaysia		13.7%	7.3%	7.5%	10.4%	6.3%	6.6%	4.5%	4.6%	8.8%	2.0%	6.4%
Philippines		6.7%	3.0%	2.6%	4.7%	3.0%	8.9%	3.9%	6.2%	7.7%	3.5%	7.7%
Vietnam		12.6%	5.8%	7.1%	8.8%	8.0%	8.0%	2.5%	4.9%	8.1%	3.3%	8.1%
Other Countries		9.3%	2.5%	3.2%	6.6%	3.7%	4.2%	4.4%	3.1%	2.2%	1.0%	5.8%

Regional Share (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Indonesia	38.4%	38.8%	39.5%	40.5%	42.0%	42.4%	42.9%	44.2%	44.0%	43.9%	44.2%	45.2%
Thailand	12.4%	12.0%	12.1%	11.5%	11.2%	11.2%	11.2%	10.4%	10.2%	9.9%	9.8%	9.4%
Singapore	16.0%	16.0%	14.8%	14.8%	14.4%	14.2%	14.6%	14.7%	15.6%	15.3%	14.9%	13.7%
Malaysia	18.7%	19.3%	19.7%	19.9%	19.7%	19.8%	19.1%	18.8%	18.5%	19.0%	19.0%	19.0%
Philippines	10.3%	10.0%	9.8%	9.4%	8.9%	8.7%	8.5%	8.3%	8.3%	8.5%	8.6%	9.2%
Vietnam	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%	1.6%	1.6%	1.7%	1.7%	1.8%
Other Countries	2.3%	2.3%	2.3%	2.2%	2.1%	2.1%	1.9%	1.9%	1.8%	1.8%	1.8%	1.7%

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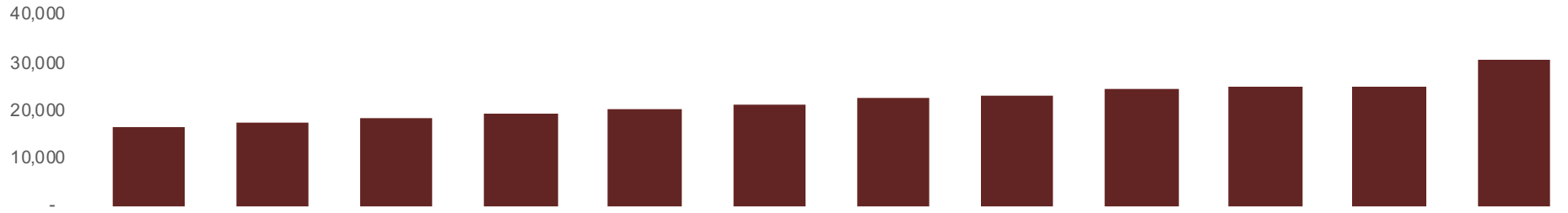
AUSTRALASIA

AUSTRALASIA SALES ($ MILLIONS)



	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Total Sales ($ M)	774	811	793	775	801	763	765	807	919	953	943	1,175
Annual Growth (%)		4.8%	-2.2%	-2.3%	3.3%	-4.7%	0.2%	5.5%	13.9%	3.6%	-1.0%	4.5%

AUSTRALASIA REGIONAL DETAIL

Total Sales ($ M)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Australia	679.5	711.5	693.5	677.0	702.5	662.5	664.8	706.2	815.0	845.8	838.2	1,044.7
New Zealand	94.9	99.7	99.6	97.9	98.2	100.7	100.2	101.0	104.1	106.7	105.2	130.4

Annual Growth (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Australia		4.7%	-2.5%	-2.4%	3.8%	-5.7%	0.3%	6.2%	15.4%	3.8%	-0.9%	4.5%
New Zealand		5.1%	-0.1%	-1.7%	0.3%	2.5%	-0.5%	0.7%	3.1%	2.5%	-1.4%	4.4%

Regional Share (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Australia	87.7%	87.7%	87.4%	87.4%	87.7%	86.8%	86.9%	87.5%	88.7%	88.8%	88.8%	88.9%
New Zealand	12.3%	12.3%	12.6%	12.6%	12.3%	13.2%	13.1%	12.5%	11.3%	11.2%	11.2%	11.1%

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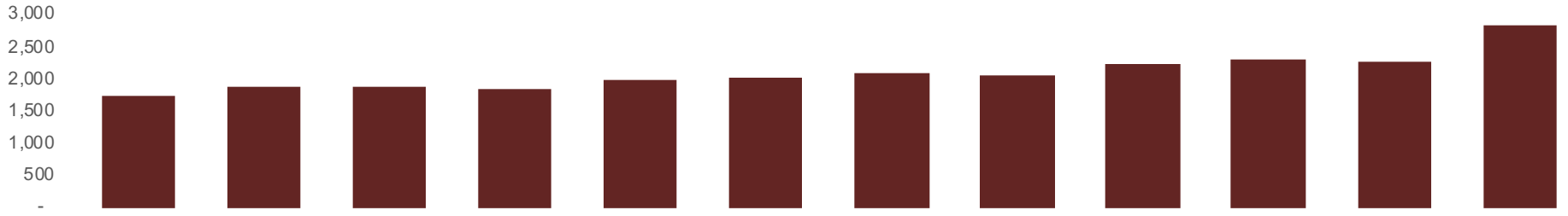
CENTRAL ASIA

CENTRAL ASIA SALES ($ MILLIONS)



	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Total Sales ($ M)	97	110	117	113	127	138	151	177	204	213	217	292
Annual Growth (%)		13.1%	5.9%	-3.2%	12.1%	8.9%	9.6%	17.0%	15.5%	4.1%	2.0%	6.1%

CENTRAL ASIA REGIONAL DETAIL

Total Sales ($ M)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Kazakhstan	58.1	63.6	65.9	59.3	66.7	70.9	80.8	98.8	114.0	117.7	119.8	157.5
Uzbekistan	18.6	23.1	26.6	30.9	36.9	44.9	47.2	54.8	67.2	71.1	73.1	103.7
Turkmenistan	14.2	16.1	16.6	15.6	15.9	15.7	16.2	16.4	16.9	17.2	17.2	21.7
Kyrgyzstan	4.7	5.3	5.5	4.9	4.9	4.4	4.8	4.6	4.6	4.9	4.9	6.6
Tajikistan	1.8	2.0	2.0	2.2	2.4	2.1	2.1	2.2	1.7	1.9	1.9	2.6

Annual Growth (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Kazakhstan		9.5%	3.5%	-9.9%	12.4%	6.3%	13.9%	22.3%	15.3%	3.3%	1.8%	5.6%
Uzbekistan		24.4%	15.0%	16.2%	19.2%	21.8%	5.3%	16.0%	22.7%	5.8%	2.8%	7.2%
Turkmenistan		13.6%	3.3%	-5.9%	1.5%	-0.9%	2.8%	1.6%	2.8%	1.9%	-0.2%	4.8%
Kyrgyzstan		12.2%	4.3%	-11.1%	-0.3%	-11.3%	10.2%	-4.5%	-0.5%	7.1%	1.0%	6.0%
Tajikistan		9.9%	2.9%	5.8%	9.8%	-13.1%	4.0%	3.4%	-21.9%	8.1%	2.5%	6.3%

Regional Share (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Kazakhstan	59.7%	57.8%	56.4%	52.5%	52.6%	51.4%	53.5%	55.9%	55.8%	55.3%	55.2%	53.9%
Uzbekistan	19.1%	21.0%	22.8%	27.4%	29.1%	32.5%	31.2%	31.0%	32.9%	33.4%	33.7%	35.5%
Turkmenistan	14.5%	14.6%	14.2%	13.8%	12.5%	11.4%	10.7%	9.3%	8.3%	8.1%	7.9%	7.4%
Kyrgyzstan	4.9%	4.8%	4.7%	4.4%	3.9%	3.2%	3.2%	2.6%	2.2%	2.3%	2.3%	2.3%
Tajikistan	1.9%	1.8%	1.8%	1.9%	1.9%	1.5%	1.4%	1.3%	0.8%	0.9%	0.9%	0.9%

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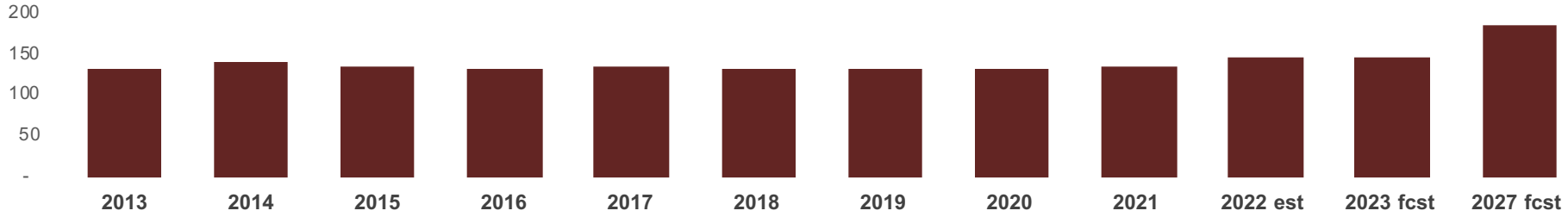
OTHER OCEANIA

OTHER OCEANIA SALES ($ MILLIONS)



	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Total Sales ($ M)	21	24	24	25	26	27	27	27	29	31	32	42
Annual Growth (%)		12.9%	2.2%	4.1%	3.5%	2.6%	2.5%	-0.5%	7.1%	7.0%	2.2%	5.8%

OTHER OCEANIA REGIONAL DETAIL

Total Sales ($ M)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Papua New Guinea	6.7	8.6	8.6	8.9	9.2	9.8	10.4	10.8	12.2	12.8	13.0	17.1
New Caledonia	2.8	2.9	2.8	2.8	2.9	2.8	2.9	2.9	3.0	3.3	3.4	4.5
Guam	1.8	1.9	1.8	1.8	1.9	2.0	2.0	2.1	2.1	2.3	2.4	3.1
French Polynesia	1.6	1.7	1.7	1.7	1.8	1.8	1.8	1.9	1.9	2.1	2.2	2.8
Fiji	3.7	4.0	4.3	4.8	4.7	4.7	4.6	4.1	4.3	4.9	5.2	7.2
N. Mariana Islands	1.2	1.3	1.3	1.3	1.4	1.4	1.5	1.5	1.5	1.7	1.7	2.2
Other Countries	3.3	3.5	3.7	4.0	4.3	4.3	4.3	4.1	4.2	4.2	4.2	5.5

Annual Growth (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Papua New Guinea		28.0%	0.7%	3.4%	3.5%	6.4%	5.4%	4.2%	13.5%	4.6%	1.2%	5.7%
New Caledonia		5.0%	-2.5%	-1.4%	2.7%	-2.3%	2.8%	1.6%	3.1%	10.7%	2.7%	5.6%
Guam		3.7%	-1.5%	0.4%	5.7%	1.2%	2.5%	2.2%	2.1%	11.0%	2.7%	5.5%
French Polynesia		3.8%	-1.3%	1.1%	5.4%	1.0%	2.8%	1.6%	2.9%	8.8%	2.7%	5.5%
Fiji		8.5%	8.5%	10.2%	-1.6%	-0.3%	-0.6%	-11.1%	4.5%	14.6%	4.5%	6.8%
N. Mariana Islands		4.4%	-1.3%	3.1%	6.9%	2.8%	1.9%	1.9%	2.0%	8.9%	1.8%	5.4%
Other Countries		6.6%	7.9%	6.4%	6.9%	2.0%	-1.1%	-4.8%	2.2%	0.1%	1.5%	5.4%

Regional Share (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Papua New Guinea	31.8%	36.0%	35.5%	35.2%	35.3%	36.6%	37.6%	39.4%	41.8%	40.8%	40.4%	40.2%
New Caledonia	13.2%	12.3%	11.7%	11.1%	11.0%	10.5%	10.5%	10.7%	10.3%	10.7%	10.7%	10.7%
Guam	8.5%	7.8%	7.5%	7.3%	7.4%	7.3%	7.3%	7.5%	7.2%	7.4%	7.5%	7.4%
French Polynesia	7.7%	7.1%	6.9%	6.7%	6.8%	6.7%	6.7%	6.9%	6.6%	6.7%	6.7%	6.6%
Fiji	17.4%	16.7%	17.8%	18.8%	17.9%	17.4%	16.8%	15.1%	14.7%	15.7%	16.1%	16.9%
N. Mariana Islands	5.8%	5.4%	5.2%	5.2%	5.3%	5.3%	5.3%	5.4%	5.2%	5.3%	5.3%	5.2%
Other Countries	15.5%	14.6%	15.4%	15.8%	16.3%	16.2%	15.6%	15.0%	14.3%	13.3%	13.3%	13.0%

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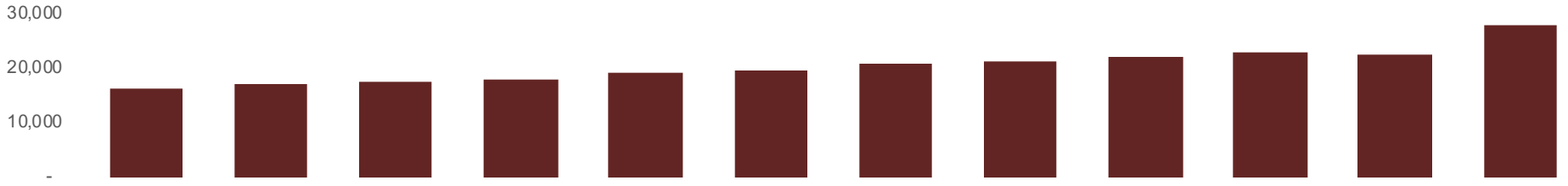
EUROPE

EUROPE SALES ($ MILLIONS)



	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Total Sales ($ M)	16,146	17,164	17,306	17,882	18,982	19,694	20,866	21,064	22,225	22,981	22,597	27,882
Annual Growth (%)		6.3%	0.8%	3.3%	6.2%	3.8%	5.9%	1.0%	5.5%	3.4%	-1.7%	4.3%

EUROPE REGIONAL DETAIL

Total Sales ($ M)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
WESTERN EUROPE	6,764	7,185	7,165	7,334	7,729	8,025	8,361	8,310	8,705	8,933	8,745	10,629
SOUTHERN EUROPE	2,369	2,409	2,380	2,472	2,611	2,591	2,664	2,560	2,615	2,739	2,700	3,291
UK & IRELAND	3,072	3,357	3,434	3,673	3,865	4,005	4,226	4,245	4,432	4,704	4,648	5,811
EASTERN EUROPE	1,909	2,021	2,029	2,058	2,223	2,327	2,526	2,650	2,793	2,779	2,727	3,414
NORTHERN EUROPE	1,395	1,503	1,574	1,554	1,628	1,718	1,894	1,921	2,043	2,100	2,051	2,511
SE EUROPE	637	689	725	790	927	1,028	1,194	1,379	1,637	1,726	1,726	2,226

Annual Growth (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
WESTERN EUROPE		6.2%	-0.3%	2.4%	5.4%	3.8%	4.2%	-0.6%	4.8%	2.6%	-2.1%	4.0%
SOUTHERN EUROPE		1.7%	-1.2%	3.9%	5.6%	-0.7%	2.8%	-3.9%	2.2%	4.8%	-1.4%	4.0%
UK & IRELAND		9.3%	2.3%	7.0%	5.2%	3.6%	5.5%	0.4%	4.4%	6.1%	-1.2%	4.6%
EASTERN EUROPE		5.9%	0.4%	1.5%	8.0%	4.7%	8.5%	4.9%	5.4%	-0.5%	-1.9%	4.6%
NORTHERN EUROPE		7.7%	4.7%	-1.3%	4.8%	5.5%	10.3%	1.4%	6.3%	2.8%	-2.3%	4.1%
SE EUROPE		8.2%	5.1%	9.0%	17.4%	10.9%	16.2%	15.5%	18.7%	5.4%	0.0%	5.2%

Regional Share (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
WESTERN EUROPE	41.9%	41.9%	41.4%	41.0%	40.7%	40.7%	40.1%	39.4%	39.2%	38.9%	38.7%	38.1%
SOUTHERN EUROPE	14.7%	14.0%	13.8%	13.8%	13.8%	13.2%	12.8%	12.2%	11.8%	11.9%	12.0%	11.8%
UK & IRELAND	19.0%	19.6%	19.8%	20.5%	20.4%	20.3%	20.3%	20.2%	19.9%	20.5%	20.6%	20.8%
EASTERN EUROPE	11.8%	11.8%	11.7%	11.5%	11.7%	11.8%	12.1%	12.6%	12.6%	12.1%	12.1%	12.2%
NORTHERN EUROPE	8.6%	8.8%	9.1%	8.7%	8.6%	8.7%	9.1%	9.1%	9.2%	9.1%	9.1%	9.0%
SE EUROPE	3.9%	4.0%	4.2%	4.4%	4.9%	5.2%	5.7%	6.5%	7.4%	7.5%	7.6%	8.0%

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WESTERN EUROPE

WESTERN EUROPE SALES ($ MILLIONS)

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Total Sales ($ M)	6,764	7,185	7,165	7,334	7,729	8,025	8,361	8,310	8,705	8,933	8,745	10,629
Annual Growth (%)		6.2%	-0.3%	2.4%	5.4%	3.8%	4.2%	-0.6%	4.8%	2.6%	-2.1%	4.0%

WESTERN EUROPE REGIONAL DETAIL

Total Sales ($ M)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Germany	2,809.4	3,030.3	2,978.8	3,032.6	3,197.4	3,371.5	3,498.9	3,486.0	3,603.7	3,671.4	3,575.9	4,326.5
France	2,160.0	2,259.4	2,276.6	2,341.8	2,477.3	2,542.7	2,633.0	2,583.9	2,722.0	2,794.8	2,744.5	3,353.9
Netherlands	645.4	678.3	684.2	714.1	756.3	784.7	830.9	874.0	921.6	963.8	949.4	1,155.8
Switzerland	524.8	555.9	555.5	556.3	571.8	574.4	590.4	559.2	608.5	621.7	611.2	744.0
Belgium	336.5	347.3	352.8	361.3	386.3	391.8	423.9	424.4	451.1	465.4	457.0	550.5
Austria	225.8	246.0	246.2	260.8	269.7	286.8	307.7	297.3	310.7	326.5	319.6	388.8
Other Countries	62.6	67.8	71.0	67.5	69.9	73.0	76.2	84.7	87.7	89.1	87.8	109.4

Annual Growth (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Germany		7.9%	-1.7%	1.8%	5.4%	5.4%	3.8%	-0.4%	3.4%	1.9%	-2.6%	3.9%
France		4.6%	0.8%	2.9%	5.8%	2.6%	3.6%	-1.9%	5.3%	2.7%	-1.8%	4.1%
Netherlands		5.1%	0.9%	4.4%	5.9%	3.7%	5.9%	5.2%	5.4%	4.6%	-1.5%	4.0%
Switzerland		5.9%	-0.1%	0.1%	2.8%	0.5%	2.8%	-5.3%	8.8%	2.2%	-1.7%	4.0%
Belgium		3.2%	1.6%	2.4%	6.9%	1.4%	8.2%	0.1%	6.3%	3.2%	-1.8%	3.8%
Austria		8.9%	0.1%	5.9%	3.4%	6.4%	7.3%	-3.4%	4.5%	5.1%	-2.1%	4.0%
Other Countries		8.3%	4.8%	-5.0%	3.6%	4.4%	4.4%	11.1%	3.6%	1.5%	-1.4%	4.5%

Regional Share (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Germany	41.5%	42.2%	41.6%	41.3%	41.4%	42.0%	41.8%	42.0%	41.4%	41.1%	40.9%	40.7%
France	31.9%	31.4%	31.8%	31.9%	32.1%	31.7%	31.5%	31.1%	31.3%	31.3%	31.4%	31.6%
Netherlands	9.5%	9.4%	9.5%	9.7%	9.8%	9.8%	9.9%	10.5%	10.6%	10.8%	10.9%	10.9%
Switzerland	7.8%	7.7%	7.8%	7.6%	7.4%	7.2%	7.1%	6.7%	7.0%	7.0%	7.0%	7.0%
Belgium	5.0%	4.8%	4.9%	4.9%	5.0%	4.9%	5.1%	5.1%	5.2%	5.2%	5.2%	5.2%
Austria	3.3%	3.4%	3.4%	3.6%	3.5%	3.6%	3.7%	3.6%	3.6%	3.7%	3.7%	3.7%
Other Countries	0.9%	0.9%	1.0%	0.9%	0.9%	0.9%	0.9%	1.0%	1.0%	1.0%	1.0%	1.0%

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SOUTHERN EUROPE

SOUTHERN EUROPE SALES ($ MILLIONS)

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Total Sales ($ M)	2,369	2,409	2,380	2,472	2,611	2,591	2,664	2,560	2,615	2,739	2,700	3,291
Annual Growth (%)		1.7%	-1.2%	3.9%	5.6%	-0.7%	2.8%	-3.9%	2.2%	4.8%	-1.4%	4.0%

SOUTHERN EUROPE REGIONAL DETAIL

Total Sales ($ M)	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022 est**	**2023 fcst**	**2027 fcst**
Italy	1,249.0	1,270.9	1,256.7	1,328.5	1,384.1	1,363.4	1,365.1	1,328.9	1,325.8	1,375.9	1,351.1	1,619.9
Spain	985.7	999.0	983.1	995.2	1,067.7	1,062.4	1,110.4	1,030.6	1,072.3	1,132.1	1,120.7	1,386.4
Portugal	122.1	125.5	125.1	130.6	138.8	142.9	163.1	172.7	185.9	198.5	195.6	241.4
Malta	8.5	10.2	11.7	14.1	16.6	19.0	21.8	23.6	27.3	29.2	29.5	38.9
Andorra	2.0	2.2	2.3	2.6	2.5	2.4	2.5	2.2	2.3	2.3	2.3	2.8
San Marino	1.3	1.4	1.1	1.2	1.3	1.3	1.5	1.5	1.3	1.4	1.4	1.7

Annual Growth (%)	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022 est**	**2023 fcst**	**2027 fcst**
Italy		1.8%	-1.1%	5.7%	4.2%	-1.5%	0.1%	-2.6%	-0.2%	3.8%	-1.8%	3.7%
Spain		1.4%	-1.6%	1.2%	7.3%	-0.5%	4.5%	-7.2%	4.0%	5.6%	-1.0%	4.3%
Portugal		2.8%	-0.3%	4.4%	6.3%	2.9%	14.2%	5.9%	7.6%	6.8%	-1.5%	4.3%
Malta		20.9%	14.3%	20.6%	17.4%	14.9%	14.8%	8.2%	15.4%	7.0%	1.0%	5.7%
Andorra		10.4%	6.9%	12.0%	-2.6%	-3.4%	1.2%	-10.1%	2.3%	1.3%	-1.6%	4.2%
San Marino		2.3%	-17.2%	9.2%	3.3%	2.2%	12.3%	1.0%	-8.9%	4.7%	-1.3%	3.9%

Regional Share (%)	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022 est**	**2023 fcst**	**2027 fcst**
Italy	52.7%	52.8%	52.8%	53.7%	53.0%	52.6%	51.2%	51.9%	50.7%	50.2%	50.0%	49.2%
Spain	41.6%	41.5%	41.3%	40.3%	40.9%	41.0%	41.7%	40.3%	41.0%	41.3%	41.5%	42.1%
Portugal	5.2%	5.2%	5.3%	5.3%	5.3%	5.5%	6.1%	6.7%	7.1%	7.2%	7.2%	7.3%
Malta	0.4%	0.4%	0.5%	0.6%	0.6%	0.7%	0.8%	0.9%	1.0%	1.1%	1.1%	1.2%
Andorra	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
San Marino	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%

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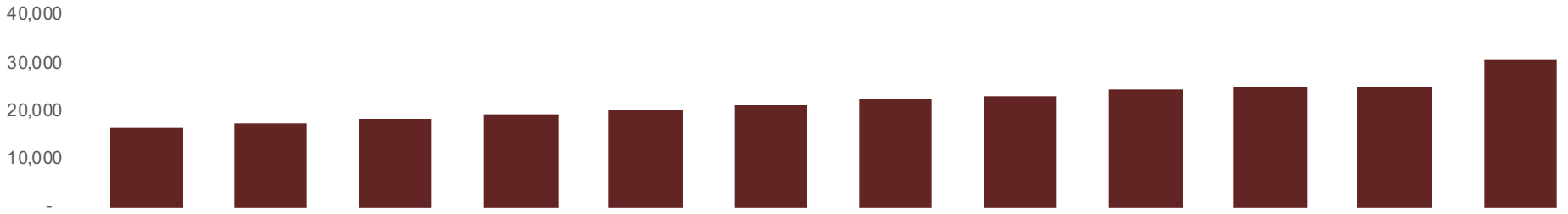
UNITED KINGDOM & IRELAND

UNITED KINGDOM & IRELAND SALES ($ MILLIONS)



	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Total Sales ($ M)	3,072	3,357	3,434	3,673	3,865	4,005	4,226	4,245	4,432	4,704	4,648	5,811
Annual Growth (%)		9.3%	2.3%	7.0%	5.2%	3.6%	5.5%	0.4%	4.4%	6.1%	-1.2%	4.6%

UNITED KINGDOM & IRELAND REGIONAL DETAIL

Total Sales ($ M)	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022 est**	**2023 fcst**	**2027 fcst**
United Kingdom	2,701.6	2,927.2	2,930.2	3,133.0	3,226.0	3,272.3	3,351.1	3,224.1	3,294.8	3,429.1	3,333.1	4,054.1
Ireland	370.0	430.0	503.4	540.2	638.7	733.0	875.2	1,020.8	1,137.7	1,275.1	1,314.6	1,756.7

Annual Growth (%)	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022 est**	**2023 fcst**	**2027 fcst**
United Kingdom		8.3%	0.1%	6.9%	3.0%	1.4%	2.4%	-3.8%	2.2%	4.1%	-2.8%	4.0%
Ireland		16.2%	17.1%	7.3%	18.2%	14.8%	19.4%	16.6%	11.4%	12.1%	3.1%	6.0%

Regional Share (%)	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022 est**	**2023 fcst**	**2027 fcst**
United Kingdom	88.0%	87.2%	85.3%	85.3%	83.5%	81.7%	79.3%	76.0%	74.3%	72.9%	71.7%	69.8%
Ireland	12.0%	12.8%	14.7%	14.7%	16.5%	18.3%	20.7%	24.0%	25.7%	27.1%	28.3%	30.2%

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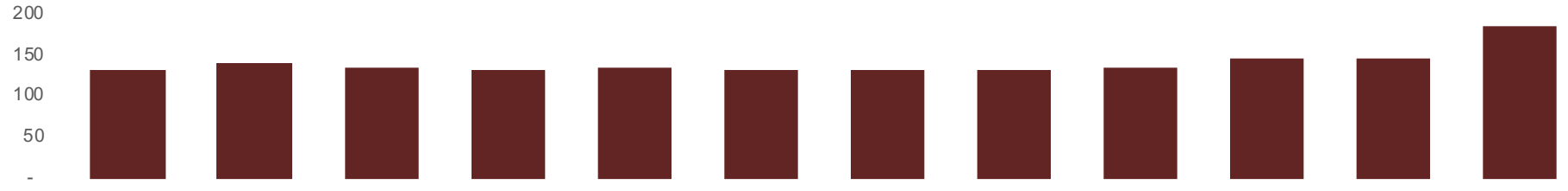
EASTERN EUROPE

EASTERN EUROPE SALES ($ MILLIONS)



	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Total Sales ($ M)	1,909	2,021	2,029	2,058	2,223	2,327	2,526	2,650	2,793	2,779	2,727	3,414
Annual Growth (%)		5.9%	0.4%	1.5%	8.0%	4.7%	8.5%	4.9%	5.4%	-0.5%	-1.9%	4.6%

EASTERN EUROPE REGIONAL DETAIL

Total Sales ($ M)	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022 est**	**2023 fcst**	**2027 fcst**
Russia	996.3	1,035.5	983.0	973.1	1,001.2	1,007.0	1,018.6	1,017.5	1,059.4	1,038.0	1,019.3	1,220.3
Poland	301.1	327.1	341.3	357.5	384.4	412.5	454.3	496.0	482.6	506.6	495.4	631.5
Czech Republic	159.2	173.3	182.5	190.6	213.2	234.8	272.7	291.1	307.4	315.0	305.6	381.6
Romania	166.4	172.4	184.8	199.3	241.9	255.9	306.2	333.2	367.5	385.4	385.0	506.9
Hungary	102.4	111.9	108.3	111.9	123.6	132.8	146.8	154.8	171.7	180.2	176.6	226.8
Ukraine	43.7	49.1	59.5	72.5	90.3	103.5	124.6	141.0	163.2	113.8	107.6	149.6
Other Countries	139.5	151.4	169.0	153.4	167.9	180.5	202.8	216.7	241.0	240.0	237.6	297.5

Annual Growth (%)	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022 est**	**2023 fcst**	**2027 fcst**
Russia		3.9%	-5.1%	-1.0%	2.9%	0.6%	1.1%	-0.1%	4.1%	-2.0%	-1.8%	3.7%
Poland		8.6%	4.3%	4.8%	7.5%	7.3%	10.1%	9.2%	-2.7%	5.0%	-2.2%	5.0%
Czech Republic		8.8%	5.3%	4.4%	11.9%	10.1%	16.1%	6.8%	5.6%	2.5%	-3.0%	4.5%
Romania		3.6%	7.2%	7.8%	21.4%	5.8%	19.7%	8.8%	10.3%	4.9%	-0.1%	5.7%
Hungary		9.2%	-3.2%	3.3%	10.5%	7.4%	10.6%	5.4%	10.9%	5.0%	-2.0%	5.1%
Ukraine		12.2%	21.4%	21.8%	24.6%	14.6%	20.3%	13.2%	15.7%	-30.2%	-5.5%	6.8%
Other Countries		8.5%	11.7%	-9.3%	9.4%	7.5%	12.3%	6.9%	11.2%	-0.4%	-1.0%	4.6%

Regional Share (%)	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022 est**	**2023 fcst**	**2027 fcst**
Russia	52.2%	51.2%	48.5%	47.3%	45.0%	43.3%	40.3%	38.4%	37.9%	37.4%	37.4%	35.7%
Poland	15.8%	16.2%	16.8%	17.4%	17.3%	17.7%	18.0%	18.7%	17.3%	18.2%	18.2%	18.5%
Czech Republic	8.3%	8.6%	9.0%	9.3%	9.6%	10.1%	10.8%	11.0%	11.0%	11.3%	11.2%	11.2%
Romania	8.7%	8.5%	9.1%	9.7%	10.9%	11.0%	12.1%	12.6%	13.2%	13.9%	14.1%	14.8%
Hungary	5.4%	5.5%	5.3%	5.4%	5.6%	5.7%	5.8%	5.8%	6.1%	6.5%	6.5%	6.6%
Ukraine	2.3%	2.4%	2.9%	3.5%	4.1%	4.4%	4.9%	5.3%	5.8%	4.1%	3.9%	4.4%
Other Countries	7.3%	7.5%	8.3%	7.5%	7.6%	7.8%	8.0%	8.2%	8.6%	8.6%	8.7%	8.7%

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NORTHERN EUROPE

NORTHERN EUROPE SALES ($ MILLIONS)

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Total Sales ($ M)	1,395	1,503	1,574	1,554	1,628	1,718	1,894	1,921	2,043	2,100	2,051	2,511
Annual Growth (%)		7.7%	4.7%	-1.3%	4.8%	5.5%	10.3%	1.4%	6.3%	2.8%	-2.3%	4.1%

NORTHERN EUROPE REGIONAL DETAIL

Total Sales ($ M)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Sweden	592.6	656.5	711.1	661.9	687.5	743.8	835.8	850.4	910.2	934.6	906.5	1,110.9
Norway	265.7	280.0	280.4	284.7	298.6	319.2	351.1	347.2	368.2	380.7	379.2	470.1
Denmark	240.3	245.4	251.5	262.7	269.7	267.3	289.1	297.1	305.9	317.2	309.2	372.5
Finland	217.9	237.1	241.3	248.3	265.6	270.1	284.2	287.6	300.6	307.1	299.4	360.1
Lithuania	24.3	25.4	27.4	29.6	32.9	35.4	39.8	42.3	49.3	50.3	48.9	60.8
Latvia	20.6	22.0	22.7	24.6	28.2	31.6	34.5	32.7	36.4	37.2	36.4	46.6
Other Countries	33.7	36.4	39.4	42.3	45.8	50.1	59.7	63.9	71.9	73.0	71.3	90.1

Annual Growth (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Sweden		10.8%	8.3%	-6.9%	3.9%	8.2%	12.4%	1.7%	7.0%	2.7%	-3.0%	4.2%
Norway		5.4%	0.1%	1.5%	4.9%	6.9%	10.0%	-1.1%	6.1%	3.4%	-0.4%	4.4%
Denmark		2.2%	2.5%	4.5%	2.7%	-0.9%	8.1%	2.8%	3.0%	3.7%	-2.5%	3.8%
Finland		8.8%	1.8%	2.9%	6.9%	1.7%	5.3%	1.2%	4.5%	2.2%	-2.5%	3.8%
Lithuania		4.6%	7.9%	8.0%	11.0%	7.7%	12.5%	6.2%	16.6%	2.0%	-2.8%	4.5%
Latvia		6.9%	3.2%	8.3%	14.5%	12.2%	9.2%	-5.3%	11.4%	2.1%	-2.1%	5.1%
Other Countries		8.0%	8.2%	7.4%	8.3%	9.4%	19.1%	7.0%	12.5%	1.6%	-2.4%	4.8%

Regional Share (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Sweden	42.5%	43.7%	45.2%	42.6%	42.2%	43.3%	44.1%	44.3%	44.6%	44.5%	44.2%	44.2%
Norway	19.0%	18.6%	17.8%	18.3%	18.3%	18.6%	18.5%	18.1%	18.0%	18.1%	18.5%	18.7%
Denmark	17.2%	16.3%	16.0%	16.9%	16.6%	15.6%	15.3%	15.5%	15.0%	15.1%	15.1%	14.8%
Finland	15.6%	15.8%	15.3%	16.0%	16.3%	15.7%	15.0%	15.0%	14.7%	14.6%	14.6%	14.3%
Lithuania	1.7%	1.7%	1.7%	1.9%	2.0%	2.1%	2.1%	2.2%	2.4%	2.4%	2.4%	2.4%
Latvia	1.5%	1.5%	1.4%	1.6%	1.7%	1.8%	1.8%	1.7%	1.8%	1.8%	1.8%	1.9%
Other Countries	2.4%	2.4%	2.5%	2.7%	2.8%	2.9%	3.2%	3.3%	3.5%	3.5%	3.5%	3.6%

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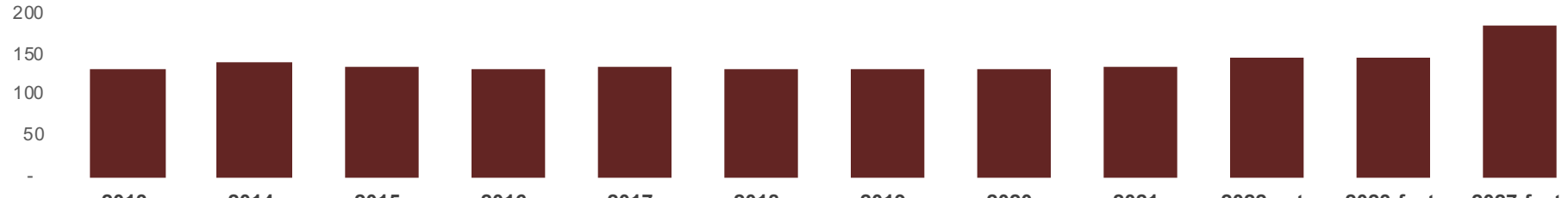
SOUTHEASTERN EUROPE

SOUTHEASTERN EUROPE SALES ($ MILLIONS)



	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Total Sales ($ M)	637	689	725	790	927	1,028	1,194	1,379	1,637	1,726	1,726	2,226
Annual Growth (%)		8.2%	5.1%	9.0%	17.4%	10.9%	16.2%	15.5%	18.7%	5.4%	0.0%	5.2%

SOUTHEASTERN EUROPE REGIONAL DETAIL

Total Sales ($ M)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Turkey	300.2	351.8	389.3	435.9	543.6	632.4	757.4	928.9	1,158.6	1,224.4	1,226.8	1,592.6
Greece	133.6	122.4	122.2	123.2	132.8	128.5	136.2	133.6	141.3	149.7	149.9	184.4
Bulgaria	47.1	49.3	48.4	59.5	63.9	75.0	91.2	98.5	104.2	107.9	106.7	136.5
Croatia	39.7	39.3	39.2	40.1	43.4	45.7	49.0	50.7	57.1	60.7	60.3	76.5
Slovenia	31.7	34.4	32.5	32.9	35.6	36.1	39.7	40.3	43.0	45.4	45.0	57.1
Serbia	34.2	38.4	39.2	40.8	44.3	44.8	48.5	54.1	56.8	58.2	57.9	76.4
Other Countries	50.8	53.8	53.9	57.4	63.6	65.3	71.8	72.6	76.0	79.3	79.2	102.6

Annual Growth (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Turkey		17.2%	10.6%	12.0%	24.7%	16.3%	19.8%	22.7%	24.7%	5.7%	0.2%	5.4%
Greece		-8.4%	-0.1%	0.8%	7.8%	-3.2%	6.0%	-2.0%	5.8%	6.0%	0.1%	4.2%
Bulgaria		4.7%	-1.8%	22.9%	7.3%	17.4%	21.6%	8.0%	5.8%	3.5%	-1.1%	5.1%
Croatia		-1.0%	-0.2%	2.2%	8.4%	5.3%	7.1%	3.5%	12.7%	6.4%	-0.8%	4.9%
Slovenia		8.6%	-5.6%	1.1%	8.3%	1.6%	9.9%	1.5%	6.8%	5.5%	-0.9%	4.9%
Serbia		12.2%	2.1%	4.1%	8.5%	1.1%	8.3%	11.6%	5.0%	2.4%	-0.5%	5.7%
Other Countries		5.9%	0.2%	6.3%	10.8%	2.7%	10.1%	1.0%	4.7%	4.4%	-0.2%	5.3%

Regional Share (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Turkey	47.1%	51.0%	53.7%	55.2%	58.6%	61.5%	63.4%	67.4%	70.8%	71.0%	71.1%	71.5%
Greece	21.0%	17.8%	16.9%	15.6%	14.3%	12.5%	11.4%	9.7%	8.6%	8.7%	8.7%	8.3%
Bulgaria	7.4%	7.1%	6.7%	7.5%	6.9%	7.3%	7.6%	7.1%	6.4%	6.3%	6.2%	6.1%
Croatia	6.2%	5.7%	5.4%	5.1%	4.7%	4.5%	4.1%	3.7%	3.5%	3.5%	3.5%	3.4%
Slovenia	5.0%	5.0%	4.5%	4.2%	3.8%	3.5%	3.3%	2.9%	2.6%	2.6%	2.6%	2.6%
Serbia	5.4%	5.6%	5.4%	5.2%	4.8%	4.4%	4.1%	3.9%	3.5%	3.4%	3.4%	3.4%
Other Countries	8.0%	7.8%	7.4%	7.3%	6.9%	6.3%	6.0%	5.3%	4.6%	4.6%	4.6%	4.6%

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Marketing Research Services

AFRICA & MIDDLE EAST

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MIDDLE EAST
Saudi Arabia
Iran
United Arab Emirates
Israel
Iraq
Qatar
Kuwait
Oman
Lebanon
Jordan
Bahrain
Yemen
Syria
Palestine

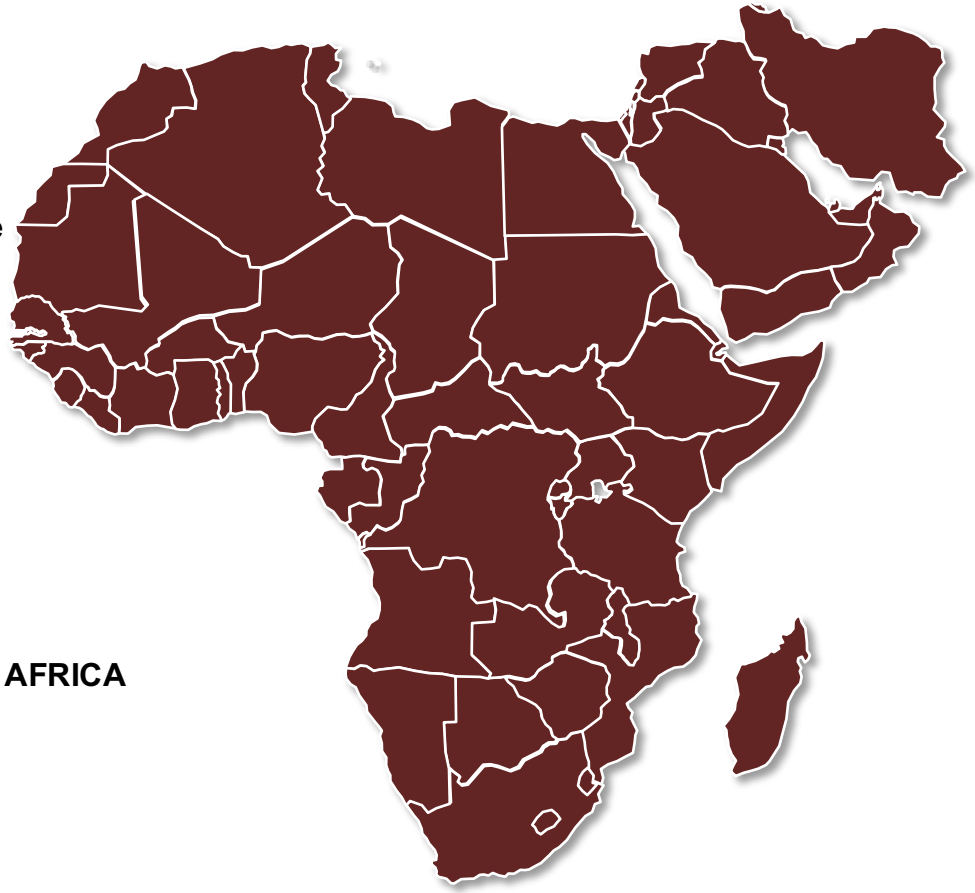
NORTH AFRICA
Egypt
Algeria
Morocco
Sudan
Tunisia
Libya
South Sudan

WESTERN AFRICA
Nigeria
Ghana
Ivory Coast
Senegal
Mali
Burkina Faso
Niger
Guinea
Benin
Mauritania
Togo
Sierra Leone
Liberia
Cape Verde
Gambia, The
Guinea-Bissau

CENTRAL AFRICA
Angola
Congo (DR)
Cameroon
Gabon
Congo
Equatorial Guinea
Chad
Central African Republic
Sao Tome and Principe

EASTERN AFRICA
Kenya
Ethiopia
Tanzania
Uganda
Zambia
Zimbabwe
Mozambique
Mauritius
Madagascar
Rwanda
Malawi
Eritrea
Burundi
Djibouti
Seychelles
Somalia
Comoros

SOUTHERN AFRICA
South Africa
Botswana
Namibia
Eswatini
Lesotho



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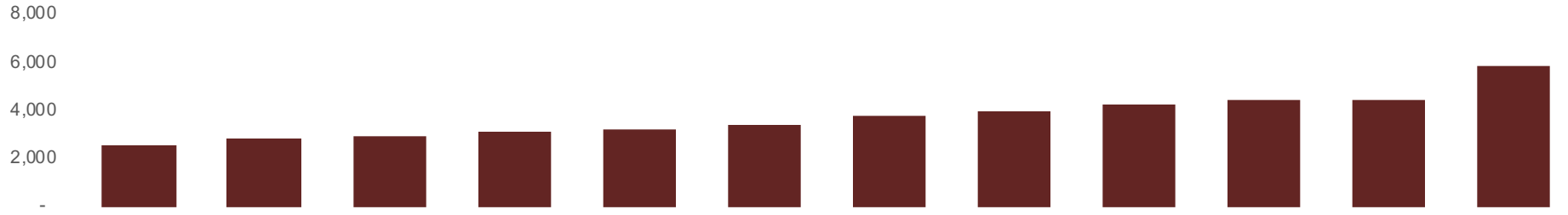
AFRICA & MIDDLE EAST

AFRICA & MIDDLE EAST SALES ($ MILLIONS)



	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Total Sales ($ M)	2,555	2,855	2,991	3,137	3,273	3,463	3,822	4,019	4,229	4,431	4,456	5,835
Annual Growth (%)		11.8%	4.8%	4.9%	4.3%	5.8%	10.4%	5.1%	5.2%	4.8%	0.6%	5.5%

AFRICA & MIDDLE EAST REGIONAL DETAIL

Total Sales ($ M)	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022 est**	**2023 fcst**	**2027 fcst**
MIDDLE EAST	1,256	1,376	1,432	1,514	1,585	1,677	1,810	1,895	2,032	2,159	2,166	2,814
SOUTHERN AFRICA	99	106	104	104	107	106	107	106	108	111	108	133
NORTH AFRICA	258	276	274	279	291	296	301	301	305	312	313	416
EASTERN AFRICA	102	115	120	125	133	140	152	159	166	174	178	253
CENTRAL AFRICA	69	75	73	72	74	71	72	72	75	77	79	108

Annual Growth (%)	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022 est**	**2023 fcst**	**2027 fcst**
MIDDLE EAST		9.6%	4.0%	5.7%	4.7%	5.8%	8.0%	4.7%	7.2%	6.3%	0.3%	5.4%
SOUTHERN AFRICA		6.7%	-1.9%	0.3%	3.0%	-1.3%	0.6%	-0.2%	1.6%	2.4%	-2.0%	4.2%
NORTH AFRICA		6.9%	-0.7%	1.9%	4.1%	1.8%	1.7%	0.2%	1.2%	2.2%	0.4%	5.9%
EASTERN AFRICA		13.4%	4.5%	4.1%	6.5%	4.9%	8.4%	4.5%	4.5%	5.1%	2.5%	7.3%
CENTRAL AFRICA		8.6%	-2.7%	-1.3%	2.4%	-3.4%	0.7%	0.1%	4.0%	3.7%	1.5%	6.5%

Regional Share (%)	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**	**2022 est**	**2023 fcst**	**2027 fcst**
MIDDLE EAST	49.2%	48.2%	47.9%	48.3%	48.4%	48.4%	47.4%	47.1%	48.0%	48.7%	48.6%	48.2%
SOUTHERN AFRICA	3.9%	3.7%	3.5%	3.3%	3.3%	3.1%	2.8%	2.6%	2.6%	2.5%	2.4%	2.3%
NORTH AFRICA	10.1%	9.7%	9.2%	8.9%	8.9%	8.5%	7.9%	7.5%	7.2%	7.0%	7.0%	7.1%
EASTERN AFRICA	4.0%	4.0%	4.0%	4.0%	4.1%	4.0%	4.0%	3.9%	3.9%	3.9%	4.0%	4.3%
CENTRAL AFRICA	2.7%	2.6%	2.4%	2.3%	2.3%	2.1%	1.9%	1.8%	1.8%	1.7%	1.8%	1.8%

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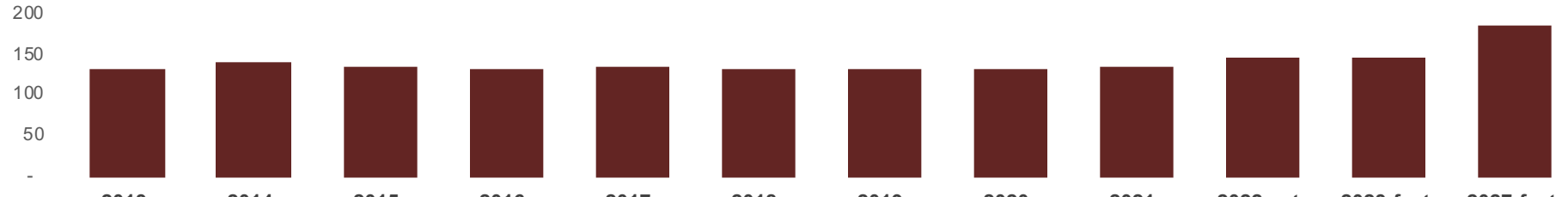
MIDDLE EAST

MIDDLE EAST SALES ($ MILLIONS)



	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Total Sales ($ M)	1,256	1,376	1,432	1,514	1,585	1,677	1,810	1,895	2,032	2,159	2,166	2,814
Annual Growth (%)		9.6%	4.0%	5.7%	4.7%	5.8%	8.0%	4.7%	7.2%	6.3%	0.3%	5.4%

MIDDLE EAST REGIONAL DETAIL

Total Sales ($ M)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Saudi Arabia	296.2	316.6	319.7	321.2	322.2	322.9	323.3	319.7	331.3	360.4	362.5	470.3
Iran	137.3	165.0	179.1	211.9	241.2	280.8	281.0	277.7	283.0	290.3	288.9	360.3
United Arab Emirates	159.3	171.3	174.7	177.8	183.9	182.0	184.7	185.2	188.1	202.2	204.2	274.4
Israel	403.4	455.7	490.6	537.0	577.2	626.7	756.9	845.4	951.1	1,012.7	1,016.7	1,330.8
Iraq	43.8	45.3	46.1	51.9	51.5	51.7	53.8	55.4	57.1	61.7	62.5	80.3
Qatar	47.0	54.2	58.4	55.9	55.2	54.2	53.6	53.0	56.1	58.5	58.4	75.2
Other Countries	169.2	168.1	163.4	158.2	153.8	158.5	156.7	158.0	164.9	172.9	172.3	223.1

Annual Growth (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Saudi Arabia		6.9%	1.0%	0.5%	0.3%	0.2%	0.1%	-1.1%	3.6%	8.8%	0.6%	5.3%
Iran		20.2%	8.6%	18.3%	13.8%	16.4%	0.1%	-1.2%	1.9%	2.6%	-0.5%	4.5%
United Arab Emirates		7.5%	2.0%	1.8%	3.4%	-1.0%	1.5%	0.2%	1.6%	7.5%	1.0%	6.1%
Israel		13.0%	7.6%	9.5%	7.5%	8.6%	20.8%	11.7%	12.5%	6.5%	0.4%	5.5%
Iraq		3.4%	1.6%	12.6%	-0.8%	0.4%	4.2%	3.0%	2.9%	8.2%	1.2%	5.2%
Qatar		15.4%	7.7%	-4.2%	-1.3%	-1.8%	-1.1%	-1.1%	5.8%	4.3%	-0.1%	5.2%
Other Countries		-0.6%	-2.8%	-3.2%	-2.7%	3.0%	-1.1%	0.8%	4.3%	4.9%	-0.3%	5.3%

Regional Share (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Saudi Arabia	23.6%	23.0%	22.3%	21.2%	20.3%	19.3%	17.9%	16.9%	16.3%	16.7%	16.7%	16.7%
Iran	10.9%	12.0%	12.5%	14.0%	15.2%	16.7%	15.5%	14.7%	13.9%	13.4%	13.3%	12.8%
United Arab Emirates	12.7%	12.4%	12.2%	11.7%	11.6%	10.9%	10.2%	9.8%	9.3%	9.4%	9.4%	9.7%
Israel	32.1%	33.1%	34.3%	35.5%	36.4%	37.4%	41.8%	44.6%	46.8%	46.9%	46.9%	47.3%
Iraq	3.5%	3.3%	3.2%	3.4%	3.2%	3.1%	3.0%	2.9%	2.8%	2.9%	2.9%	2.9%
Qatar	3.7%	3.9%	4.1%	3.7%	3.5%	3.2%	3.0%	2.8%	2.8%	2.7%	2.7%	2.7%
Other Countries	13.5%	12.2%	11.4%	10.4%	9.7%	9.5%	8.7%	8.3%	8.1%	8.0%	8.0%	7.9%

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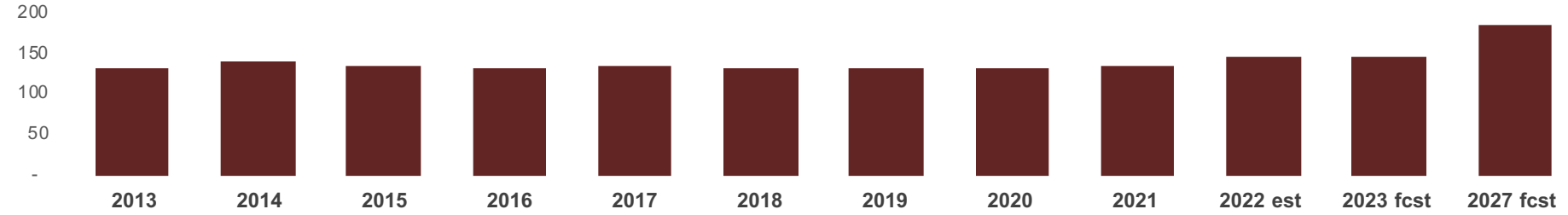
NORTH AFRICA

NORTH AFRICA SALES ($ MILLIONS)



	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Total Sales ($ M)	258	276	274	279	291	296	301	301	305	312	313	416
Annual Growth (%)		6.9%	-0.7%	1.9%	4.1%	1.8%	1.7%	0.2%	1.2%	2.2%	0.4%	5.9%

NORTH AFRICA REGIONAL DETAIL

Total Sales ($ M)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Egypt	75.9	80.5	81.6	84.1	88.5	91.3	96.2	100.1	102.5	109.4	110.7	155.4
Algeria	45.4	48.6	48.8	49.8	51.0	50.5	50.8	50.4	51.3	52.8	52.9	66.6
Morocco	32.0	34.3	32.5	32.2	31.5	31.7	32.7	33.8	32.7	33.1	33.2	43.3
Sudan	77.8	85.7	86.5	88.6	93.6	94.2	91.6	87.9	89.3	87.1	86.0	109.6
Tunisia	11.9	12.6	12.4	13.0	13.7	15.5	16.5	15.7	15.3	15.7	15.6	19.5
Libya	9.7	7.3	4.9	4.8	5.8	6.2	6.3	6.4	6.6	5.7	6.6	10.5
South Sudan	5.6	6.9	7.3	6.7	6.5	6.6	6.9	7.0	7.3	7.7	8.0	11.0

Annual Growth (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Egypt		6.1%	1.3%	3.1%	5.2%	3.1%	5.4%	4.1%	2.4%	6.7%	1.2%	7.0%
Algeria		7.0%	0.6%	2.0%	2.4%	-1.0%	0.6%	-0.6%	1.7%	3.0%	0.1%	4.7%
Morocco		7.2%	-5.3%	-1.0%	-2.1%	0.8%	3.0%	3.3%	-3.2%	1.2%	0.5%	5.4%
Sudan		10.3%	0.9%	2.4%	5.7%	0.6%	-2.7%	-4.0%	1.5%	-2.4%	-1.3%	5.0%
Tunisia		6.1%	-2.0%	5.0%	5.1%	13.3%	6.6%	-4.8%	-2.5%	2.6%	-1.2%	4.6%
Libya		-25.2%	-32.7%	-2.7%	22.1%	5.9%	2.3%	1.1%	3.2%	-12.7%	15.0%	9.7%
South Sudan		23.0%	4.8%	-7.8%	-2.4%	1.6%	3.5%	2.3%	3.1%	6.7%	3.1%	6.7%

Regional Share (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Egypt	29.4%	29.2%	29.8%	30.1%	30.5%	30.8%	32.0%	33.2%	33.6%	35.1%	35.4%	37.4%
Algeria	17.6%	17.6%	17.8%	17.8%	17.5%	17.1%	16.9%	16.7%	16.8%	17.0%	16.9%	16.0%
Morocco	12.4%	12.4%	11.9%	11.5%	10.8%	10.7%	10.9%	11.2%	10.7%	10.6%	10.6%	10.4%
Sudan	30.1%	31.1%	31.6%	31.7%	32.2%	31.8%	30.4%	29.2%	29.3%	28.0%	27.5%	26.4%
Tunisia	4.6%	4.6%	4.5%	4.7%	4.7%	5.2%	5.5%	5.2%	5.0%	5.1%	5.0%	4.7%
Libya	3.8%	2.6%	1.8%	1.7%	2.0%	2.1%	2.1%	2.1%	2.2%	1.8%	2.1%	2.5%
South Sudan	2.2%	2.5%	2.7%	2.4%	2.2%	2.2%	2.3%	2.3%	2.4%	2.5%	2.5%	2.6%

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WESTERN AFRICA

WESTERN AFRICA SALES ($ MILLIONS)

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Total Sales ($ M)	770	907	988	1,043	1,083	1,173	1,381	1,486	1,544	1,599	1,612	2,111
Annual Growth (%)		17.7%	9.0%	5.5%	3.9%	8.3%	17.8%	7.6%	3.9%	3.5%	0.9%	5.5%

WESTERN AFRICA REGIONAL DETAIL

Total Sales ($ M)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Nigeria	692.3	816.5	892.6	939.8	969.2	1,052.0	1,246.3	1,342.1	1,395.4	1,442.5	1,452.6	1,884.3
Ghana	12.4	16.7	19.6	22.8	27.0	32.5	41.8	48.2	48.6	50.2	49.8	66.6
Ivory Coast	25.2	29.7	33.2	35.2	38.1	39.9	42.6	44.9	45.7	48.7	50.6	74.0
Senegal	18.2	19.2	18.5	18.8	20.3	18.4	18.9	18.4	18.6	19.5	20.7	30.7
Mali	3.5	3.9	4.1	4.4	4.7	4.9	5.2	5.4	6.5	6.8	7.0	9.7
Burkina Faso	3.2	3.5	3.8	4.0	4.4	4.5	4.8	4.9	5.5	5.6	5.8	8.2
Other Countries	15.5	17.1	16.6	17.7	19.3	20.4	21.6	22.4	23.6	25.2	25.9	37.2

Annual Growth (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Nigeria		17.9%	9.3%	5.3%	3.1%	8.5%	18.5%	7.7%	4.0%	3.4%	0.7%	5.3%
Ghana		34.6%	17.4%	16.5%	18.1%	20.3%	28.6%	15.5%	0.8%	3.3%	-0.9%	6.0%
Ivory Coast		18.0%	11.8%	6.0%	8.4%	4.7%	6.7%	5.4%	1.7%	6.8%	3.7%	7.9%
Senegal		5.9%	-3.9%	1.8%	7.9%	-9.2%	2.3%	-2.6%	1.4%	4.8%	5.8%	8.3%
Mali		11.0%	4.4%	7.7%	7.8%	4.5%	4.8%	3.6%	22.3%	3.8%	2.5%	7.0%
Burkina Faso		11.1%	7.3%	5.3%	11.0%	2.4%	6.5%	2.2%	11.4%	2.6%	2.4%	7.2%
Other Countries		10.4%	-2.9%	6.9%	8.8%	5.8%	6.1%	3.6%	5.0%	7.0%	2.9%	7.5%

Regional Share (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Nigeria	89.9%	90.1%	90.3%	90.1%	89.5%	89.7%	90.2%	90.3%	90.4%	90.2%	90.1%	89.3%
Ghana	1.6%	1.8%	2.0%	2.2%	2.5%	2.8%	3.0%	3.2%	3.2%	3.1%	3.1%	3.2%
Ivory Coast	3.3%	3.3%	3.4%	3.4%	3.5%	3.4%	3.1%	3.0%	3.0%	3.0%	3.1%	3.5%
Senegal	2.4%	2.1%	1.9%	1.8%	1.9%	1.6%	1.4%	1.2%	1.2%	1.2%	1.3%	1.5%
Mali	0.5%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.5%
Burkina Faso	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.3%	0.3%	0.4%	0.4%	0.4%	0.4%
Other Countries	2.0%	1.9%	1.7%	1.7%	1.8%	1.7%	1.6%	1.5%	1.5%	1.6%	1.6%	1.8%

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CENTRAL AFRICA

CENTRAL AFRICA SALES ($ MILLIONS)

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Total Sales ($ M)	69	75	73	72	74	71	72	72	75	77	79	108
Annual Growth (%)		8.6%	-2.7%	-1.3%	2.4%	-3.4%	0.7%	0.1%	4.0%	3.7%	1.5%	6.5%

CENTRAL AFRICA REGIONAL DETAIL

Total Sales ($ M)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Angola	30.9	33.4	32.7	31.5	31.8	30.4	30.1	29.4	31.5	32.4	32.7	43.8
Congo (DR)	10.6	12.0	12.4	12.6	13.2	13.6	14.2	14.6	14.7	15.7	16.2	24.1
Cameroon	12.0	13.0	12.0	13.1	14.2	13.7	13.9	14.4	14.6	15.1	15.4	21.1
Gabon	4.0	4.3	4.3	4.4	4.4	4.4	4.5	4.6	4.8	5.0	5.0	6.5
Congo	3.4	3.8	3.5	3.1	3.0	2.8	2.7	2.7	2.8	2.9	2.9	3.9
Equatorial Guinea	4.3	4.4	3.9	3.5	3.3	3.1	2.9	2.7	2.9	3.0	2.8	3.4
Other Countries	3.8	4.1	4.1	3.9	3.9	3.3	3.4	3.5	3.5	3.6	3.6	4.7

Annual Growth (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Angola		8.1%	-2.2%	-3.8%	0.9%	-4.2%	-1.1%	-2.3%	7.1%	2.9%	1.0%	6.0%
Congo (DR)		12.7%	3.8%	1.2%	4.8%	3.6%	4.2%	2.9%	0.4%	6.7%	3.8%	8.2%
Cameroon		8.9%	-8.2%	9.7%	8.2%	-3.3%	1.7%	3.4%	1.2%	3.5%	1.8%	6.5%
Gabon		7.5%	0.8%	0.9%	1.5%	-1.4%	3.2%	2.0%	5.0%	2.9%	0.5%	5.5%
Congo		9.2%	-6.4%	-11.4%	-3.6%	-8.4%	-1.1%	-2.3%	4.4%	2.9%	1.6%	6.1%
Equatorial Guinea		3.6%	-12.2%	-10.0%	-4.6%	-8.5%	-5.8%	-7.0%	8.5%	1.7%	-4.3%	4.0%
Other Countries		6.6%	1.4%	-5.9%	-0.2%	-14.7%	3.0%	1.7%	0.0%	2.1%	0.8%	5.8%

Regional Share (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Angola	44.8%	44.6%	44.8%	43.7%	43.1%	42.7%	41.9%	40.9%	42.1%	41.8%	41.6%	40.7%
Congo (DR)	15.4%	15.9%	17.0%	17.4%	17.8%	19.1%	19.8%	20.3%	19.6%	20.2%	20.7%	22.4%
Cameroon	17.3%	17.4%	16.4%	18.2%	19.2%	19.2%	19.4%	20.1%	19.5%	19.5%	19.5%	19.6%
Gabon	5.8%	5.7%	5.9%	6.1%	6.0%	6.1%	6.3%	6.4%	6.5%	6.4%	6.3%	6.1%
Congo	5.0%	5.0%	4.8%	4.3%	4.1%	3.9%	3.8%	3.7%	3.7%	3.7%	3.7%	3.6%
Equatorial Guinea	6.2%	5.9%	5.3%	4.9%	4.5%	4.3%	4.0%	3.7%	3.9%	3.8%	3.6%	3.2%
Other Countries	5.6%	5.5%	5.7%	5.4%	5.3%	4.7%	4.8%	4.8%	4.7%	4.6%	4.6%	4.4%

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EASTERN AFRICA

EASTERN AFRICA SALES ($ MILLIONS)

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Total Sales ($ M)	102	115	120	125	133	140	152	159	166	174	178	253
Annual Growth (%)		13.4%	4.5%	4.1%	6.5%	4.9%	8.4%	4.5%	4.5%	5.1%	2.5%	7.3%

EASTERN AFRICA REGIONAL DETAIL

Total Sales ($ M)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Kenya	14.4	17.0	19.2	21.4	23.4	24.6	26.3	27.7	29.2	30.8	31.7	44.9
Ethiopia	17.3	19.7	21.1	22.5	24.8	26.0	28.1	30.0	31.8	33.9	35.1	51.8
Tanzania	16.4	18.8	19.2	19.6	20.9	21.7	22.9	24.1	25.7	26.9	27.6	40.5
Uganda	10.2	13.6	11.2	11.9	11.2	11.7	13.6	13.3	14.0	14.7	15.1	22.3
Zambia	9.4	9.1	11.1	10.2	9.8	10.3	11.9	13.3	12.9	13.3	13.5	18.5
Zimbabwe	6.2	6.5	6.4	6.4	6.8	6.9	6.4	5.8	5.9	6.1	6.1	7.8
Other Countries	27.6	30.4	32.2	33.3	36.6	38.8	42.7	44.4	46.2	48.4	49.2	67.5

Annual Growth (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Kenya		18.2%	12.4%	11.8%	9.2%	5.2%	7.0%	5.3%	5.4%	5.5%	2.8%	7.2%
Ethiopia		13.5%	7.3%	6.4%	10.6%	4.6%	8.1%	6.8%	6.1%	6.5%	3.6%	8.1%
Tanzania		14.8%	2.0%	2.3%	6.2%	4.3%	5.1%	5.6%	6.3%	4.8%	2.7%	7.9%
Uganda		33.4%	-18.1%	6.1%	-5.6%	4.2%	16.6%	-1.8%	4.7%	5.0%	3.2%	8.1%
Zambia		-3.3%	22.2%	-8.2%	-3.6%	4.3%	15.4%	11.9%	-2.8%	3.5%	1.5%	6.5%
Zimbabwe		5.6%	-1.3%	-0.4%	5.8%	2.6%	-8.3%	-9.5%	2.8%	3.1%	0.0%	5.1%
Other Countries		10.2%	5.7%	3.5%	9.8%	6.0%	10.1%	3.9%	4.1%	4.8%	1.7%	6.5%

Regional Share (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Kenya	14.2%	14.8%	15.9%	17.1%	17.5%	17.6%	17.3%	17.5%	17.6%	17.7%	17.7%	17.7%
Ethiopia	17.1%	17.1%	17.5%	17.9%	18.6%	18.6%	18.5%	18.9%	19.2%	19.5%	19.7%	20.4%
Tanzania	16.1%	16.3%	15.9%	15.7%	15.6%	15.5%	15.1%	15.2%	15.5%	15.4%	15.5%	16.0%
Uganda	10.1%	11.8%	9.3%	9.5%	8.4%	8.3%	9.0%	8.4%	8.4%	8.4%	8.5%	8.8%
Zambia	9.3%	7.9%	9.2%	8.1%	7.4%	7.3%	7.8%	8.4%	7.8%	7.7%	7.6%	7.3%
Zimbabwe	6.1%	5.7%	5.3%	5.1%	5.1%	5.0%	4.2%	3.6%	3.6%	3.5%	3.4%	3.1%
Other Countries	27.2%	26.4%	26.7%	26.6%	27.4%	27.7%	28.1%	28.0%	27.9%	27.8%	27.6%	26.6%

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SOUTHERN AFRICA

SOUTHERN AFRICA SALES ($ MILLIONS)

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Total Sales ($ M)	99	106	104	104	107	106	107	106	108	111	108	133
Annual Growth (%)		6.7%	-1.9%	0.3%	3.0%	-1.3%	0.6%	-0.2%	1.6%	2.4%	-2.0%	4.2%

SOUTHERN AFRICA REGIONAL DETAIL

Total Sales ($ M)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
South Africa	90.2	94.8	93.0	92.2	94.5	93.2	93.1	91.9	93.0	94.9	92.6	112.3
Botswana	3.6	4.3	4.5	4.9	5.3	5.5	5.9	6.1	6.5	6.9	7.0	9.4
Namibia	3.0	4.0	3.2	3.5	4.0	3.6	3.8	4.3	4.4	4.6	4.6	5.9
Eswatini	1.4	1.6	1.8	2.0	2.1	2.2	2.2	2.7	2.9	2.9	2.9	3.7
Lesotho	1.1	1.3	1.4	1.6	1.4	1.5	1.5	1.2	1.3	1.3	1.3	1.6

Annual Growth (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
South Africa		5.1%	-1.9%	-0.8%	2.5%	-1.4%	0.0%	-1.3%	1.1%	2.1%	-2.4%	3.9%
Botswana		17.5%	5.4%	8.3%	8.7%	4.6%	6.9%	3.1%	6.8%	6.5%	1.2%	6.1%
Namibia		32.3%	-19.7%	10.2%	12.8%	-8.5%	4.6%	14.1%	2.8%	3.9%	0.3%	5.0%
Eswatini		13.1%	12.5%	12.5%	4.5%	1.5%	4.1%	20.6%	6.2%	0.6%	0.3%	5.0%
Lesotho		22.2%	8.6%	11.1%	-10.5%	3.5%	0.6%	-15.8%	0.3%	2.2%	-0.3%	4.5%

Regional Share (%)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
South Africa	90.8%	89.5%	89.5%	88.5%	88.1%	87.9%	87.4%	86.5%	86.0%	85.8%	85.4%	84.5%
Botswana	3.7%	4.0%	4.3%	4.7%	4.9%	5.2%	5.6%	5.7%	6.0%	6.3%	6.5%	7.1%
Namibia	3.0%	3.7%	3.1%	3.4%	3.7%	3.4%	3.6%	4.1%	4.1%	4.2%	4.3%	4.5%
Eswatini	1.4%	1.5%	1.7%	1.9%	2.0%	2.0%	2.1%	2.5%	2.7%	2.6%	2.7%	2.8%
Lesotho	1.1%	1.2%	1.4%	1.5%	1.3%	1.4%	1.4%	1.2%	1.2%	1.2%	1.2%	1.2%

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GLOBAL REGIONS

Total Sales ($ M)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
THE AMERICAS	19,223	20,326	20,969	22,021	23,205	24,172	25,539	25,994	27,442	28,360	28,095	34,741
NORTH AMERICA	16,841	17,768	18,428	19,510	20,531	21,448	22,725	23,247	24,513	25,318	25,089	30,989
SOUTH AMERICA	1,748	1,881	1,873	1,854	1,973	2,012	2,086	2,053	2,220	2,302	2,267	2,822
CENTRAL AMERICA	501	538	533	523	566	581	597	563	574	595	593	744
CARIBBEAN	133	139	135	133	134	132	131	131	135	145	146	185
ASIA & OCEANIA	16,356	17,863	18,581	19,994	21,924	23,936	26,313	28,466	30,854	31,897	32,428	43,237
EASTERN ASIA	12,378	13,341	13,655	14,664	16,211	17,842	19,582	21,238	23,226	23,816	24,172	31,728
SOUTHERN ASIA	1,688	2,031	2,374	2,686	2,835	3,134	3,541	3,827	3,933	4,198	4,330	6,267
SOUTHEAST ASIA	1,398	1,546	1,619	1,730	1,924	2,032	2,247	2,389	2,542	2,686	2,734	3,732
AUSTRALASIA	774	811	793	775	801	763	765	807	919	953	943	1,175
CENTRAL ASIA	97	110	117	113	127	138	151	177	204	213	217	292
OTHER OCEANIA	21	24	24	25	26	27	27	27	29	31	32	42
EUROPE	16,146	17,164	17,306	17,882	18,982	19,694	20,866	21,064	22,225	22,981	22,597	27,882
WESTERN EUROPE	6,764	7,185	7,165	7,334	7,729	8,025	8,361	8,310	8,705	8,933	8,745	10,629
SOUTHERN EUROPE	2,369	2,409	2,380	2,472	2,611	2,591	2,664	2,560	2,615	2,739	2,700	3,291
UK & IRELAND	3,072	3,357	3,434	3,673	3,865	4,005	4,226	4,245	4,432	4,704	4,648	5,811
EASTERN EUROPE	1,909	2,021	2,029	2,058	2,223	2,327	2,526	2,650	2,793	2,779	2,727	3,414
NORTHERN EUROPE	1,395	1,503	1,574	1,554	1,628	1,718	1,894	1,921	2,043	2,100	2,051	2,511
SE EUROPE	637	689	725	790	927	1,028	1,194	1,379	1,637	1,726	1,726	2,226
AFRICA & MID. EAST	2,555	2,855	2,991	3,137	3,273	3,463	3,822	4,019	4,229	4,431	4,456	5,835
MIDDLE EAST	1,256	1,376	1,432	1,514	1,585	1,677	1,810	1,895	2,032	2,159	2,166	2,814
SOUTHERN AFRICA	99	106	104	104	107	106	107	106	108	111	108	133
NORTH AFRICA	258	276	274	279	291	296	301	301	305	312	313	416
EASTERN AFRICA	102	115	120	125	133	140	152	159	166	174	178	253
CENTRAL AFRICA	69	75	73	72	74	71	72	72	75	77	79	108

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ALL REGIONS & COUNTRIES

Total Sales ($ M)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
WORLD	54,279	58,209	59,847	63,033	67,384	71,265	76,541	79,543	84,749	87,668	87,577	111,695
THE AMERICAS	19,223	20,326	20,969	22,021	23,205	24,172	25,539	25,994	27,442	28,360	28,095	34,741
NORTH AMERICA	16,841	17,768	18,428	19,510	20,531	21,448	22,725	23,247	24,513	25,318	25,089	30,989
United States	15,976	16,834	17,506	18,552	19,503	20,390	21,653	22,173	23,418	24,186	23,968	29,603
Canada	859.5	928.5	915.7	952.7	1,023.1	1,052.2	1,067.6	1,069.9	1,089.3	1,127.2	1,115.9	1,379.3
Bermuda	3.8	3.6	3.3	3.3	3.4	3.2	3.0	2.6	2.7	3.0	3.0	3.9
Greenland	2.0	2.1	2.1	2.4	2.2	2.1	2.0	2.0	2.1	2.2	2.2	2.7
SOUTH AMERICA	1,748	1,881	1,873	1,854	1,973	2,012	2,086	2,053	2,220	2,302	2,267	2,822
Brazil	947.6	1,045.1	1,058.3	1,063.8	1,167.1	1,210.6	1,283.3	1,279.4	1,402.4	1,444.2	1,421.1	1,749.9
Argentina	178.8	180.1	179.4	173.5	180.3	171.6	167.6	161.5	167.2	176.1	172.0	211.6
Colombia	151.9	165.4	164.7	170.7	184.1	190.4	197.0	191.4	206.4	222.1	218.7	277.8
Chile	133.6	141.5	143.1	142.9	144.6	160.2	165.3	161.7	176.2	180.5	174.2	213.5
Peru	74.1	79.8	79.7	83.2	89.9	90.9	96.0	93.8	98.0	100.7	100.6	129.7
Venezuela	169.9	168.8	153.1	125.1	106.9	83.5	71.7	60.6	59.8	64.6	66.2	91.0
Ecuador	42.6	46.2	41.7	39.8	40.5	40.4	38.8	38.9	43.0	44.3	44.5	57.2
Uruguay	15.5	16.5	16.1	16.4	19.3	22.1	24.8	26.1	27.1	28.5	28.3	35.9
Paraguay	21.5	23.7	23.8	24.2	25.9	26.9	26.1	24.5	25.3	25.4	25.9	34.4
Bolivia	9.3	10.1	10.3	10.6	11.1	11.3	11.6	11.7	11.1	11.4	11.4	14.2
French Guiana	1.4	1.5	1.5	1.6	1.6	1.6	1.7	1.7	1.8	2.0	2.0	2.6
Guyana	0.9	1.0	1.0	1.1	1.1	1.1	1.1	1.1	1.2	1.6	1.8	3.3
Suriname	0.9	0.9	0.8	1.0	0.8	0.7	0.7	0.7	0.7	0.7	0.7	0.9
CENTRAL AMERICA	501	538	533	523	566	581	597	563	574	595	593	744
Mexico	393.0	417.1	407.1	393.6	424.2	439.2	450.8	417.3	426.6	440.1	437.0	540.6
Guatemala	19.6	20.5	21.4	21.4	21.8	21.9	22.9	22.7	23.8	24.8	25.0	33.1
Panama	15.6	16.9	17.4	18.0	19.2	19.5	20.1	20.4	17.3	19.0	19.5	26.4
Costa Rica	34.9	43.7	47.5	50.3	59.6	58.9	62.6	63.2	66.3	69.2	69.4	90.3
El Salvador	17.0	17.5	17.0	17.1	17.3	17.3	16.9	15.9	16.7	17.2	17.1	21.5
Honduras	12.3	13.1	13.2	13.5	14.3	14.5	14.9	15.1	14.5	15.1	15.3	20.4
Nicaragua	7.3	7.9	8.0	8.3	8.7	8.3	7.9	7.5	7.8	8.1	8.1	10.7
Belize	1.0	1.1	1.1	1.1	1.1	1.1	1.2	1.0	1.0	1.2	1.2	1.5

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ALL REGIONS & COUNTRIES

Total Sales ($ M)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
CARIBBEAN	133	139	135	133	134	132	131	131	135	145	146	185
Puerto Rico	34.0	34.7	33.3	32.5	31.9	29.9	30.1	30.1	31.0	32.5	31.8	35.9
Cuba	20.2	21.1	21.4	21.2	21.8	21.8	22.2	22.3	23.0	25.5	26.0	34.3
Dominican Republic	16.4	16.1	16.3	16.8	17.7	19.3	18.2	18.9	20.0	21.0	21.4	29.6
Trinidad and Tobago	12.8	14.4	12.8	12.2	11.7	11.1	11.1	10.9	10.4	10.7	10.8	13.6
Jamaica	4.3	4.5	4.4	4.4	4.5	4.5	4.5	4.4	4.7	4.9	4.8	6.0
The Bahamas	8.2	10.3	9.9	9.3	9.6	9.0	7.5	7.9	8.3	9.2	9.4	11.7
Guadeloupe	7.3	7.6	7.4	7.3	7.4	7.4	7.5	7.5	7.7	8.3	8.4	10.7
Haiti	2.2	2.3	2.3	2.4	2.5	2.8	3.4	3.3	4.0	4.0	3.9	4.7
Martinique	6.7	7.0	6.9	6.9	7.1	7.1	7.0	6.9	7.1	7.9	8.2	11.2
Cayman Islands	2.5	2.7	2.7	2.8	3.0	2.9	3.2	3.0	3.1	3.4	3.4	4.5
Barbados	5.8	5.6	5.3	5.1	4.9	4.5	4.5	4.0	4.2	4.6	4.7	6.2
Virgin Islands	2.5	2.6	2.5	2.5	2.6	2.5	2.6	2.6	2.6	2.9	3.0	3.9
Aruba	1.8	1.8	1.8	1.8	1.9	1.9	2.0	2.0	2.1	2.2	2.2	2.6
Curaçao	2.3	2.2	2.3	1.9	1.6	1.6	1.5	1.1	1.3	1.4	1.5	1.9
St Lucia	1.1	1.1	1.0	1.1	1.2	1.2	1.2	1.2	1.2	1.3	1.3	1.7
Antigua and Barbuda	0.4	0.4	0.4	0.4	0.5	0.5	0.5	0.5	0.5	0.6	0.6	0.8
British Virgin Islands	1.1	1.1	1.2	1.0	0.8	0.9	1.0	1.0	1.0	1.1	1.1	1.5
Grenada	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.6
Turks & Caicos Isl.	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.5
St Kitts and Nevis	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.7	0.7	0.8	1.0
Sint Maarten (Dutch)	0.7	0.8	0.7	0.7	0.6	0.6	0.6	0.5	0.5	0.5	0.5	0.7
Saint Martin (French)	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.7
St Vincent & Grenadines	0.6	0.6	0.5	0.5	0.5	0.4	0.4	0.4	0.5	0.5	0.5	0.7
Dominica	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3
Anguilla	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2
ASIA & OCEANIA	16,356	17,863	18,581	19,994	21,924	23,936	26,313	28,466	30,854	31,897	32,428	43,237
EASTERN ASIA	12,378	13,341	13,655	14,664	16,211	17,842	19,582	21,238	23,226	23,816	24,172	31,728
China	5,714.1	6,323.0	6,571.2	7,470.6	8,917.8	10,563.3	12,255.5	13,859.5	15,682.7	16,165.3	16,601.6	22,553.2
Japan	4,844.5	5,065.6	5,102.5	5,122.6	5,135.5	5,087.2	5,058.1	5,059.5	5,202.1	5,263.3	5,200.1	6,187.3
South Korea	1,341.9	1,449.0	1,478.3	1,559.8	1,623.3	1,646.8	1,716.2	1,783.6	1,778.6	1,826.2	1,807.9	2,267.1
Taiwan	267.4	281.3	279.8	281.3	294.9	297.7	293.4	284.8	285.1	292.4	291.3	368.6
Hong Kong	205.8	216.8	218.6	225.1	234.7	241.8	252.2	243.8	269.9	260.7	263.3	341.0
Mongolia	4.0	4.8	4.5	4.7	4.8	5.3	6.2	6.6	7.5	7.8	8.0	11.3

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ALL REGIONS & COUNTRIES

Total Sales ($ M)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
SOUTHERN ASIA	1,688	2,031	2,374	2,686	2,835	3,134	3,541	3,827	3,933	4,198	4,330	6,267
India	1,567.8	1,901.0	2,239.0	2,527.3	2,660.6	2,954.6	3,343.6	3,601.1	3,695.4	3,949.5	4,083.8	5,931.8
Pakistan	70.7	75.9	77.2	97.3	108.1	108.1	120.1	142.7	147.8	156.8	153.6	203.7
Bangladesh	28.3	30.9	32.0	33.9	37.6	39.7	43.4	46.6	50.3	53.9	55.5	82.5
Sri Lanka	8.3	9.1	11.0	12.7	13.0	14.5	16.8	18.5	21.7	19.8	18.7	22.9
Nepal	4.8	5.7	6.2	6.5	7.5	7.5	7.9	8.1	8.4	8.9	9.0	12.6
Afghanistan	6.2	6.6	6.3	6.3	6.4	7.1	6.7	7.8	6.5	6.7	6.7	9.0
Maldives	1.2	1.3	1.3	1.4	1.5	1.6	1.6	1.7	1.7	1.9	2.0	3.0
Bhutan	0.6	0.6	0.6	0.7	0.7	0.7	0.8	0.8	0.8	0.8	0.9	1.2
SOUTHEAST ASIA	1,398	1,546	1,619	1,730	1,924	2,032	2,247	2,389	2,542	2,686	2,734	3,732
Indonesia	537.2	599.4	640.0	700.4	808.5	861.6	964.1	1,057.1	1,118.4	1,178.5	1,208.0	1,686.6
Thailand	173.6	185.5	195.7	199.4	215.9	226.9	251.6	248.7	258.2	265.1	267.5	350.1
Singapore	224.1	247.0	239.8	255.9	276.9	287.6	328.8	350.7	397.2	411.8	407.7	512.8
Malaysia	262.0	297.8	319.6	343.6	379.2	403.1	429.6	448.8	469.3	510.5	520.7	709.0
Philippines	144.6	154.3	159.0	163.2	170.8	175.9	191.6	199.1	211.4	227.6	235.6	341.9
Vietnam	23.6	26.6	28.1	30.1	32.8	35.4	38.2	39.2	41.1	44.4	45.9	67.8
Burma	16.8	18.6	19.2	20.1	21.6	22.6	23.2	23.5	23.6	24.1	24.2	30.9
Cambodia	5.1	5.7	5.9	6.2	6.7	7.1	7.6	8.0	8.4	8.8	9.1	13.3
Laos	4.0	4.6	5.2	5.3	5.6	6.1	6.5	6.7	7.3	7.5	7.6	10.3
Brunei	6.0	6.3	5.7	5.4	5.6	5.3	5.4	6.2	6.5	6.4	6.4	8.4
East Timor	0.8	0.6	0.7	0.8	0.7	0.8	0.9	1.0	1.0	1.0	1.0	1.3
AUSTRALASIA	774	811	793	775	801	763	765	807	919	953	943	1,175
Australia	679.5	711.5	693.5	677.0	702.5	662.5	664.8	706.2	815.0	845.8	838.2	1,044.7
New Zealand	94.9	99.7	99.6	97.9	98.2	100.7	100.2	101.0	104.1	106.7	105.2	130.4
CENTRAL ASIA	97	110	117	113	127	138	151	177	204	213	217	292
Kazakhstan	58.1	63.6	65.9	59.3	66.7	70.9	80.8	98.8	114.0	117.7	119.8	157.5
Uzbekistan	18.6	23.1	26.6	30.9	36.9	44.9	47.2	54.8	67.2	71.1	73.1	103.7
Turkmenistan	14.2	16.1	16.6	15.6	15.9	15.7	16.2	16.4	16.9	17.2	17.2	21.7
Kyrgyzstan	4.7	5.3	5.5	4.9	4.9	4.4	4.8	4.6	4.6	4.9	4.9	6.6
Tajikistan	1.8	2.0	2.0	2.2	2.4	2.1	2.1	2.2	1.7	1.9	1.9	2.6

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ALL REGIONS & COUNTRIES

Total Sales ($ M)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
OTHER OCEANIA	21	24	24	25	26	27	27	27	29	31	32	42
Papua New Guinea	6.7	8.6	8.6	8.9	9.2	9.8	10.4	10.8	12.2	12.8	13.0	17.1
New Caledonia	2.8	2.9	2.8	2.8	2.9	2.8	2.9	2.9	3.0	3.3	3.4	4.5
Guam	1.8	1.9	1.8	1.8	1.9	2.0	2.0	2.1	2.1	2.3	2.4	3.1
French Polynesia	1.6	1.7	1.7	1.7	1.8	1.8	1.8	1.9	1.9	2.1	2.2	2.8
Fiji	3.7	4.0	4.3	4.8	4.7	4.7	4.6	4.1	4.3	4.9	5.2	7.2
N. Mariana Islands	1.2	1.3	1.3	1.3	1.4	1.4	1.5	1.5	1.5	1.7	1.7	2.2
Solomon Islands	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.5
Vanuatu	0.6	0.7	0.7	0.7	0.9	1.0	1.0	1.0	1.1	1.1	1.1	1.5
Samoa	1.0	1.0	1.2	1.3	1.3	1.2	1.2	1.1	1.1	1.0	1.0	1.4
American Samoa	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.6	0.6	0.6	0.6	0.8
Tonga	0.2	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.1
Micronesia	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4
Cook Islands	0.2	0.3	0.3	0.4	0.4	0.5	0.4	0.3	0.3	0.4	0.4	0.5
Palau	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.1	0.2
Marshall Islands	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Kiribati	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
EUROPE	16,146	17,164	17,306	17,882	18,982	19,694	20,866	21,064	22,225	22,981	22,597	27,882
WESTERN EUROPE	6,764	7,185	7,165	7,334	7,729	8,025	8,361	8,310	8,705	8,933	8,745	10,629
Germany	2,809.4	3,030.3	2,978.8	3,032.6	3,197.4	3,371.5	3,498.9	3,486.0	3,603.7	3,671.4	3,575.9	4,326.5
France	2,160.0	2,259.4	2,276.6	2,341.8	2,477.3	2,542.7	2,633.0	2,583.9	2,722.0	2,794.8	2,744.5	3,353.9
Netherlands	645.4	678.3	684.2	714.1	756.3	784.7	830.9	874.0	921.6	963.8	949.4	1,155.8
Switzerland	524.8	555.9	555.5	556.3	571.8	574.4	590.4	559.2	608.5	621.7	611.2	744.0
Belgium	336.5	347.3	352.8	361.3	386.3	391.8	423.9	424.4	451.1	465.4	457.0	550.5
Austria	225.8	246.0	246.2	260.8	269.7	286.8	307.7	297.3	310.7	326.5	319.6	388.8
Luxembourg	53.2	57.8	61.3	57.2	59.9	61.9	64.9	74.1	76.8	78.0	76.9	96.0
Monaco	4.6	4.8	4.8	5.2	5.7	5.8	6.5	5.8	5.9	6.0	5.9	7.3
Liechtenstein	4.8	5.1	5.0	5.0	4.3	5.3	4.9	4.9	5.0	5.1	5.0	6.1
SOUTHERN EUROPE	2,369	2,409	2,380	2,472	2,611	2,591	2,664	2,560	2,615	2,739	2,700	3,291
Italy	1,249.0	1,270.9	1,256.7	1,328.5	1,384.1	1,363.4	1,365.1	1,328.9	1,325.8	1,375.9	1,351.1	1,619.9
Spain	985.7	999.0	983.1	995.2	1,067.7	1,062.4	1,110.4	1,030.6	1,072.3	1,132.1	1,120.7	1,386.4
Portugal	122.1	125.5	125.1	130.6	138.8	142.9	163.1	172.7	185.9	198.5	195.6	241.4
Malta	8.5	10.2	11.7	14.1	16.6	19.0	21.8	23.6	27.3	29.2	29.5	38.9
Andorra	2.0	2.2	2.3	2.6	2.5	2.4	2.5	2.2	2.3	2.3	2.3	2.8
San Marino	1.3	1.4	1.1	1.2	1.3	1.3	1.5	1.5	1.3	1.4	1.4	1.7

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ALL REGIONS & COUNTRIES

Total Sales ($ M)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
UK & IRELAND	3,072	3,357	3,434	3,673	3,865	4,005	4,226	4,245	4,432	4,704	4,648	5,811
United Kingdom	2,701.6	2,927.2	2,930.2	3,133.0	3,226.0	3,272.3	3,351.1	3,224.1	3,294.8	3,429.1	3,333.1	4,054.1
Ireland	370.0	430.0	503.4	540.2	638.7	733.0	875.2	1,020.8	1,137.7	1,275.1	1,314.6	1,756.7
EASTERN EUROPE	1,909	2,021	2,029	2,058	2,223	2,327	2,526	2,650	2,793	2,779	2,727	3,414
Russia	996.3	1,035.5	983.0	973.1	1,001.2	1,007.0	1,018.6	1,017.5	1,059.4	1,038.0	1,019.3	1,220.3
Poland	301.1	327.1	341.3	357.5	384.4	412.5	454.3	496.0	482.6	506.6	495.4	631.5
Czech Republic	159.2	173.3	182.5	190.6	213.2	234.8	272.7	291.1	307.4	315.0	305.6	381.6
Romania	166.4	172.4	184.8	199.3	241.9	255.9	306.2	333.2	367.5	385.4	385.0	506.9
Hungary	102.4	111.9	108.3	111.9	123.6	132.8	146.8	154.8	171.7	180.2	176.6	226.8
Ukraine	43.7	49.1	59.5	72.5	90.3	103.5	124.6	141.0	163.2	113.8	107.6	149.6
Slovakia	62.8	62.9	65.1	70.9	74.4	73.3	77.0	77.5	81.6	83.0	82.0	104.2
Belarus	46.3	55.4	69.7	48.1	56.4	67.9	80.5	92.6	110.3	105.2	103.3	123.3
Azerbaijan	13.3	14.5	14.3	13.8	15.0	16.1	18.9	19.5	20.3	21.3	21.4	27.3
Georgia	4.4	4.6	4.9	4.7	5.2	5.5	6.7	6.9	7.9	8.8	8.9	12.4
Armenia	6.6	7.3	7.5	7.7	8.1	8.3	9.3	9.9	11.0	12.4	12.8	17.7
Moldova	6.1	6.7	7.5	8.2	8.7	9.4	10.3	10.3	9.8	9.3	9.2	12.6
NORTHERN EUROPE	1,395	1,503	1,574	1,554	1,628	1,718	1,894	1,921	2,043	2,100	2,051	2,511
Sweden	592.6	656.5	711.1	661.9	687.5	743.8	835.8	850.4	910.2	934.6	906.5	1,110.9
Norway	265.7	280.0	280.4	284.7	298.6	319.2	351.1	347.2	368.2	380.7	379.2	470.1
Denmark	240.3	245.4	251.5	262.7	269.7	267.3	289.1	297.1	305.9	317.2	309.2	372.5
Finland	217.9	237.1	241.3	248.3	265.6	270.1	284.2	287.6	300.6	307.1	299.4	360.1
Lithuania	24.3	25.4	27.4	29.6	32.9	35.4	39.8	42.3	49.3	50.3	48.9	60.8
Latvia	20.6	22.0	22.7	24.6	28.2	31.6	34.5	32.7	36.4	37.2	36.4	46.6
Estonia	19.2	21.1	22.2	23.7	26.9	29.9	36.1	39.9	45.9	45.3	43.7	55.3
Iceland	14.5	15.3	17.2	18.6	18.9	20.2	23.6	24.0	26.0	27.7	27.6	34.8
SE EUROPE	637	689	725	790	927	1,028	1,194	1,379	1,637	1,726	1,726	2,226
Turkey	300.2	351.8	389.3	435.9	543.6	632.4	757.4	928.9	1,158.6	1,224.4	1,226.8	1,592.6
Greece	133.6	122.4	122.2	123.2	132.8	128.5	136.2	133.6	141.3	149.7	149.9	184.4
Bulgaria	47.1	49.3	48.4	59.5	63.9	75.0	91.2	98.5	104.2	107.9	106.7	136.5
Croatia	39.7	39.3	39.2	40.1	43.4	45.7	49.0	50.7	57.1	60.7	60.3	76.5
Slovenia	31.7	34.4	32.5	32.9	35.6	36.1	39.7	40.3	43.0	45.4	45.0	57.1
Serbia	34.2	38.4	39.2	40.8	44.3	44.8	48.5	54.1	56.8	58.2	57.9	76.4
Cyprus	14.3	15.8	15.7	18.4	22.1	23.2	26.7	27.4	28.6	30.3	30.3	39.0
Bosnia & Herzegov.	15.1	15.9	15.6	15.4	15.8	16.0	17.1	17.6	18.4	19.1	19.0	24.4
Albania	6.4	6.8	7.2	7.6	8.1	7.7	8.2	8.1	8.9	9.2	9.2	12.0
Macedonia	6.1	6.2	6.2	6.8	7.9	8.3	9.4	9.4	9.5	9.8	9.6	12.6
Kosovo	5.5	5.7	5.7	5.7	6.0	6.1	6.3	6.4	6.5	6.7	6.8	9.0
Montenegro	3.5	3.5	3.6	3.5	3.7	3.9	4.1	3.7	4.0	4.3	4.3	5.6

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AFRICA & MID. EAST	2,555	2,855	2,991	3,137	3,273	3,463	3,822	4,019	4,229	4,431	4,456	5,835
MIDDLE EAST	1,256	1,376	1,432	1,514	1,585	1,677	1,810	1,895	2,032	2,159	2,166	2,814
Saudi Arabia	296.2	316.6	319.7	321.2	322.2	322.9	323.3	319.7	331.3	360.4	362.5	470.3
Iran	137.3	165.0	179.1	211.9	241.2	280.8	281.0	277.7	283.0	290.3	288.9	360.3
United Arab Emirates	159.3	171.3	174.7	177.8	183.9	182.0	184.7	185.2	188.1	202.2	204.2	274.4
Israel	403.4	455.7	490.6	537.0	577.2	626.7	756.9	845.4	951.1	1,012.7	1,016.7	1,330.8
Iraq	43.8	45.3	46.1	51.9	51.5	51.7	53.8	55.4	57.1	61.7	62.5	80.3
Qatar	47.0	54.2	58.4	55.9	55.2	54.2	53.6	53.0	56.1	58.5	58.4	75.2
Kuwait	47.1	48.0	47.8	45.4	39.6	46.1	48.8	48.3	52.0	56.3	55.4	69.9
Oman	25.5	28.1	28.6	29.3	29.5	29.5	28.5	26.0	26.6	27.7	27.5	35.4
Lebanon	31.3	30.2	29.2	28.6	29.2	27.6	24.3	29.3	30.1	30.8	31.3	42.3
Jordan	21.9	21.5	21.0	20.5	21.1	21.1	21.4	21.6	21.5	22.1	22.2	28.6
Bahrain	9.1	9.8	9.8	10.0	10.6	10.5	10.7	10.7	12.0	12.5	12.6	16.4
Yemen	12.9	11.9	9.2	7.7	7.0	6.8	6.4	6.0	6.3	6.4	6.2	8.4
Syria	5.1	4.6	4.1	3.9	3.9	3.8	3.7	3.5	3.6	3.6	3.7	5.0
Palestine	16.2	14.0	13.7	12.8	13.0	13.1	12.9	12.7	12.8	13.3	13.4	17.1
NORTH AFRICA	258	276	274	279	291	296	301	301	305	312	313	416
Egypt	75.9	80.5	81.6	84.1	88.5	91.3	96.2	100.1	102.5	109.4	110.7	155.4
Algeria	45.4	48.6	48.8	49.8	51.0	50.5	50.8	50.4	51.3	52.8	52.9	66.6
Morocco	32.0	34.3	32.5	32.2	31.5	31.7	32.7	33.8	32.7	33.1	33.2	43.3
Sudan	77.8	85.7	86.5	88.6	93.6	94.2	91.6	87.9	89.3	87.1	86.0	109.6
Tunisia	11.9	12.6	12.4	13.0	13.7	15.5	16.5	15.7	15.3	15.7	15.6	19.5
Libya	9.7	7.3	4.9	4.8	5.8	6.2	6.3	6.4	6.6	5.7	6.6	10.5
South Sudan	5.6	6.9	7.3	6.7	6.5	6.6	6.9	7.0	7.3	7.7	8.0	11.0
WESTERN AFRICA	770	907	988	1,043	1,083	1,173	1,381	1,486	1,544	1,599	1,612	2,111
Nigeria	692.3	816.5	892.6	939.8	969.2	1,052.0	1,246.3	1,342.1	1,395.4	1,442.5	1,452.6	1,884.3
Ghana	12.4	16.7	19.6	22.8	27.0	32.5	41.8	48.2	48.6	50.2	49.8	66.6
Ivory Coast	25.2	29.7	33.2	35.2	38.1	39.9	42.6	44.9	45.7	48.7	50.6	74.0
Senegal	18.2	19.2	18.5	18.8	20.3	18.4	18.9	18.4	18.6	19.5	20.7	30.7
Mali	3.5	3.9	4.1	4.4	4.7	4.9	5.2	5.4	6.5	6.8	7.0	9.7
Burkina Faso	3.2	3.5	3.8	4.0	4.4	4.5	4.8	4.9	5.5	5.6	5.8	8.2
Niger	4.1	4.9	4.9	5.3	5.9	6.3	6.7	7.1	7.4	8.2	8.5	12.5
Guinea	2.3	2.4	2.4	2.7	3.0	3.1	3.3	3.4	3.6	3.8	3.9	5.6
Benin	2.1	2.4	2.6	2.7	2.8	2.9	3.0	3.1	3.5	3.7	3.8	5.6
Mauritania	2.0	2.0	1.9	2.0	2.3	2.6	2.7	2.7	2.8	3.0	3.0	4.2
Togo	1.4	1.5	1.2	1.4	1.4	1.6	1.9	1.9	1.9	2.0	2.1	3.0
Sierra Leone	1.4	1.5	1.1	1.2	1.3	1.3	1.3	1.4	1.5	1.5	1.5	2.1
Liberia	0.6	0.6	0.7	0.7	0.7	0.7	0.7	0.6	0.6	0.7	0.7	1.0

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Marketing Research Services

Kentley Insights

ALL REGIONS & COUNTRIES

Total Sales ($ M)	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022 est	2023 fcst	2027 fcst
Cape Verde	0.5	0.5	0.5	0.5	0.5	0.5	0.4	0.4	0.4	0.4	0.4	0.6
Gambia, The	0.8	0.8	0.9	0.9	1.0	1.1	1.3	1.3	1.3	1.4	1.4	2.0
Guinea-Bissau	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.6
CENTRAL AFRICA	69	75	73	72	74	71	72	72	75	77	79	108
Angola	30.9	33.4	32.7	31.5	31.8	30.4	30.1	29.4	31.5	32.4	32.7	43.8
Congo (DR)	10.6	12.0	12.4	12.6	13.2	13.6	14.2	14.6	14.7	15.7	16.2	24.1
Cameroon	12.0	13.0	12.0	13.1	14.2	13.7	13.9	14.4	14.6	15.1	15.4	21.1
Gabon	4.0	4.3	4.3	4.4	4.4	4.4	4.5	4.6	4.8	5.0	5.0	6.5
Congo	3.4	3.8	3.5	3.1	3.0	2.8	2.7	2.7	2.8	2.9	2.9	3.9
Equatorial Guinea	4.3	4.4	3.9	3.5	3.3	3.1	2.9	2.7	2.9	3.0	2.8	3.4
Chad	3.2	3.4	3.5	3.2	3.2	2.6	2.7	2.7	2.7	2.8	2.8	3.7
C. African Republic	0.5	0.5	0.5	0.6	0.6	0.6	0.6	0.6	0.6	0.7	0.7	0.9
Sao Tome & Principe	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2
EASTERN AFRICA	102	115	120	125	133	140	152	159	166	174	178	253
Kenya	14.4	17.0	19.2	21.4	23.4	24.6	26.3	27.7	29.2	30.8	31.7	44.9
Ethiopia	17.3	19.7	21.1	22.5	24.8	26.0	28.1	30.0	31.8	33.9	35.1	51.8
Tanzania	16.4	18.8	19.2	19.6	20.9	21.7	22.9	24.1	25.7	26.9	27.6	40.5
Uganda	10.2	13.6	11.2	11.9	11.2	11.7	13.6	13.3	14.0	14.7	15.1	22.3
Zambia	9.4	9.1	11.1	10.2	9.8	10.3	11.9	13.3	12.9	13.3	13.5	18.5
Zimbabwe	6.2	6.5	6.4	6.4	6.8	6.9	6.4	5.8	5.9	6.1	6.1	7.8
Mozambique	5.8	6.4	7.4	7.2	8.1	8.4	9.7	10.1	10.0	10.4	10.6	15.2
Mauritius	8.4	9.0	9.3	9.6	10.1	10.4	11.1	11.3	11.9	12.9	13.2	17.6
Madagascar	3.4	3.6	3.6	3.7	3.9	3.9	4.1	4.2	4.9	5.1	5.2	7.2
Rwanda	1.9	2.2	2.4	2.5	2.4	2.6	3.0	3.2	3.4	3.7	3.8	5.7
Malawi	2.7	3.4	4.1	4.9	6.4	7.5	8.6	9.1	9.4	9.5	9.4	12.5
Eritrea	1.6	1.9	1.5	1.6	1.4	1.6	1.6	1.7	1.6	1.6	1.6	2.1
Burundi	0.9	0.9	0.9	0.9	1.0	1.0	1.0	1.0	1.1	1.1	1.1	1.5
Djibouti	0.7	0.7	0.8	0.8	0.9	0.9	1.0	1.0	1.1	1.1	1.1	1.6
Seychelles	1.7	1.4	1.5	1.5	1.7	1.7	1.8	1.9	2.0	2.1	2.2	2.9
Somalia	0.4	0.4	0.4	0.4	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.6
Comoros	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.5
SOUTHERN AFRICA	99	106	104	104	107	106	107	106	108	111	108	133
South Africa	90.2	94.8	93.0	92.2	94.5	93.2	93.1	91.9	93.0	94.9	92.6	112.3
Botswana	3.6	4.3	4.5	4.9	5.3	5.5	5.9	6.1	6.5	6.9	7.0	9.4
Namibia	3.0	4.0	3.2	3.5	4.0	3.6	3.8	4.3	4.4	4.6	4.6	5.9
Eswatini	1.4	1.6	1.8	2.0	2.1	2.2	2.2	2.7	2.9	2.9	2.9	3.7
Lesotho	1.1	1.3	1.4	1.6	1.4	1.5	1.5	1.2	1.3	1.3	1.3	1.6

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