

Market overview

Northern & Western Europe, Eastern Europe and Asia

Our markets

Our breweries

Our position

Consumption characteristics³

	Population (million)	GDP/capita (USD) ¹	GDP growth (%) ²	Market maturity	Market growth 2008-13	Breweries	Employees	Market position (no.)	Market share	Competitive climate (international/local)	Approx. on-trade share of market	Per capita beer consumption (litres)	Per capita pure alcohol consumption (litres)	Beer: share of total alcohol consumption (%)
Northern & Western Europe														
Denmark	5.5	37,200	0.2	●●●●	↓	1	2,246	1	63.0	Local	22	81	9.6	42.2
Norway	4.6	56,850	1.8	●●●●	↔	3	1,547	1	54.2	Local	24	59	5.6	52.5
Sweden	9.0	37,620	0.6	●●●●	↓	1	996	1	37.7	Local	21	53	6.3	42.3
Finland	5.2	37,190	1.6	●●●●	↔	2	1,003	1	46.9	International	19	87	8.7	50.0
Baltic States ⁴	7.4	19,180 ⁷	-2.3-4.4	●●●●	↔	4	1,454	1	43.5-46.1	Local	5-10	67-95	8.7-14.3	33.1-38.2
United Kingdom	60.9	36,310	0.7	●●●●	↓	2	1,985	4	13.3	International	54	87	9.9	44.2
Germany	82.4	35,150	1.4	●●●●	↓				4.9		33	108	10.0	54.0
Northern Germany ⁵						4	1,398	1		International				
Switzerland	7.6	42,250	2.0	●●●●	↓	2	1,425	1	41.8	International	47	62	8.9	34.5
France	62.2	35,130	0.9	●●●●	↓	1	2,238	1	33.3	International	27	31	11.3	13.7
Italy	58.2	31,370	-0.4	●●●●	↔	1	687	3	6.4	International	40	32	10.1	15.6
Greece	10.7	31,220	2.6	●●●●	↔	1	287	2	-	International	65	42	7.0	29.7
Portugal	10.7	22,550	0.4	●●●●	↔	1	775	1	49.8	International	65	63	8.9	34.8
Poland	38.5	17,770	5.1	●●●●	↑	3	1,325	3	13.2	International	21	97	9.0	54.2
South East Europe ⁶	22.0	14,181 ⁸	2.5-6 ⁹	●●●●	↔	4	1,552	2-3	16.3-26.7	International	31-66	61-86	8.7-14.3	41.1-70.1

Eastern Europe

Russia	140.7	16,330	7.0	●●●●	↑	11	12,266	1	38.3	International	18	87	10.5	37.0
Ukraine	46.0	7,600	4.5	●●●●	↑	3	1,927	3	23.8	International	21	71	8.3	42.5
Kazakhstan	15.3	11,440	3.5	●●●●	↑	1	919	1	47.9	International	-	39	-	-
Uzbekistan	27.3	2,660	8.6	●●●●	↑	1	349	1	38.7	Local	-	8	-	-
Belarus	9.7	12,470	10.3	●●●●	↑	1	476	2	28.2	International/local	-	50	-	-
Azerbaijan	8.2	11,820	13.1	●●●●	↑	1	284	1	72.4	Local	-	6	-	-

Asia

Malaysia	25.3	14,110	5.6	●●●●	↔	1	671	2	43.2	International	71	5	0.3	67.3
Singapore	4.6	43,590	2.2	●●●●	↓	-	66	2	22.6	International	73	18	1.4	66.5
Vietnam	86.1	2,830	6.1	●●●●	↑	5	723	4	11.0	International	65	21	1.1	93.1
China	1,330.0	6,170	9.1	●●●●	↑					International	45	32	3.3	48.5
Western China				●●●●	↑	19	5,107	1	59.0	Local		17 ⁹		
India	1,148.0	2,950	5.6	●●●●	↑	4	131	-	-	International	37	1	1.7	3.5

¹ PPP; 2008 ² Real terms, 2008E ³ 2008F ⁴ Estonia, Latvia, Lithuania ⁵ Schleswig-Holstein, Hamburg, Lower Saxony ⁶ Bulgaria, Croatia, Serbia

⁷ Weighted average ⁸ Weighted average. Serbia not included ⁹ Carlsberg estimate

Sources: Economist Intelligence Unit (GDP data), CIA World Fact Book, Canadean and Euromonitor (Consumption characteristics).