

Non-Alcoholic Water Beverages - Energy Intake Study

Prepared for the Australian Beverages Council Ltd
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Introduction

This report has been prepared from the assessment of the changing level of energy (caloric intake) consumption, where the energy is obtained from non-alcoholic water-based beverages.

The assessment shows a cumulatively significant downward trend over the past 7 years, of the consumption of energy derived from non-alcoholic water-based beverages.

Scope

This report assesses the changing average, annual and daily, energy consumption of the Australian population.

The base data was obtained from AC Nielsen ScanTrack, grocery data. This was extrapolated to arrive at total market figures. It is noted that ABCL has access to, and provided, confidential market data upon which this extrapolation is based.

Discussion

The assessment of the downward trend of the intake of energy reflects the change in consumption patterns where the previous annual increase has stopped and slightly reversed over the past 7 years. This can be seen in the raw data, attached.

The results also reflect the recent concentration in media and advertising, of the benefits of lower energy consumption, to those individuals who are health and/or weight conscious.

This downward trend is evident in the 7 years, from 1997 to 2004.

Methodology

Data was obtained to enable the calculations for total, estimated energy consumption, per head of population.

DATA

- Data for total volumes of product was taken from AC Nielsen ScanTrack. This data showed total volumes from 1994 to 2004.
- The AC Nielsen data was extrapolated, in conjunction with confidential market data from the Australian Beverages Council, to total market figures.
- Population data was obtained from the Australian Bureau of Statistics
- Energy levels, in terms of averaged brix values, were assigned to each product category – to be confirmed by the ABCL Technical Committee

The figures used are therefore average figures, based on total consumption divided by the population figure.

The average brix value (sugar content w/w) was used to calculate the sugar component, and hence the energy level, for each product category. The total energy, derived from each product category, was then added to formulate the total energy derived from non-alcoholic, water-based beverages.

This data was then charted. A trend line was then calculated by the computer program. This trendline has been inserted for the years 1997 to 2004, reflecting the period of change in the marketplace and changing consumer preferences.

Analysis of this trend line will also allow for predictions of future energy consumption from non-alcoholic water-based beverages.

It should be noted that all diet drinks were eliminated from the calculations used for graphing the trend line, although these figures are available to show the changes in total volume of consumption.

Note: The amount of energy derived from the alcohol present in the flavouring, where present, is discounted as an insignificant contribution to total energy consumption.

Conclusion

There is a cumulatively significant trend downwards, showing that over the past 7 years the average energy intake has decreased for the Australian population.

This decrease in energy consumption reflects changing consumption patterns of regular, sugar sweetened diet drinks.

Average Energy Intake from Non-Alcoholic, Water-Based Beverages 1997 – 2004

YEAR	ANNUAL AVERAGE	AVERAGE DAILY INTAKE	YEARLY % DECREASE
1997	153,952.8	437.4	n/a
1998	154,466.5	438.8	(0.33 increase)
1999	152,344.7	432.8	1.37
2000	151,490.8	430.4	0.56
2001	150,186.3	426.7	0.86
2002	149,957.9	426.0	0.15
2003	147,778.4	419.8	1.45
2004	142,806.1	405.7	3.36
TOTAL DECREASE	11,146.7	31.7	TOTAL % DEC 7.25 %

