

Thank you so much for your time and patience regarding data feedback for Kombucha. We've just finalised our research cycle and published our data for Soft Drinks across Western Europe last night. Just to give you a look at a few insights, related to Kombucha, as promised: In **retail, volume growth** across markets is as followed:

- Austria: timid growth, but lack of consumer awareness today.
- Belgium: decline in retail volumes as the category struggle to gain popularity among consumers and lack awareness. -0.37% drop in retail volumes in 2019
- Denmark: 91% growth in 2019 and 67% growth expected in the next 5 years
- Finland: 25% growth expected in the next 5 years, with 242% growth seen in 2019 only
- France: 8% growth seen in 2019 - performance continued to increase in the forecast period
- Germany: stable growth yet slower than other regions, 2.4% growth in 2019
- Greece: a few independent brands yet no availability in retail at the moment
- Ireland: only 2 players in kombucha, timid but positive growth expected for the next 5 years (5%)
- Italy: kombucha remains very niche with product awareness extremely low
- Netherlands: 2019 saw a slowdown in performance as product distribution remains niche, not promising outlook for Carbonated RTD Tea in the coming years with -2% decline expected
- Norway: 22% growth expected for the next 5 years
- Portugal: 44% growth expected for the next 5 years
- Spain: 18% growth for the next 5 years. Limited brands but awareness is on the rise
- Sweden: 6% growth - stable and promising with 10% growth predicted in the next 5 years
- Switzerland: 0.25% growth - like mentioned in my presentation, this market struggle to grow as popularity of RTD Tea remains wide and consumers are reluctant to try on new products and categories
- Turkey: no/very little presence of Kombucha in this market.
- UK: 129% growth rate in 2019, with average growth rate reaching 48% for the next 5 years

Please note that, Kombucha in on-trade (pubs, bars, restaurants) remain limited. We do not have significant insights to share yet for this year. From our research cycle, we've identified the most promising markets to be: United Kingdom, Norway, Finland, Denmark, Spain, Portugal and Sweden
Total Carbonated RTD Tea Market Size in Western Europe:

- 2.84% growth in retail volumes in 2019
- 153 million Litres sold in 2019 - kombucha remains the key driver and challenger of this category across the region

- 4% growth expected in the next 5 years in off-trade volumes

Although these figures remain small in comparison to other soft drinks categories, these remain very promising when looking at the bigger picture. Carbonated RTD Tea still struggle to penetrate across main retailers, yet show almost consistent growth across the region. I will start my report on Kombucha and Iced tea across Western Europe in a couple of weeks - so happy to jump on a call beginning of December to showcase my analysis