**Market Size, Growth and Share**

**You will need to refer to the** [**BSDA 2014**](http://www.britishsoftdrinks.com/write/MediaUploads/BSDA_annual_report_2014.pdf) **soft drinks report to complete the following tasks.**

**Market size:** *can be estimated or calculated by the total sales of all businesses operating within a particular market.*

1. How many litres of soft drinks were consumed in the UK during:

* 2012 -
* 2013 -

1. Did the UK market for soft drinks increase or decline over the year?

*The physical quantity of products which are produced and sold is called the* **Market Volume.**

1. How much money was spent in 2013 in the UK on bottled water?
2. Is it more or less than in 2009?
3. Calculate the % change.

*The total amount spent by customers buying products in a certain market is called the* **Market Value**

1. Overall the UK soft drinks market has grown since 2007 in both **volume** and **value;** which sub-sector of the market is, according to the report “the largest single category of the soft drinks market in 2013”?
2. What reason does the report site for the decline of the ‘fruit juice’ sub-sector of the market between 2012 and 2013?
3. Explain why the **volume** and **value** of the energy drinks market had different rates of growth between 2012 and 2013.
4. Which sub-sector grew the least between 2007 and 2013 both in terms of value and volume?
5. Fill in the table below an explanation and an example for each factor:

|  |  |
| --- | --- |
| **Market growth** or **decline** *can be influence by the following factors:* | |
| * *Economic changes* |  |
| * *Social change* |  |
| * *Technological change* |  |
| * *Demographic change* |  |
| * *Changes in legislation* |  |
| * *Effective Marketing* |  |

**Market share** is the term used to describe the proportion of a particular market that is held by a business, product or brand. It is calculated as a percentage.

**You will need to use the** [**Guardian article**](http://www.theguardian.com/technology/2011/apr/18/smartphone-market-android-win-nokia-rim-lose) **on the Smartphone market in order to answer the following questions:.**

1. Explain the following “…the UK, Germany, France and Japan, the iPhone saw double-digit falls in market share…even though Apple are selling more phones…” Paragraph 4
2. According to the article (Paragraph 7), what are the problems that face Apple in countries like Brazil, Mexico and Argentina?
3. Use the data from the tables to produce a series of pie charts illustrating the Smartphone Market share in both the US and UK for 2010 and 2011 – write a brief commentary which outlines the most significant differences between the 2 countries and changes over the 2 years.