

9. EUROPE 92

Europe has a bottled water usage tradition and its per capita consumption is probably the highest. In addition, when the countries participating in Europe 92 are taken as a single market -- which they will become in less than two years, they form a trading group that overshadows all others for this commodity. However, with long standing traditions of consumption usually come well established trading patterns and consumer habits; for these reasons, breaking into the European market may not be an easy feat. In addition, a large portion, if not most, of this trade consists of transactions between members of the Community and will not be considered imports and exports after 1992. The major realignments seen between 1980 and 1988 may seem like mere blips on the curves when looked at from the perspective of the upheaval expected to result from the implementation of Europe 1992.

Europe 92 accounts for 55% of world imports. In terms of exports, the picture is even more one sided. As we can see in figure 14, Europe 92 does 82% of the world's bottled water exports. The top four exporters in the world, France, Belgium, the Netherlands, and Germany are all members of the Europe 92 group. The fifth exporter, Singapore, is a relative newcomer to the big

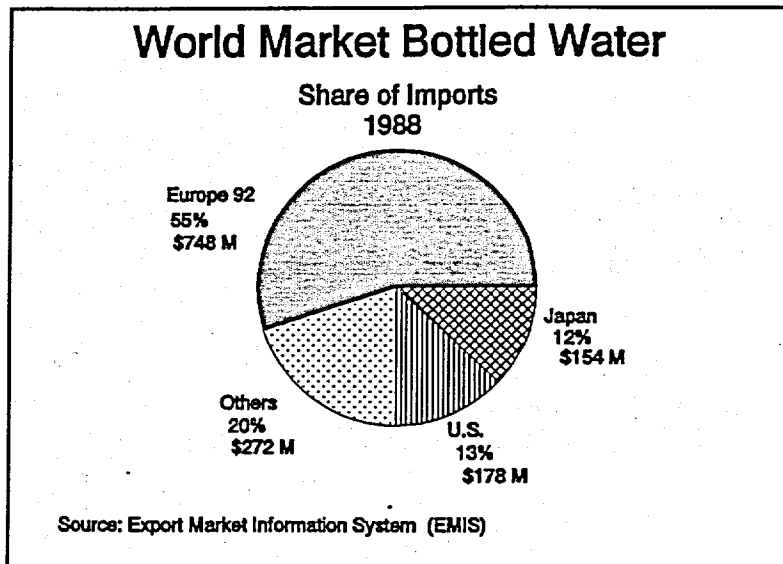


Figure 13

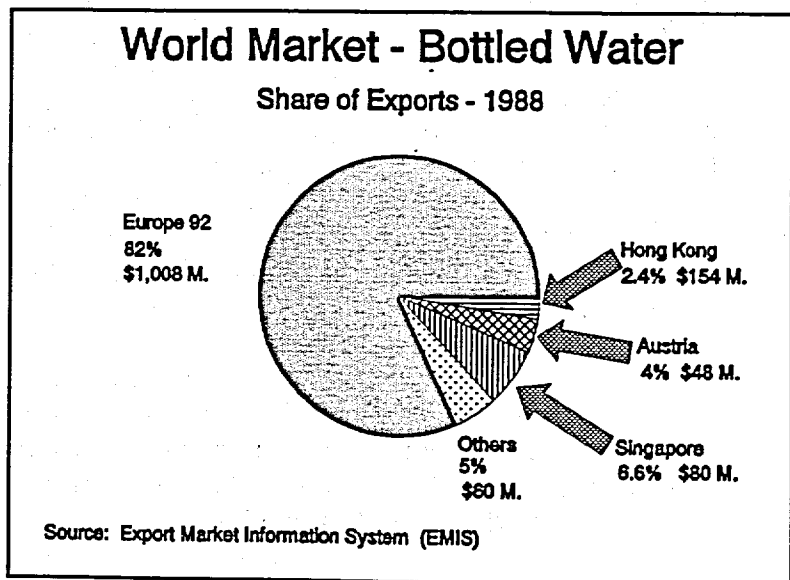


Figure 14