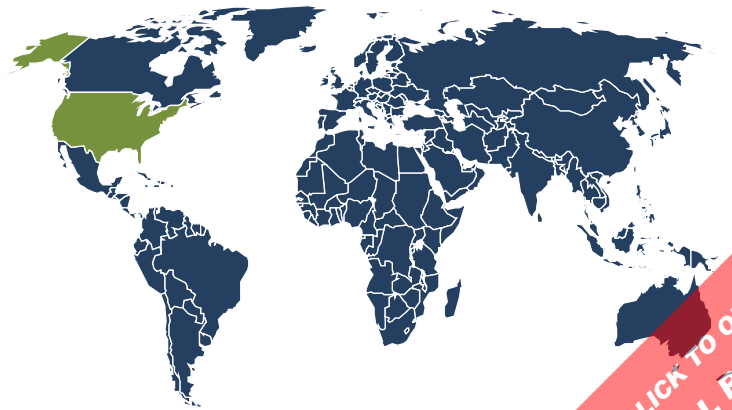




Freedonia Focus Reports
US Collection

Grain-Based Foods: United States

September 2016



Highlights

Market Environment

Historical Trends | Key Economic Indicators | Per-Capita Consumption
Distribution Overview | Regulatory Overview

Segmentation and Forecasts Products

Industry Structure

Industry Composition and Characteristics | Additional Companies Cited

Resources

www.freedoniafocus.com

CLICK TO ORDER
FULL REPORT
BROCHURE
CLICK TO ORDER
FULL REPORT

ABOUT THIS REPORT

Scope & Method

This report forecasts US grain-based food shipments in US dollars at the manufacturer's level to 2020. Total shipments are segmented by product in terms of:

- commercial and retail bakery products
- tortillas, dry pasta, and dough
- frozen products
- cookies and crackers
- breakfast cereal
- other products such as corn chips and perishable prepared foods.

The scope of this report includes food items for human consumption, and excludes feed for animals such as pets and livestock. Soybean products are also excluded.

To illustrate historical trends, total shipments and the various segments are provided in annual series from 2005 to 2015.

This report quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the [Table of Contents](#).

Sources

Grain-Based Foods: United States (FF10016) represents the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies

- national, regional, and international non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group.

Specific sources and additional resources are listed in the [Resources](#) section of this publication for reference and to facilitate further research.

Industry Codes

The topic of this report is related to the following industry codes:

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
311230	Breakfast Cereal Mfg	2038	Frozen Specialties, NEC
311340	Nonchocolate Confectionary Mfg	2043	Cereal Breakfast Foods
311412	Frozen Specialty Food Mfg	2045	Prepared Flour Mixes and Doughs
311811	Retail Bakeries	2051	Bread and Other Bakery Products, Except
311812	Commercial Bakeries		Cookies and Crackers
311813	Frozen Cakes, Pies, and Other	2052	Cookies and Crackers
	Pastries Mfg	2053	Frozen Bakery Products, Except Bread
311821	Cookie and Cracker Mfg	2064	Candy and Other Confectionary Products
311822	Flour Mixes and Dough Mfg from	2096	Potato Chips, Corn Chips, and Similar
	Purchased Flour		Snacks
311823	Dry Pasta Mfg	2098	Macaroni, Spaghetti, Vermicelli, and
311830	Tortilla Mfg		Noodles
311919	Other Snack Food Mfg	2099	Food Preparations, NEC
311991	Perishable Prepared Food Mfg	5461	Retail Bakeries
311999	All Other Miscellaneous Food Mfg		

Copyright & Licensing

The full report is protected by copyright laws of the United States of America and international treaties. The entire contents of the publication are copyrighted by The Freedonia Group.

Table of Contents

Section	Page
About This Report	i
Highlights.....	1
Market Environment	2
Historical Trends	2
Chart 1 US Grain-Based Food Shipment Trends, 2005-2015 (US\$ bil)	2
Key Economic Indicators	3
Table 1 Key Indicators for US Grain-Based Food Shipments; 2005, 2015, 2020 (US\$ bil).....	3
Per-Capita Consumption.....	4
Chart 2 US Per-Capita Grain-Based Food Consumption, 2005-2015 (lbs)	4
Distribution Overview	5
Regulatory Overview.....	6
Segmentation & Forecasts.....	8
Products	8
Chart 3 US Grain-Based Food Shipments by Product; 2005-2015, 2020 (US\$ bil).....	8
Commercial & Retail Bakery Products.	10
Tortillas, Dry Pasta & Dough.	11
Frozen Products.	12
Chart 4 US Multi-Outlet Unit Sales of Frozen Handheld Breakfast Items, 2005-2015 (mil units) ..	13
Cookies & Crackers.	14
Breakfast Cereal.	15
Chart 5 US Grain-Based Food Shipments by Product Share; 2005-2015, 2020 (%)	16
Other Products.....	16
Industry Structure	17
Industry Composition & Characteristics	17
Company Profile 1 General Mills Inc	18
Company Profile 2 Grupo Bimbo SAB de CV.....	19
Company Profile 3 Kellogg Company.....	20
Additional Companies Cited.....	21
Resources	22

To return here, click on any Freedonia logo or the Table of Contents link in report footers.
 PDF bookmarks are also available for navigation.

RESOURCES

The Freedonia Group

www.freedoniagroup.com

Related Industry Studies

3433 Retail-Ready Packaging, July 2016

[see study contents](#)

3397 World Flavors & Fragrances, March 2016

[see study contents](#)

3367 Food Containers: Rigid & Flexible, February 2016

[see study contents](#)

Related Focus Reports

Dairy Products: United States

[see report contents](#)

Processed Food: United States

[see report contents](#)

Frozen Foods: United States

[see report contents](#)

Restaurants & Foodservice: United States

[see report contents](#)

Retail-Ready Packaging: United States

[see report contents](#)

Rigid & Flexible Food Containers: United States

[see report contents](#)

Salty Snacks: United States

[see report contents](#)

Snack Foods: United States

[see report contents](#)

Soybean Products: United States

[see report contents](#)

Sweet Baked Goods: United States

[see report contents](#)

Freedonia Custom Research

[see capabilities](#)

Trade Publications

Baking Business

www.bakingbusiness.com

Food Business News

www.foodbusinessnews.net

Food Processing

www.foodprocessing.com

Grocery Headquarters

www.groceryheadquarters.com

Prepared Foods

www.preparedfoods.com

Refrigerated & Frozen Foods

www.refrigeratedfrozenfood.com

Snack Food & Wholesale Bakery

www.snackandbakery.com

Agencies & Associations

AIB International

www.aibonline.org

American Bakers Association

www.americanbakers.org

American Society of Baking

www.asbe.org

The Biscuit & Cracker Manufacturers' Association

www.thebcma.org

Grain Foods Foundation

www.gowiththegrain.org

Institute of Food Technologists

www.ift.org

Retail Bakers of America

www.retailbakersofamerica.com

United States Census Bureau

www.census.gov

United States Department of Agriculture

www.usda.gov

United States Food and Drug Administration

www.fda.gov

Environmental Impact. Please consider the environment before printing this report. Freedonia Focus Report collections feature environmentally friendly products distributed entirely via electronic channels.