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Beverages:

United States

November 2017



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About This Report

Scope & Method

This report forecasts US packaged beverage production in gallons and shipments in nominal US dollars to 2021. Total production is segmented by product in terms of:

- carbonated soft drinks
- bottled water
- alcoholic beverages
- milk
- fruit beverages
- sports drinks
- other ready-to-drink (RTD) beverages such as energy drinks and iced coffees.

The scope of this report encompasses beverages consumed from single-serving containers as well as various types of dispensing systems utilizing bulk packages (such as fountain drinks, beer taps, and water coolers). Beverages may be incorporated into food preparation (such as milk used in cereal). Home-made packaged beverages, such as home-brewed beer and wine, are excluded, as are beverage products not sold RTD, such as coffee beans and grounds, dry teas, and powdered drink mixes. Non-packaged potable liquids such as tap and well water are also excluded.

To illustrate historical trends, total production, total shipments, and the various segments are provided in annual series from 2006 to 2016.

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

Beverages: United States (FF10023) 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

Table 5 | Industry Codes Related to Beverages

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
311411	Frozen Fruit, Juice, and Vegetable Manufacturing	2026	Fluid Milk
311421	Fruit and Vegetable Canning	2033	Canned Fruits, Vegetables, Preserves, Jams, and Jellies
311511	Fluid Milk Manufacturing	2037	Frozen Fruits, Fruit Juices, and Vegetables
312111	Soft Drink Manufacturing	2082	Malt Beverages
312112	Bottled Water Manufacturing	2084	Wines, Brandy, and Brandy Spirits
312120	Breweries	2085	Distilled and Blended Liquors
312130	Wineries	2086	Bottled and Canned Soft Drinks and Carbonated Water
312140	Distilleries	5149	Groceries and Related Products, NEC
424490	Other Grocery and Related Products Merchant Wholesalers	5181	Beer and Ale
424810	Beer and Ale Merchant Wholesalers	5182	Wine and Distilled Alcoholic Beverages
424820	Wine and Distilled Alcoholic Beverage Merchant Wholesalers		

Source: US Census Bureau

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Resources

The Freedonia Group

Freedonia Industry Studies

Food & Beverage Natural Colors Market in the US, July 2017

Food & Beverage Hydrocolloids Market in the US, May 2017

Cups & Lids, August 2016

World Wine Packaging, July 2016

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Beer: United States

Canned Foods: United States

Cups & Lids: United States

Distilled Spirits: United States

Frozen Foods Retail: United States

Meat & Poultry Products: United States

Processed Food: United States

Refrigerated Coffee Creamers: United States

Restaurants & Foodservice: United States

Soft Drinks: United States

Wine: United States

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Trade Publications

BeverageDaily

Beverage Digest

Beverage Dynamics

Beverage Industry

BevNet

Drinks Business Review

Agencies & Associations

Alcohol and Tobacco Tax and Trade Bureau

American Beverage Association

Brewers Association

International Bottled Water Association

United States Census Bureau

United States Department of Agriculture

United States Food and Drug Administration

Wine Institute