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Beverages:

United States

June 2021



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About This Report

Scope

This report forecasts to 2021 and 2025 US beverages demand and shipments in nominal US dollars at the manufacturer level. Total demand and shipments are segmented by product in terms of:

- alcoholic beverages
- carbonated soft drinks (CSD)
- dairy milk
- fruit beverages
- bottled water
- non-dairy milk
- other beverages such as energy drinks, iced coffees and tea, and sports drinks

To illustrate historical trends, total demand, total shipments, the various segments, and trade are provided in annual series from 2010 to 2020.

This report includes the results of a proprietary national online consumer survey of US adults (age 18+). This Freedonia Focus Reports National Survey has a sample size of approximately 2,000, screened for response quality, and representative of the US population on the demographic measures of age, gender, geographic region, race/ethnicity, household income, and the presence/absence of children in the household.

The scope of this report encompasses beverages consumed from bottles, single-serving containers, and various types of dispensing systems utilizing bulk packages (e.g., fountain drinks, beer taps, and water coolers). Homemade beverages, such as home-brewed beer and wine, are excluded, as are beverage products not sold ready-to-drink (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. Re-exports of beverages are excluded from demand and trade figures.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading companies, 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, such as:

About This Report

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental organizations
- proprietary national consumer survey data
- 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 7 | NAICS & SIC Codes Related to Beverages

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
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

Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

About This Report

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

Freedonia 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.

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Resources

The Freedonia Group

Freedonia Industry Studies

Alternative Sweeteners Market in the US
Commercial Refrigeration Equipment in the US
Food & Beverage Packaging Innovation
Frozen Food Packaging
Global Caps & Closures
Global Commercial Refrigeration Equipment
Global Food Processing Machinery
Global Foodservice
Global Single-Use Foodservice Disposables
Natural Alternative Sweeteners in the US

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Beer: United States
Beverage Retail: United States
Bottled Water: United States
Canned Foods: United States
Cups & Lids: United States
Dairy Products: United States
Distilled Spirits: United States
Energy Drinks: United States
Fruit Beverages: United States
Soft Drinks: United States
Wine: United States

Freedonia Custom Research

Trade Publications

Beer Business Daily
Beverage Digest
Beverage Dynamics
Beverage Industry
BeverageDaily
BevNET
The Drinks Business
FoodBev
Packaging Digest
Progressive Grocer

Supermarket News

Agencies & Associations

American Beverage Association

Beverage Marketing Corporation

Brewers Association

International Bottled Water Association

Juice Products Association

National Alcohol Beverage Control Association

National Beer Wholesalers Association

United States Census Bureau

United States Department of Agriculture

United States Department of the Treasury

Alcohol and Tobacco Tax and Trade Bureau

United States Food and Drug Administration

Wine Institute