



Freedonia Focus Reports
US Collection

Natural & Organic Foods & Beverages: United States

September 2016



Highlights

Market Overview

Market Definitions | Market Size and Growth | Retail Trends | Consumer Trends
Marketing and New Product Trends | The Marketers

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ABOUT THIS REPORT

Scope & Method

This report forecasts annual US retail sales of natural and organic food and beverages in US dollars for 2016-2021. Total sales are segmented by type in terms of:

- organic
- natural.

Furthermore, 2016 US natural and organic food and beverage retail sales are segmented in four major product categories. US natural and organic food and beverage retail sales are also segmented in three major retail channels for 2016.

Alcoholic beverages and pet food are excluded from the scope of this report.

To illustrate historical trends, total and segment sales are provided in annual series from 2012 to 2015.

This report quantifies trends in various measures of growth. 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. 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.

Other various topics, such as the sales of 10 major suppliers of natural and organic foods and beverages to the US market in 2015, are provided. A full outline of report items by page is available in the [Table of Contents](#).

Sources

Natural & Organic Foods & Beverages: United States (FF10037) is based on [Natural and Organic Foods and Beverages in the US, 5th Edition](#), a comprehensive industry report published by Packaged Facts in September 2016.

The information in this report was obtained from primary and secondary research. Primary research entailed interviews with members of the industry and on-site examination of products in retail stores. Secondary research involved evaluating and comparing data and reports from government agencies and reviewing more than 600 articles in consumer and industry publications, websites, and blogs; annual reports, earnings call transcripts, and marketing literature of individual companies; and other reports by Packaged Facts. The consumer data in this report are based primarily on a

proprietary Packaged Facts National Consumer Survey conducted in July-August 2016 among 1,914 US respondents age 18+.

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	2021	Creamery Butter
311411	Frozen Fruit, Juice, and Vegetable Mfg	2022	Natural, Processed, and Imitation Cheese
311412	Frozen Specialty Food Mfg	2024	Ice Cream and Frozen Desserts
311511	Fluid Milk Mfg	2026	Fluid Milk
311512	Creamery Butter Mfg	2037	Frozen Fruits, Fruit Juices, and Vegetables
311513	Cheese Mfg	2038	Frozen Specialties, NEC
311520	Ice Cream and Frozen Dessert Mfg	2043	Cereal Breakfast Foods
311821	Cookie and Cracker Mfg	2052	Cookies and Crackers
311920	Coffee and Tea Mfg	2095	Roasted Coffee
311991	Perishable Prepared Food Mfg	2099	Food Preparations, NEC

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RESOURCES

Packaged Facts

www.packagedfacts.com

Natural and Organic Foods and Beverages in the US, September 2016

[see report contents](#)

The Freedonia Group

www.freedoniagroup.com

Related Industry Studies

3397 World Flavors & Fragrances, March 2016

[see study contents](#)

3275 World Food Processing Machinery, June 2015

[see study contents](#)

Related Focus Reports

Beverages: United States

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Grain-Based Foods: United States

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Healthy-Ingredient Snacks: United States

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Processed Food: United States

[see report contents](#)

Snack Foods: United States

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Trade Publications

Calmful Living

www.calmfulliving.com

EcoWatch

www.ecowatch.com

Food & Nutrition

www.foodandnutrition.org

FoodBusinessNews

www.foodbusinessnews.net

Food Dive

www.fooddive.com

FoodNavigator-USA.com

www.foodnavigator-usa.com

Progressive Grocer

www.progressivegrocer.com

Store Brands

www.storebrands.info

Agencies & Associations

Food Marketing Institute

www.fmi.org

Grocery Manufacturers Association

www.gmaonline.org

Organic Trade Association

www.ota.com

Information Resources

www.iriworldwide.com

United States Census Bureau

www.census.gov

United States Department of Agriculture

www.usda.gov

Agricultural Marketing Service

www.ams.usda.gov

National Agricultural Statistics Service

www.nass.usda.gov

United States Environmental Protection Agency

www.epa.gov

United States Food and Drug Administration

www.fda.gov

United States International Trade Commission

www.usitc.gov

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