



Freedonia Focus Reports
US Collection

Tea: United States

December 2016



Highlights

Market Overview

Market Size | Tea Trends | Marketing Trends | Product Trends | Retail Trends
Marketers | Consumers

Companies Cited

Resources

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ABOUT THIS REPORT

Scope & Method

This report forecasts annual US retail sales of tea in US dollars for 2016-2020. To illustrate historical trends, total tea retail sales are also supplied for 2011-2015. Tea sales sourced from Information Resources (IRI) tracked by product in dollars, units, and ounces are provided for 2016. IRI-tracked tea sales are segmented by product in terms of:

- canned and bottled
- bags and loose
- refrigerated
- instant mixes
- single cup.

The scope of this report focuses on retail packaged tea and not tea sold at the foodservice level, although some foodservice trends are covered.

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.

Key macroeconomic indicators are also provided at five-year intervals with CAGRs for the years corresponding to other reported figures. 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

Tea: United States (FF10042) is based on [Tea and Ready-to-Drink Tea: US Retail Market](#), a comprehensive industry report published by Packaged Facts in December 2016. The information contained in this report was obtained from primary and secondary research. Primary research entailed consultations with tea market sources, on-site examination of retail venues, and fielding a proprietary Packaged Facts online consumer survey focusing on tea product shopper insights. Secondary research included extensive internet canvassing and research- and data-gathering from relevant consumer business and trade publications; company reports, including annual reports, press releases, and investor conference calls; company profiles in trade and consumer

publications; government reports; and other food and beverage market reports by Packaged Facts.

Sales estimates are based on data from the above sources as well as IRI data for mass-market channels (supermarkets, drugstores, mass merchandisers, military commissaries, and select club and dollar stores); market size estimates from other sources, including those appearing in the trade press; the performance of relevant retail venues; consumer usage rates for tea products; and new product introduction activity in the market.

Our consumer analysis draws primarily on two data sources. The first is national consumer survey data from Simmons. Through an ongoing program of telephone and booklet questionnaire surveys of a large probability sample of consumers who represent a statistically accurate cross-section of the US adult population, Simmons is able to construct detailed demographic profiles across various consumer product and service markets, including the candy market. The discussion of consumer patterns also draws on proprietary Packaged Facts online consumer surveys, including an August 2016 survey based on 2,000 US adults who in aggregate are census representative on the primary demographic measures of age, gender, geographic region, race/ethnicity, and presence of children in the household.

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	
311920	Coffee and Tea Manufacturing	2086	Bottled and Canned Soft Drinks and Carbonated Waters
312111	Soft Drink Manufacturing	2095	Roasted Coffee
		2099	Food Preparations, NEC

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RESOURCES

Packaged Facts

www.packagedfacts.com

Tea and Ready-to-Drink Tea: US Retail Market, December 2016

[see report contents](#)

The Freedonia Group

www.freedoniagroup.com

Related Industry Studies

3476 Natural Flavors & Fragrances, October 2016

[see study contents](#)

3397 World Flavors & Fragrances, March 2016

[see study contents](#)

3297 Beverage Containers, June 2015

[see study contents](#)

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Bottled Water: United States

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Coffee: United States

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Dairy Products: United States

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Healthy-Ingredient Snacks: United States

[see report contents](#)

Natural & Organic Foods & Beverages: United States

[see report contents](#)

Natural Flavors & Fragrances: United States

[see report contents](#)

Refrigerated Coffee Creamers: United States

[see report contents](#)

Single-Cup Beverage Brewing Pods: United States

[see report contents](#)

Freedonia Custom Research

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Trade Publications

AdWeek

www.adweek.com

Beverage Daily

www.beveragedaily.com

Beverage Digest

www.beverage-digest.com

FoodBev Media

www.foodbev.com

Food Business News

www.foodbusinessnews.net

Food Business Review

www.food-business-review.com

Grocery Headquarters

www.groceryheadquarters.com

Progressive Grocer

www.progressivegrocer.com

Agencies & Associations

Information Resources

www.iriworldwide.com

International Specialty Tea Association

www.specialtyteaassociation.org

Simmons National Consumer Survey

www.simmonssurvey.com

Tea Association of the USA

www.teausa.com

United States Census Bureau

www.census.gov

United States International Trade Commission

www.usitc.gov

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