



Freedonia Focus Reports
US Collection

Fruit Beverages: United States

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About This Report

Scope

This report forecasts to 2022 US fruit beverage shipments and demand in nominal US dollars at the manufacturer level. Total shipments are segmented by product in terms of:

- canned and fresh juices
- non-carbonated fruit soft drinks
- frozen orange juice
- other frozen fruit juice

To illustrate historical trends, total shipments, total demand, the various shipment segments, and trade are provided in annual series from 2007 to 2017.

The scope of this report does not include vegetable juices, dairy-based fruit smoothies, powdered fruit beverages, or fruit-flavored drinks that do not contain fruit juice. Re-exports of fruit 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 suppliers, are covered in this report. A full outline of report items by page is available in the Table of Contents.

Sources

Fruit Beverages: United States (FF10059) represents the synthesis and analysis of data from various secondary, macroeconomic, and demographic sources, such as:

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

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

Industry Codes

Table 6 | NAICS & SIC Codes Related to Fruit Beverages

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industrial Classification	
311411	Frozen Fruit, Juice, and Vegetable Manufacturing	2033	Canned Fruits, Vegetables, Preserves, Jams, and Jellies
311421	Fruit and Vegetable Canning	2037	Frozen Fruits, Fruit Juices, and Vegetables
312111	Soft Drink Manufacturing	2086	Bottled and Canned Soft Drinks and Carbonated Water

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.

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

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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

Food & Beverage Hydrocolloids Market in the US

Food & Beverage Natural Colors Market in the US

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Beverages: United States

Canned Foods: United States

Cups & Lids: United States

Energy Drinks: United States

Food & Beverage Natural Colors: United States

Frozen Foods: United States

Frozen Foods Retail: United States

Ice Cream & Frozen Desserts: United States

Pouches: United States

Processed Food: United States

Soft Drinks: United States

Sports Drinks: United States

Freedonia Custom Research

Trade Publications

BeverageDaily

Beverage Digest

Beverage Dynamics

Beverage Industry

BevNet

Convenience Store News

Drinks Business Review

FoodBev

Agencies & Associations

American Beverage Association

Beverage Marketing Corporation

Juice Products Association

United States Census Bureau

United States Department of Agriculture

United States Food and Drug Administration

United States International Trade Commission