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US Collection

Beverage Retail: United States

February 2019



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About This Report

Scope

This report forecasts US beverage retail sales in nominal US dollars for 2019-2023. Total retail sales are segmented by product in terms of:

- carbonated beverages
- dairy beverages and non-dairy milk alternatives
- energy and sports drinks
- bottled and enhanced water
- juice
- coffee and ready-to-drink coffee
- tea and ready-to-drink tea

To illustrate historical trends, total retail sales and the various segments are provided in annual series from 2013 to 2018.

This report focuses on the market for selected beverage products sold to consumers in the US through retail channels. All retail channels of distribution are covered, including supermarkets and grocery stores, mass merchandisers and supercenters, warehouse clubs, specialty food stores, health/natural food stores, convenience stores, drugstores, dollar stores, vending machines, direct-sales channels such as online and mail order, and others.

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.

A full outline of report items by page is available in the Table of Contents.

Sources

Beverage Retail: United States (FF10062) is based on *U.S. Beverage Market Outlook 2019*, a comprehensive industry study published by Packaged Facts. The information in that report was obtained from both primary and secondary research. Primary research included

About This Report

consultation with industry sources and on-site examination of retail stores. Secondary research entailed gathering data from relevant trade, business, and government sources, as well as company promotional literature and annual reports. Estimates of market size and company performance were based on various sources including reported revenues of product manufacturers and retailers, relevant publications, and other market research sources. The analysis in this report also drew, as a background source, on retail sales tracking data as available from IRI and Nielsen (for mass-market channels), and SPINS (for the natural channel).

Consumer analysis drew on national consumer survey data licensed by Simmons Research LLC. On a quarterly basis, Simmons releases 12-month aggregations of booklet-based survey results from a large and random sample (approximately 25,000 for each quarterly release) that accurately represents the US population. This database allows for historical trending and detailed consumer profiles across various demographic and psychographic measures as well as product and service categories.

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

Industry Codes

Table 9 | NAICS & SIC Codes Related to Beverage Retail

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industrial Classification	
311411	Frozen Fruit, Juice, and Vegetable Mfg	2023	Dry, Condensed, and Evaporated Dairy Products
311421	Fruit and Vegetable Canning	2026	Fluid Milk
311511	Fluid Milk Mfg	2033	Canned Fruits, Vegetables, Preserves, Jams, and Jellies
311514	Dry, Condensed, and Evaporated Dairy Product Mfg	2037	Frozen Fruits, Fruit Juices, and Vegetables
311920	Coffee and Tea Mfg	2086	Bottled and Canned Soft Drinks and Carbonated Water
312111	Soft Drink Mfg	2095	Roasted Coffee
312112	Bottled Water Mfg	2099	Food Preparations, NEC
424490	Other Grocery and Related Products Merchant Wholesalers	5149	Groceries and Related Products, NEC

Source: US Census Bureau

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Resources

Packaged Facts

U.S. Beverage Market Outlook 2019

The Freedonia Group

Freedonia Industry Studies

Food & Beverage Natural Colors Market in the US

Global Cups & Lids

Global Plastic Caps & Closures Markets

Pouches in the US

Retail-Ready Packaging

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Beverages: United States

Bottled Water: United States

Dairy Products: United States

Energy Drinks: United States

Fruit Beverages: United States

Nutritional Bars & Shakes: United States

Soft Drinks: United States

Sports Drinks: United States

Freedonia Custom Research

Trade Publications

BeverageDaily

Beverage Digest

Beverage Industry

BevNet

Convenience Store News

Dairy Reporter

Progressive Grocer

Supermarket News

Agencies & Associations

American Beverage Association

American Dairy Products Institute

International Bottled Water Association

Juice Products Association

National Coffee Association of USA

About This Report

National Milk Producers Federation
Tea Association of the USA
United States Census Bureau
United States Department of Agriculture
United States Food and Drug Administration