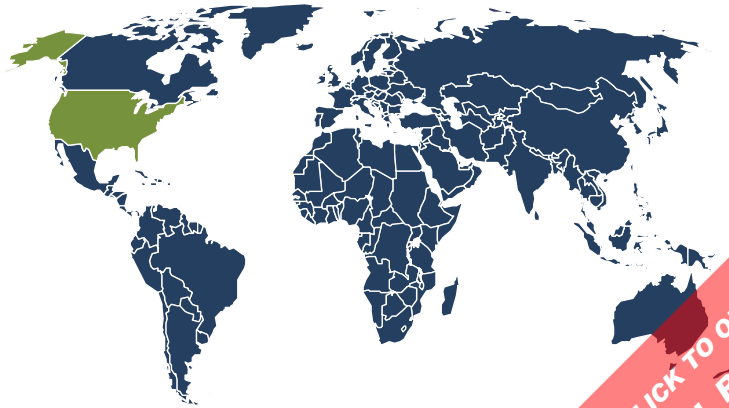




Freedonia Focus Reports
US Collection

Beverage Containers: United States

June 2015



Highlights

Market Environment

Historical Market Size and Trends | Key Economic Indicators
Environmental and Regulatory Considerations

Segmentation and Forecasts

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ABOUT THIS REPORT

Scope & Method

This report forecasts US beverage container demand in units to 2019. Total demand is segmented by material in terms of:

- plastic
- metal
- glass
- paperboard.

All nonliquid beverages are excluded from the scope of this report, including coffee and tea (other than ready-to-drink – RTD – types), powdered and condensed milk, powdered fruit drinks and sports beverages, and frozen or shelf-stable concentrated fruit beverages. Vegetable drinks, infant formula, packaged milk shakes, drinkable yogurt, and liquid nutritional supplements are also excluded. In the case of containers, all secondary packaging – such as corrugated boxes and paperboard beverage carriers – is excluded, as are all bulk containers not intended primarily for in-home use. In bottled water, containers larger than 2.5 gallons are excluded.

Total demand is also segmented by market as follows:

- carbonated soft drinks
- bottled water
- fruit beverages
- milk
- other nonalcoholic beverages such as sports beverages, RTD tea, and enhanced water
- alcoholic beverages.

To illustrate historical trends, total demand is provided in an annual series from 2004 to 2014; the various segments are reported at five-year intervals for 2009 and 2014.

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

Beverage Containers: United States (FF30011) is based on [Beverage Containers](#), a comprehensive industry study published by The Freedonia Group in June 2015. Reported findings represent the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other industry 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

The topic of this report is related to the following industry codes:

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
322215	Nonfolding Sanitary Food Container Manufacturing	2656	Sanitary Food Containers, Except Folding
		3085	Plastics Bottles
326160	Plastics Bottle Manufacturing	3221	Glass Containers
327213	Glass Container Manufacturing	3411	Metal Cans
332431	Metal Can Manufacturing		

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