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US Collection

# Cups & Lids: United States

September 2018



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# About This Report

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## Scope

This report forecasts to 2022 US cup and lid demand in nominal US dollars at the manufacturer level. Total demand is segmented by product in terms of:

- drinking cups
- packaging and other cups, such as portion cups
- lids

Total demand is also segmented by market as follows:

- foodservice
- food and beverage packaging
- retail and other markets, such as consumer products, nonfood packaging, and healthcare

To illustrate historical trends, total demand is provided in annual series from 2007 to 2017; the various segments are reported at five-year intervals for 2007, 2012, and 2017.

Packaging cups are defined as small plastic or paper containers (holding approximately 250 milliliters or less) that can be easily held in one's hand and typically contain a single serving of product. Food cups include disposable cups with shorter walls than drinking cups, in sizes of approximately 350 milliliters or less, for such applications as holding ice cream, side dishes, soup, and chili. Excluded are reusable drinking cups and packaging tubs containing more than one serving.

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

*Cup & Lids: United States* (FF30031) is based on *Global Cups & Lids*, a comprehensive industry study published by The Freedonia Group. 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

## About This Report

- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and 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

Table 5 | NAICS & SIC Codes Related to Cups & Lids

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industrial Classification	
322219	Other Paperboard Container Manufacturing	2656	Sanitary Food Containers
326140	Polystyrene Foam Product Manufacturing	3086	Polystyrene Foam Products
326199	All Other Plastics Product Manufacturing	3089	Plastics Products, NEC
332119	Metal Crown, Closure and Other Metal Stamping	3469	Metal Stampings, NEC

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

## About This Report

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 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

*Global Cups & Lids*, September 2018

### Freedonia Industry Studies

*Produce Packaging Market in the US*, June 2018

*Food Containers in the US*, April 2018

*Foodservice Single-Use Products in the US*, December 2017

*Global Caps & Closures Market*, September 2017

*Converted Flexible Packaging Market in the US*, May 2017

### Freedonia Focus Reports

*Beverages: United States*

*Bottled Water: United States*

*Caps & Closures: United States*

*Energy Drinks: United States*

*Natural & Organic Foods & Beverages: United States*

*Packaging: United States*

*Pharmaceuticals: United States*

*Pouches: United States*

*Single-Cup Beverage Brewing Pods: United States*

*Soft Drinks: United States*

*Sports Drinks: United States*

### Freedonia Custom Research

### Trade Publications

*CoffeeTalk*

*Convenience Store News*

*Nation's Restaurant News*

*Packaging Digest*

*Packaging Strategies*

*Packaging World*

*Plastics News*

*QSR Magazine*

*Supermarket News*

### Agencies & Associations

American Chemistry Council Plastics Division

American Forest & Paper Association

Beverage Marketing

## About This Report

Foodservice Packaging Institute  
International Dairy Foods Association  
International Foodservice Distributors Association  
National Coffee Association  
National Restaurant Association  
United States Census Bureau  
United States International Trade Commission