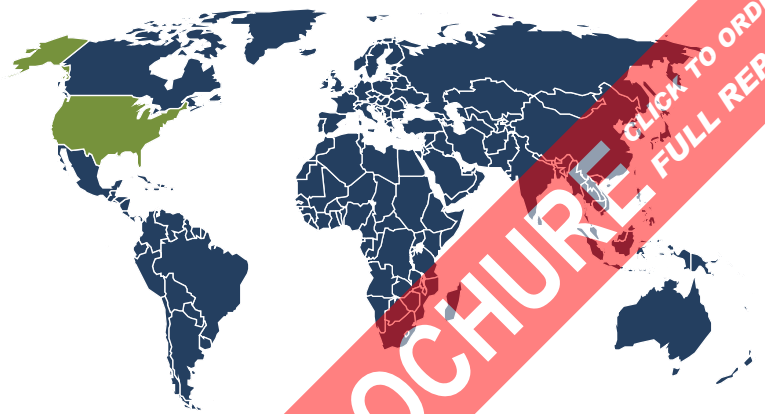




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Food & Beverage Natural Colors: United States

July 2017



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About This Report

Scope & Method

This report forecasts US food and beverage natural colors demand in US dollars at the manufacturers' level to 2021. Total demand is segmented by color in terms of:

- red natural colors
- yellow natural colors
- orange natural colors
- brown natural colors
- other natural colors such as green natural colors, blue natural colors, and purple natural colors.

Coloring foodstuffs, including fruit and vegetable colors, are included if they are used primarily as coloring agents.

Total demand is also segmented by market as follows:

- beverages
- dairy products
- fruit and vegetable preparations
- other markets such as candy and confections, baked goods, and meat, poultry, and seafood.

To illustrate historical trends, total demand is provided in annual series from 2006 to 2016; the various segments are reported at five-year intervals for 2006, 2011, and 2016.

This report 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.

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

Food & Beverage Natural Colors: United States (FF35113) is based on *Food & Beverage Natural Colors Market in the US*, 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
- 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 | Industry Codes Related to Food & Beverage Natural Colors

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
311942	Spice and Extract Manufacturing	2099	Food Preparations, NEC
		2899	Chemicals and Chemical Preparations, NEC

Source: US Census Bureau

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Resources

The Freedonia Group

Food & Beverage Natural Colors Market in the US, July 2017

Freedonia Industry Studies

Natural Alternative Sweeteners Market in the US, July 2017

Food & Beverage Hydrocolloids Market in the US, May 2017

Alternative Sweeteners Market in the US, 9th Edition, February 2017

Natural Flavors & Fragrances, October 2016

World Enzymes, June 2016

World Flavors & Fragrances, March 2016

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Dairy Products: United States

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Snack Foods: United States

Soft Drinks: United States

Sweet Baked Goods: United States

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Beverage Daily

Beverage World

Chemical & Engineering News

Confectionery News

Food Business News

Food Navigator

Natural Products INSIDER

Agencies & Associations

American Chemical Society

United States Department of Agriculture

United States Food and Drug Administration

United States International Trade Commission