# Table of Contents

1. Highlights 3

2. Market Environment 4
   - Historical Trends 4
   - Key Economic Indicators 6
   - Retail Trends 7
   - Consumer Trends 8
   - Trade 10

3. Segmentation & Forecasts 12
   - Products 12
     - Plasticware 16
     - Metalware 18
     - Glassware 19
     - Ceramicware 21
     - Woodware 22

4. Industry Structure 24
   - Industry Characteristics 24
   - Market Leaders 26
     - Lifetime Brands 26
     - Meyer Manufacturing 27
     - Newell Brands 27

5. About This Report 28
   - Scope 28
   - Sources 28
   - Industry Codes 29
   - Freedonia Methodology 29
   - Resources 31
List of Tables & Figures

Figure 1 | Key Trends in US Tableware & Kitchenware Demand, 2017 – 2022 3
Figure 2 | US Tableware & Kitchenware Demand Trends, 2007 – 2017 4
Figure 3 | US Tableware & Kitchenware Shipment Trends, 2007 – 2017 5
Table 1 | Key Indicators for US Tableware & Kitchenware Demand, 2007 – 2022 (US$ bil) 6
Figure 4 | Survey: Factors Influencing Purchases of Kitchenware & Tableware, 2018 (% of respondents) 8
Figure 5 | Survey: Attitude on Disposable Tableware Use at Home, 2018 (% of respondents) 9
Figure 6 | US Tableware & Kitchenware Trade, 2007 – 2017 (US$ bil) 10
Table 2 | US Tableware & Kitchenware Trade, 2007 – 2017 (US$ bil) 10
Table 3 | US Tableware & Kitchenware Trade by Country, 2007 – 2017 (US$ bil) 11
Figure 7 | US Tableware & Kitchenware Demand by Product, 2007 – 2022 (US$ mil) 12
Table 4 | US Tableware & Kitchenware Demand by Product, 2007 – 2022 (US$ mil) 12
Figure 8 | US Tableware & Kitchenware Shipments by Product, 2007 – 2022 (US$ mil) 13
Table 5 | US Tableware & Kitchenware Shipments by Product, 2007 – 2022 (US$ mil) 13
Figure 9 | Survey: Consumers that Enjoy Cooking, 2018 (% of respondents) 14
Figure 10 | US Plasticware Demand w/ Eating & Drinking Places Revenues, 2007 – 2022 17
Figure 11 | US Tableware & Kitchenware Demand by Product Performance Index, 2007 – 2022 (2007=100) 23
Table 6 | Leading Participants in the US Tableware & Kitchenware Industry by Segment 26
Table 7 | NAICS & SIC Codes Related to Tableware & Kitchenware 29
About This Report

Scope

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

- plasticware
- metalware
- glassware
- ceramicware
- woodware

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

The products covered in this report constitute items used to prepare, serve, consume, and store food. Dinnerware made of solid bleached paperboard or polystyrene foam is excluded from this report, as well as cast-iron cookware. Re-exports of tableware and kitchenware are excluded from demand and trade figures.

This report includes the results of a proprietary national online consumer survey of US adults (age 18+). This Freedonia Focus Reports National Survey has a sample size of approximately 2,000, screened for response quality, and representative of the US population on the demographic measures of age, gender, geographic region, race/ethnicity, household income, and the presence/absence of children in the household.

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

Tableware & Kitchenware: United States (FF90014) represents 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
About This Report

- 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 7 | NAICS & SIC Codes Related to Tableware & Kitchenware

<table>
<thead>
<tr>
<th>NAICS/SCIAN 2007</th>
<th>North American Industry Classification System</th>
<th>SIC</th>
<th>Standard Industrial Classification</th>
</tr>
</thead>
<tbody>
<tr>
<td>321999</td>
<td>All Other Miscellaneous Wood Product Mfg</td>
<td>2499</td>
<td>Wood Products, NEC</td>
</tr>
<tr>
<td>326199</td>
<td>All Other Plastics Product Mfg</td>
<td>3229</td>
<td>Pressed and Blown Glass and Glassware, NEC</td>
</tr>
<tr>
<td>327112</td>
<td>Vitreous China, Fine Earthenware, and Other Pottery Product Mfg</td>
<td>3231</td>
<td>Glass Products Made of Purchased Glass</td>
</tr>
<tr>
<td>327212</td>
<td>Other Pressed and Blown Glass and Glassware Mfg</td>
<td>3262</td>
<td>Vitreous China Table and Kitchen Articles</td>
</tr>
<tr>
<td>327215</td>
<td>Glass Product Mfg Made of Purchased Glass</td>
<td>3269</td>
<td>Potter Products , NEC</td>
</tr>
<tr>
<td>331511</td>
<td>Iron Foundries</td>
<td>3321</td>
<td>Gray and Ductile Iron Foundries</td>
</tr>
<tr>
<td>332211</td>
<td>Cutlery and Flatware (except Precious) Mfg</td>
<td>3421</td>
<td>Cutlery</td>
</tr>
<tr>
<td>332214</td>
<td>Kitchen Utensil, Pot, and Pan Mfg</td>
<td>3914</td>
<td>Silverware, Plated Ware, and Stainless Steel Ware</td>
</tr>
<tr>
<td>339912</td>
<td>Silverware and Holloware Mfg</td>
<td>5023</td>
<td>Home Furnishings</td>
</tr>
<tr>
<td>442299</td>
<td>All Other Home Furnishings Stores</td>
<td>5719</td>
<td>Miscellaneous Home Furnishings Stores</td>
</tr>
</tbody>
</table>

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.
About This Report

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 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.

Copyright & Licensing

The full report is protected by copyright laws of the United States of America and international treaties. The entire contents of the publication are copyrighted by The Freedonia Group.
About This Report

Resources

The Freedonia Group

Freedonia Industry Studies

Outdoor Kitchen Equipment Market in the US, June 2018
Food Containers in the US, April 2018
Global Caps & Closures Market, September 2017

Freedonia Focus Reports

Aluminum: United States
Fabricated Metal Products: United States
Household Cooking Appliances: United States
Household Refrigerators & Freezers: United States
Housing: United States
Restaurants & Foodservice: United States
Sheet Metal: United States
Small Kitchen Appliances: United States

Freedonia Custom Research

Trade Publications

Chain Store Age
Home Furnishings News
HomeWorld Business
Kitchen & Bath Design Business
Kitchenware News & Housewares Review
Nation’s Restaurant News
Progressive Grocer
Tableware International
Tableware Today

Agencies & Associations

Cookware Manufacturers Association
The International Housewares Association
National Kitchen & Bath Association
National Restaurant Association
National Retail Federation
Society of Glass and Ceramic Decorated Products
United States Census Bureau
United States International Trade Commission