



Freedonia Focus Reports
US Collection

Tableware & Kitchenware: United States

January 2021



BROCHURE
CLICK TO ORDER
FULL REPORT

www.freedoniafocusreports.com

Table of Contents

1. Highlights	3
2. Market Environment	5
Historical Trends	5
Key Economic Indicators	7
Trade	8
Retail Trends	9
3. Segmentation & Forecasts	11
Products	11
Plasticware	15
Metalware	18
Glassware	21
Ceramicware	22
Woodware	24
4. Industry Structure	26
Industry Characteristics	26
Market Leaders	28
Lifetime Brands	28
Meyer Manufacturing	29
Newell Brands	29
5. About This Report	31
Scope	31
Sources	31
Industry Codes	32
Freedonia Methodology	32
Resources	34

List of Tables & Figures

Figure 1 Key Trends in US Tableware & Kitchenware Demand, 2019 – 2024	3
Figure 2 US Tableware & Kitchenware Demand Trends, 2009 – 2019	5
Figure 3 US Tableware & Kitchenware Shipment Trends, 2009 – 2019	6
Table 1 Key Indicators for US Tableware & Kitchenware Demand, 2009 – 2024 (US\$ bil)	7
Figure 4 US Tableware & Kitchenware Trade, 2009 – 2019 (US\$ mil)	8
Table 2 US Tableware & Kitchenware Trade, 2009 – 2019 (US\$ mil)	8
Figure 5 US Tableware & Kitchenware Personal Consumption Expenditures, 2009 – 2024 (US\$ bil)	10
Table 3 US Tableware & Kitchenware Personal Consumption Expenditures, 2009 – 2024 (US\$ mil)	10
Figure 6 US Tableware & Kitchenware Demand by Product, 2009 – 2024 (US\$ bil)	11
Table 4 US Tableware & Kitchenware Demand by Product, 2009 – 2024 (US\$ mil)	11
Figure 7 US Tableware & Kitchenware Demand by Product Performance Index, 2009 – 2024 (2009=100)	12
Figure 8 US Tableware & Kitchenware Shipments by Product, 2009 – 2024 (US\$ bil)	14
Table 5 US Tableware & Kitchenware Shipments by Product, 2009 – 2024 (US\$ mil)	15
Figure 9 US Survey: Use of Disposable Eating & Drinking Products at Home, 2020	16
Figure 10 US Metalware Demand by Type, 2019 (%)	19
Figure 11 US Survey: Important Factors in Cookware Purchases, 2020	21
Figure 12 US Tableware & Kitchenware Demand by Product, 2009 – 2024 (%)	24
Table 6 Leading Suppliers to the US Tableware & Kitchenware Market by Product	28
Table 7 NAICS & SIC Codes Related to Tableware & Kitchenware	32

About This Report

Scope

This report forecasts to 2020 and 2024 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 2009 to 2019.

The products covered in this report constitute items used to prepare, serve, consume, and store food. Products made of solid bleached paperboard or polystyrene foam are 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 1,500, 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 companies, 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, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental organizations
- proprietary national consumer survey data
- 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 7 | NAICS & SIC Codes Related to Tableware & Kitchenware

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
321999	All Other Miscellaneous Wood Product Mfg	2499	Wood Products, NEC
326199	All Other Plastics Product Mfg	3229	Pressed and Blown Glass and Glassware, NEC
327110	Pottery, Ceramics, and Plumbing Fixture Mfg	3231	Glass Products Made of Purchased Glass
327212	Other Pressed and Blown Glass and Glassware Mfg	3262	Vitreous China Table and Kitchen Articles
327215	Glass Product Mfg Made of Purchased Glass	3269	Potter Products, NEC
331511	Iron Foundries	3321	Gray and Ductile Iron Foundries
332215	Metal Kitchen Cookware, Utensil, Cutlery, and Flatware (except Precious) Mfg	3421	Cutlery
339910	Jewelry and Silverware Manufacturing	3914	Silverware, Plated Ware, and Stainless Steel Ware
442299	All Other Home Furnishings Stores	5023	Home Furnishings
		5719	Miscellaneous Home Furnishings Stores

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

About This Report

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 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.

Resources

The Freedonia Group

Freedonia Industry Studies

Foodservice Single-Use Products
Global Caps & Closures
Global Foodservice
Global Major Household Appliances
Global Foodservice Single-Use Products
Home Organization Products
Outdoor Furniture & Grills
Outdoor Kitchens
Outdoor Living Products 2020

Freedonia Focus Reports

Aluminum: United States
Appliances & Electronics: United States
Bed & Bath Furnishings: United States
Fabricated Metal Products: United States
Fast Food: United States
Furniture: United States
Household Cooking Appliances: United States
Household Floor Care Appliances: United States
Household Refrigerators & Freezers: United States
Housing: United States
Personal Care Appliances: United States
Outdoor Kitchens: 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 News
Kitchenware News & Housewares Review
Nation's Restaurant News
Progressive Grocer

About This Report

Tableware International

Tableware Today

Agencies & Associations

Bureau of Economic Analysis

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