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# Cups & Lids

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US Industry Study with Forecasts for **2016 & 2021**

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*Specialty beverages will be a key growth factor, with many foodservice operators placing greater emphasis on premium coffee, specialty coffee drinks, iced coffee, smoothies, and the like.*

## US demand to rise 4.1% annually through 2016

US demand for cups and lids is forecast to increase 4.1 percent per year to \$8.9 billion in 2016, with growth driven by above average gains for food packaging cups and a favorable outlook for foodservice revenues. The growing importance of specialty beverages among foodservice operators will be a key factor, with many quick service restaurants placing greater emphasis on premium coffee, specialty coffee drinks, iced coffee, smoothies, and the like. Such beverages often use costlier types of cups and lids, such as insulated paper hot cups, polyethylene terephthalate (PET) cups, and specialty lids.

## Packaging cups to outpace key drinking cup segment

Although drinking cups will continue to dominate, the fastest gains are anticipated in the packaging cup segment due to solid outlooks for demand in key packaging cup-using markets such as yogurt, coffee and tea, and fresh fruits and vegetables. Additionally, advances will be driven by expanding applications where cups satisfy consumer demand for portable, convenient, single-serving packaging, or can help reinvigorate sales of mature products (e.g., canned fruit, macaroni and cheese). Above average growth for food cups will stem from trends such as the increased presence of oatmeal in quick service restaurants and coffee and snack shops, and the

## US Cup & Lid Demand, 2016 (\$8.9 billion)



exponential growth of self-service frozen yogurt shops.

## Lid demand growth to outpace cup demand

Lid demand growth will outpace that of cups, rising 4.9 percent per year to \$1.2 billion in 2016. Advances will be fueled by an increasing percentage of drinking cups utilizing lids, heightened demand for costlier specialty lids, and healthy increases for single-serving packaging cups. Lids for packaging applications will post faster gains than drinking cup lids, supported by the popularity of single-serving cup packaging and the ongoing development of new applications and product line extensions.

## Hot, premium beverages to drive foodservice market

Foodservice, which accounted for 68 percent of demand in 2011, is by far the largest market for cups and lids. Growth will trail the cup and lid average as a result of sluggish sales of fountain beverages, growing competition from bottled beverages, and the overall maturity of most applications. Nonetheless, gains will be supported by above average prospects for hot beverages along with the increased emphasis in quick service and other restaurants on premium beverages rather than long-time staples such as carbonated soft drinks and milkshakes.

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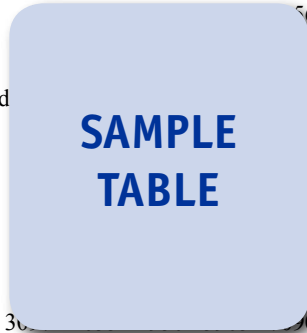
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## Sample Profile, Table & Forecast

**TABLE IV-5**  
**COFFEE & SNACK SHOP CUP & LID DEMAND**  
 (million dollars)

Item	2001	2006	2011	2016	2021
Coffee & Snack Shops (000)					56
000\$ cups & lids/establishment					7
Coffee/Snack Shop Cup & Lid Demand					5
Cups:					0
Drinking					0
Food					5
Portion					5
Lids					5
% coffee & snack shops					5
Total Foodservice Cup & Lid Demand 30					0



**COMPANY PROFILES**

**Eco-Products Incorporated**  
 4755 Walnut Street  
 Boulder, CO 80301  
 303-449-1876  
 http://www.eco-products.com

Annual Sales:  
 Employment:

Key Products: cups, and containers

**SAMPLE PROFILE**

Eco-Products is a privately held producer and marketer of environmentally conscious foodservice products. The Company makes its products via contract manufacturers in South Korea, China and Taiwan, and sells products in the US via a network of independent distributors.

The Company participates in the US cup and lid industry through the production of paper hot cups, plastic cold cups, portion cups, paper and plastic food containers, and lids. These products are suitable for a range of markets, including coffee shops, universities, offices, and restaurants. Eco-Products' paper hot cups comprise standard and insulated types made from 100-percent renewable resources that are lined with INGENO polylactic acid (PLA), which is made by NatureWorks LLC (Minnetonka, Minnesota). INGENO PLA is a 100-percent renewable, fully compostable corn resin. Standard hot cups from the Company are offered in color coded sizes ranging from 4 to 20 ounces, while insulated hot cups are offered from 8 to 20 ounces. These cups can feature WORLD ART and GREENSTRIPE stock designs. Additionally, Eco-Products manufactures EVOLUTION WORLD hot cups constructed from 24-percent post-consumer recycled office paper in sizes between 4 and 20 ounces.

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"Demand for cups and lids in coffee and snack shops is projected to increase 4.1 percent annually through 2016 to over \$895 million, driven by growing numbers of coffee and snack shops and the continued popularity of coffee (especially premium types) as a beverage consumed away from home. The increasing percentage of breakfasts eaten away from home will stimulate demand for cups and lids in coffee chains and doughnut shops, especially as these sites expand their offerings beyond sweet foods. At the same time, cup and lid demand in snack and coffee shops will be moderated by ..."  
 --Section IV, pg. 133



**OTHER STUDIES**

**Plastic Containers**

US demand for plastic containers is forecast to increase 4.9 percent annually to \$32.4 billion in 2016, consuming 14.2 billion pounds of resin. Plastic bottles and jars will remain the dominant segment but will be outpaced by other plastic container types, including tubs, cups, bowls and pails. Among the leading resins, PET will continue outpacing HDPE. This study analyzes the 13 billion pound US plastic container industry, with forecasts for 2016 and 2021 by type and resin. The study also evaluates company market share and profiles industry players.

#2954 ..... October 2012 ..... \$5100

**Cups & Lids**

US demand for cups and lids is forecast to increase 4.1 percent per year to \$8.9 billion in 2016. Although drinking cups will continue to dominate, the fastest gains are anticipated in the packaging cup segment due to solid outlooks for demand in key packaging cup-using markets such as yogurt, coffee and tea, and fresh fruits and vegetables. This study analyzes the \$7.2 billion US cups and lids industry, with forecasts for 2016 and 2021 by product and market. The study also evaluates company market share and profiles industry players.

#2935 ..... August 2012 ..... \$5100

**World Foodservice Disposables**

World demand for foodservice disposables will rise 5.4 percent per year to \$53.3 billion in 2015. Disposable serveware will remain the largest segment, while disposable packaging grows the fastest. The fastest growth will be seen in Asia, with China and India expected to experience the most rapid increases in the world. This study analyzes the \$41 billion world foodservice disposables industry, with forecasts for 2015 and 2020 by product, market, world region and for 18 major countries. The study also evaluates company market share and profiles industry competitors.

#2831 ..... December 2011 ..... \$5900

**Beverage Containers in China**

Demand for beverage containers in China will rise 9.6 percent per year through 2015. Plastic beverage containers will remain the largest material segment, while paperboard containers grow the fastest, led by aseptic cartons. Milk containers will be the largest nonalcoholic beverage market, while beer remains the largest alcoholic beverage market. This study analyzes the 297 billion unit beverage container industry in China, with forecasts for 2015 and 2020 by market and material. The study also evaluates company market share and profiles industry participants.

#2815 ..... November 2011 ..... \$5400

**Foodservice Disposables**

US demand for foodservice disposables is expected to increase 4.1 percent annually through 2015. Packaging products will achieve the fastest gains, followed by serveware, napkins and other products. Retail and vending will be the fastest growing market, while the eating and drinking places segment remains dominant. This study analyzes the \$15.3 billion US foodservice disposables industry, with forecasts for 2015 and 2020 by product and market. The study also evaluates company market share and profiles industry players.

#2787 ..... August 2011 ..... \$5100

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