Packaging cups post fastest gains

Packaging cups will post the most rapid gains through 2020. As it becomes more common to snack throughout the day rather than prepare meals, healthy foods that are portable and pre-packaged will continue to gain favor. Packaging products in this way can also drive revenues for food producers, as it allows items to be sold at a premium. Fresh fruits and vegetables have seen some of the largest gains attributable to this trend. Cups used for coffee and tea will see the fastest growth of any major packaging market due to the popularity of single cup brewing systems (though growth has moderated in recent years based on market maturity), and packaging cups for dairy products continue to show favorable increases due to the popularity of premium yogurt.

Convenience still a key feature

The foodservice industry will continue to demand the largest share of cups and lids. Demand will be sustained by the convenience of carryout meals and the expansion of quick service menus to include more products traditionally served in cups. Moreover, value gains will be supported by demand for more environmentally friendly products, which are produced utilizing compostable materials and are sold at a premium.

Coffee demand will drive cup gains

Hot beverage cups will see healthy gains, driven by the popularity of premium coffee and the use of high-value insulated paper cups. The mix of raw materials has changed considerably over the past decade, primarily for environmental reasons, as a number of foodservice chains have transitioned away from polystyrene foam and many cities have introduced bans on the sale or use of polystyrene foam. The largest beneficiary of these changes has been the paper cup, which is expected to show the fastest gains through 2020 and will continue to hold the largest share of the drinking cup market. There has also been wider use of clear plastic cups, which allow for greater visibility of the beverage.

Study coverage

This study details the US cup and lid market. It offers historical demand data (2005, 2010, 2015) plus forecasts (2020, 2025) by product for cups (drinking, food, packaging, portion, other) and lids (drinking, flexible, plastic), as well as by market (foodservice, food and beverage packaging, retail and other). The study also considers key market environment factors, assesses industry structure, evaluates company market share and profiles US industry players.
CONTENTS SUMMARY

Executive Summary

Market Environment

Products
Cups
Drinking Cups
Paper Cups
Plastic Cups
Foam Cups
Packaging Cups
Materials
Producers
Food Cups
Portion Cups
Other Cups
Lids
Types
Drinking Cup Lids
Flexible Lids
Other Lids
Materials
Plastic Lids
Other Lids

Markets
Foodservice
Foodservice Industry Outlook
Cup & Lid Demand
Establishments
Quick Service Restaurants
Coffee & Snack Shops
Other Establishments
Applications
Hot Beverages
Soft Drinks
Other Applications
Food & Beverage Packaging
Food/Beverage Manufacturing Outlook
Cup & Lid Demand
Dairy Products
Yogurt
Coffee Creamers
Pudding
Other Dairy Products
Specialty Processed Food
Coffee & Tea
Fruits & Vegetables
Dry Food
Other Food & Beverage
Sauces & Dressings
Beverages
Pet Food

Gelatin & Other Desserts
Candy & Snacks
All Other
Retail & Other

Industry Structure
Market Share
Acquisitions & Divestitures
Competitive Strategies
Research & Development
Low Cost Manufacturing
Manufacturing
Marketing & Distribution
Cooperative Agreement

Tables & Charts

Executive Summary
1 Summary Table

Products
1 Cup & Lid Demand by Type
2 Cup Demand by Type, Material, & Market
Cht Cup Demand by Type, 2005-2025
3 Drinking Cup Demand by Material & Market
Cht Drinking Cup Demand by Material, 2005-2025
4 Paper Drinking Cup Demand by Type & Market
5 Selected Paper Drinking Cup Producers & Product Offerings
6 Plastic Drinking Cup Demand by Market
7 Selected Plastic Drinking Cup Producers & Product Offerings
8 Foam Drinking Cup Demand by Type & Market
9 Selected Foam Drinking Cup Producers & Product Offerings
10 Packaging Cup Demand by Material
11 Selected Packaging Cup Producers & Product Offerings
12 Food Cup Demand by Material
13 Selected Food Cup Producers & Product Offerings
14 Portion Cup Demand by Material
15 Selected Portion Cup Producers & Product Offerings
16 Other Cup Demand
17 Lid Demand by Type & Market
Cht Lid Demand by Type, 2015
18 Drinking Cup Lid Demand by Type
19 Flexible Lid Demand by Material
20 Other Lid Demand by Material
21 Lid Demand by Material

Markets
1 Cup & Lid Demand by Market
Cht Cup & Lid Demand by Market, 2015
2 Foodservice Establishments & Revenues
Cht Foodservice Cup & Lid Demand by Establishment, 2015
3 Foodservice Cup & Lid Demand
4 Quick Service Restaurant Cup & Lid Demand
5 Coffee & Snack Shop Cup & Lid Demand
6 Other Foodservice Cup & Lid Demand
7 Foodservice Applications for Cups & Lids
Cht Foodservice Applications for Cups & Lids, 2005-2025
8 Hot Beverage Cup & Lid Demand
9 Carbonated Soft Drink Cup & Lid Demand
10 All Other Foodservice Cup & Lid Demand
11 Food & Beverage Shipments
12 Food & Beverage Packaging Cup & Lid Demand
Cht Food & Beverage Packaging Cup & Lid Demand
13 Dairy Product Cup & Lid Demand
14 Yogurt Cup & Lid Demand
15 Coffee Creamer Cup & Lid Demand
16 Pudding Cup & Lid Demand
17 Other Dairy Product Cup & Lid Demand
18 Specialty Processed Food Cup & Lid Demand by Application & Type
19 Coffee & Tea Cup & Lid Demand
20 Fruit & Vegetable Cup & Lid Demand by Application & Type
21 Dry Food Cup & Lid Demand by Application & Type
22 Other Food & Beverage Packaging Cup & Lid Demand by Application & Type
23 Retail & Other Cup & Lid Demand

Industry Structure
1 US Cup & Lid Sales by Company, 2015
Cht US Cup & Lid Market Share, 2015
2 Selected Acquisitions & Divestitures
3 Selected Cooperative Agreements
MARKETS

Coffee & Snack Shops: Demand for cups and lids in coffee and snack shops is forecast to advance 5.1 percent annually through 2020 to $1.2 billion, driven by growing numbers of coffee and snack shops and expanded food and beverage options in these establishments in order to drive customer traffic for lunch and afternoon snacking. The increasing percentage of breakfasts eaten away from home will stimulate demand for cups and lids in doughnut shops, especially as these sites expand their offerings beyond sweet foods. At the same time, competition from quick service chains offering premium coffee and blended drinks. McDonald’s, Burger King, and other quick service chains have expanded their premium coffee and specialty beverage offerings, drawing customers away from coffee and snack shops with similar products and lower prices.

Additionally, while not significantly restraining cup and lid demand, efforts to reduce the use of disposable cups and lids via reusable mugs and glasses for in-store customers and discounts for customers who bring their own mugs will continue. Starbucks sells a plastic reusable cup with a lid for $2 and offers a 10 cent discount to consumers using these or other reusable cups. The cups are intended to enable Starbucks to increase the percentage of its coffee served in reusable cups, though the company acknowledges that broader initiatives are needed to change consumer behavior.

Demand for drinking cups and lids will also be supported by the growing array of non-coffee drinks offered by coffee and snack shops such as hot chocolate, tea, iced coffee, and smoothies. Gains for these cups will be helped by the popularity of oatmeal and yogurt as a fast option and the popularity of self-service frozen yogurt shops. Coffee shops tend to use large sized cups since products are sold by weight.

This study can help you:

• Determine your market & sales potential
• Learn more about industry competitors
• Assess new products & technologies
• Identify firms to merge with or acquire
• Complement your research & planning
• Gather data for presentations
• Confirm your own internal data
• Make better business decisions

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Related Studies

Retail Ready Packaging
Retail ready packaging (RRP) is forecast to grow 5.2 percent annually to $6.2 billion in 2020. Further growth for mass retailers and club stores will support gains, since such stores primarily sell merchandise directly from secondary packaging, which requires their vendors to ship RRP products. Corrugated boxes will provide the best opportunities for growth. The study presents historical demand data plus forecasts for 2020 and 2025 by product and market. This study also analyzes industry structure, evaluates company market share and profiles US industry competitors.

#3433.............. July 2016 ................. $4900

World Wine Packaging: Containers, Closures & Accessories
Global demand for wine packaging (containers, closures, accessories) is forecast to rise 2.3 percent yearly through 2020 to $22.8 billion. Europe will remain the largest regional wine packaging market. Glass will still dominate the container segment, while cork stoppers remain the leading closure type. The study offers forecasts (2020, 2025) for supply and demand, plus demand by type, in five regions and 24 countries. The study also considers market environment factors, evaluates company market share and profiles global competitors.

#3406.............. July 2016 ................. $6300

Food Containers: Rigid & Flexible
US demand for food containers will rise 2.8 percent yearly to $31.2 billion in 2020. Plastic containers will continue to supplant paperboard, metal and glass as the product mix shifts toward flexible packaging. Novel formats such as clear plastic cans and squeezable spouted pouches will continue to emerge as package redesigns outpace new food products. This study analyzes the $27.1 billion US rigid and flexible food container industry, with forecasts for 2020 and 2025 by product and market. The study also evaluates company market share and profiles industry players.

#3367.............. February 2016 ............... $5400

World Cups & Lids
Global cup and lid demand will rise 5.2 percent annually to $30.2 billion in 2019. The important foodservice market will see faster-than-average growth as Western-style fast food restaurants and coffee shops become more prevalent. Central and South America and the Asia/Pacific region will be the fastest growing markets. This study analyzes the $23.4 billion world cup and lid industry, with forecasts for 2019 and 2024 by product and market for six world regions and 18 major countries. The study also evaluates company market share and profiles industry competitors.

#3283............. July 2015 .................. $6400

Freedonia’s methods

• Establishing consistent economic & market forecasts
• Using input/output ratios, flow charts & other economic methods to quantify data
• Employing in-house analysts who meet stringent quality standards
• Interviewing key industry participants, experts & end users
• Researching a proprietary database that includes trade publications, government reports & corporate literature

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