INDUSTRY MARKET RESEARCH FOR BUSINESS LEADERS, STRATEGISTS, DECISION MAKERS

Cups & Lids

US Industry Study with Forecasts for 2020 & 2025

Study #3445 | August 2016 | $5300

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.

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CONTENTS SUMMARY

TABLES & CHARTS

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MARKETS

SAMPLE TEXT

Coffee & Snack Shops: Demand for cups and lids in coffee
percent annually through 20
ers of coffee and snack shop
in these establishments in or
ternoon snacking. The incre
rom home will stimulate der
doughnut shops, especially a
veet foods. At the same time
d competition from quick se
premium coffee and blended
drinks. McDonald's, Burger King, and other quick service chains
expanded their premium coffee and specialty beverage offerings, c
ing customers away from coffee and snack shops with similar pro
and lower prices.

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

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

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TABLE III-2

CUP DEMAND BY TYPE, MATERIAL, & MARKET
(million dollars)

Item	2005	2010	2015	2020	2025
Resident Population (million persons)					
cups/capita					
Cup Demand (bil units)					
cents/unit					
Cup Demand					
By Type:					
Drinking					
Packaging					
Portion					
Food					
Other					
By Material:					
Plastic					
Paper					
Foam					
By Market:					
Foodservice					
Food Packaging					
Retail & Other					
% cups					
Total Cup & Lid Demand					

SAMPLE TABLE

Source: The Freedonia Group

TABLE IV-13

DAIRY PRODUCT CUP & LID DEMAND
(million dollars)

Item	2005	2010	2015	2020	2025
Dairy Product Shipments (bil $)					
$ cups & lids/000$ dairy					
Dairy Cup & Lid Demand					
Yogurt					
Coffee Creamers*					
Pudding					
Other Dairy Products					
% dairy					
Total Food & Beverage Pkg Cups & Lids					

SAMPLE TABLE

* Includes dairy & nondairy creamers

Source: The Freedonia Group

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

About The Freedonia Group

The Freedonia Group is a leading international industry market research company that provides its clients with information and analysis needed to make informed strategic decisions for their businesses. Studies help clients identify business opportunities, develop strategies, make investment decisions and evaluate opportunities and threats. Freedonia research is designed to deliver unbiased views and reliable outlooks to assist clients in making the right decisions. Freedonia capitalizes on the resources of its proprietary in-house research team of experienced economists, professional analysts, industry researchers and editorial groups. Freedonia covers a diverse group of industries throughout the United States and other world markets. Industries analyzed by Freedonia include:

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