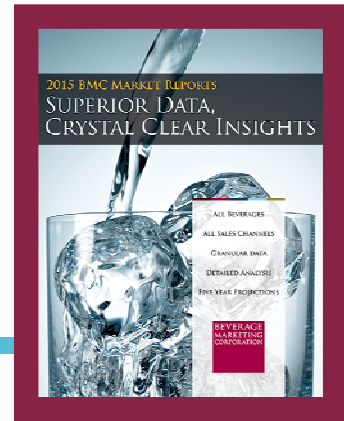


BEVERAGE PACKAGING IN THE U.S.

2015 EDITION (Published September 2015. Data through 2014. Market projections through 2019.) More than 400 pages, with extensive text analysis, graphs, charts and tables



Market insights as well as statistical break-outs by type and size (in units) for eleven beverage categories. The report covers beverage-packaging issues, trends and innovations by category and by beverage type. It includes discussion of leading companies, their histories and their products. It also features Beverage Marketing's five-year projections.

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HAVE
QUESTIONS?

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BEVERAGE
MARKETING
CORPORATION

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Tel: 212-688-7640 Fax: 212-826-1255

THE ANSWERS YOU NEED

- What are the latest developments in beverage packaging in the U.S. market?
- Which packaging segments and sizes grew in 2014, and which did not?
- What are the unit volumes for each of the leading beverage types, including beer, bottled water, carbonated soft drinks, distilled spirits, ready-to-drink tea and coffee, energy drinks, fruit beverages, wine and sports beverages?
- What are the latest packaging innovations devised by industry leaders?
- What percentage of unit volume have tea pods claimed?
- What percentage of shelf stable fruit drink units are sold in pouches?
- What are the growth prospects through 2019 - by beverage type and package type?

THIS REPORT FEATURES

Beverage Packaging in the U.S. provides a comprehensive overview of the U.S. beverage market from a packaging perspective. It features:

- A review of the evolution of beverage packaging from the simplest pioneer bottle structure to the shaped two-piece aluminum cans and stand-up pouch. Also, an investigation of the strategic design of a package and its psychological effect on purchasing decisions
- Comprehensive analysis of the types of packaging materials - metal, glass, plastic and paper - and their relative importance in the different beverage segments
- A detailed discussion and data on packaging materials and sizes for each industry including: carbonated soft drinks, bottled water, beer, wine, distilled spirits, fruit beverages, sports and energy drinks and coffee, tea and milk
- An in-depth review of the leading packaging manufacturers looking at their offerings, marketing strategy, production facilities and financial position. Companies covered include Alcoa, Amcor, Ball Corporation, Crown Holdings, DAK Americas, International Paper, Novelis, O-I, Plastipak Packaging, Rexam, Reynolds Group Holdings and WestRock
- Beverage Marketing's growth projections a for the various packaging materials by beverage category and discussion of the trends that will drive the beverage packaging market through 2019

Beverage Packaging in the U.S.

September 2015



RESEARCH • DATA • CONSULTING

NOTE: The information contained in this report is confidential and solely intended for the benefit of the immediate recipient hereof.

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Helping cans along is the trend of craft brewers like Ska Brewing, Sierra Nevada and Oskar Blues Brewery packaging their beers in cans, dispelling the myth that quality beers must come in bottles. A much larger brewer, the Boston Beer Company, also expanded into cans.

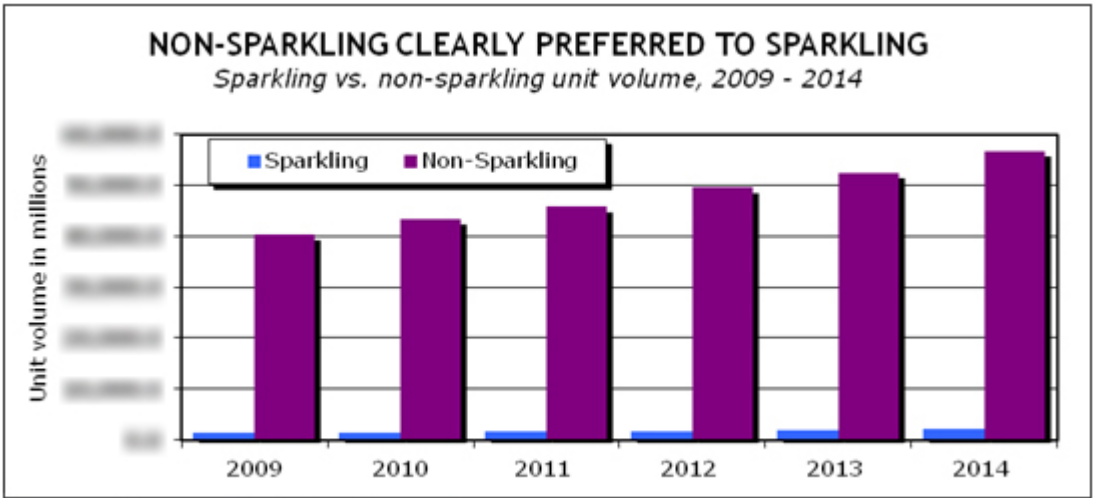
- The brewer's "Sam can," named for its flagship brand, Sam Adams, features a larger opening and an extended lip for ease of sipping.
- The Sam can took two years and an R&D budget north of \$1 million to develop. The hourglass-shaped ridge at the top purports to enhance aromatics and expel carbonation.
- In June 2013, the brewer inked a deal with Jet Blue Airways to serve its newly canned beer on Jet Blue flights nationwide.
- In other can innovations, Pennsylvania-based Sly Fox Brewing Company in April 2013 debuted a can with a removable lid dubbed the "360 lid."
- The lid, made by Crown Holdings, is entirely removable and turns the beer can into a glass of sorts, obviating the need to pour the beer into an actual glass. According to Sly Fox, it was the first brewer in North America to offer beer with the 360 lid.
- In March 2014, Texas craft brewer Four Corners Brewing Company introduced the 360 lid on three of its beers, and soon was joined by Colorado's Sanitas Brewing, which debuted its aptly named 360° Tripel in April 2014.
- The pull-off lids are unwelcome in some states because they violate trash ordinances established in the days of pop-top cans, so it remains to be seen if cans with 360 lids can gain a significant foothold in the national beer market.
- Numerous additional craft brewers began putting their beer in cans during 2014 (e.g., Saint Archer Brewing, Bell's Brewery and Denver Beer Company) and 2015 (e.g., Four Peaks Brewing, Prescott Brewing and Meadowlark Brewing).

**SHELF-STABLE FRUIT DRINKS
CHANGE IN UNIT VOLUME BY CONTAINER SIZE
2010 – 2014**

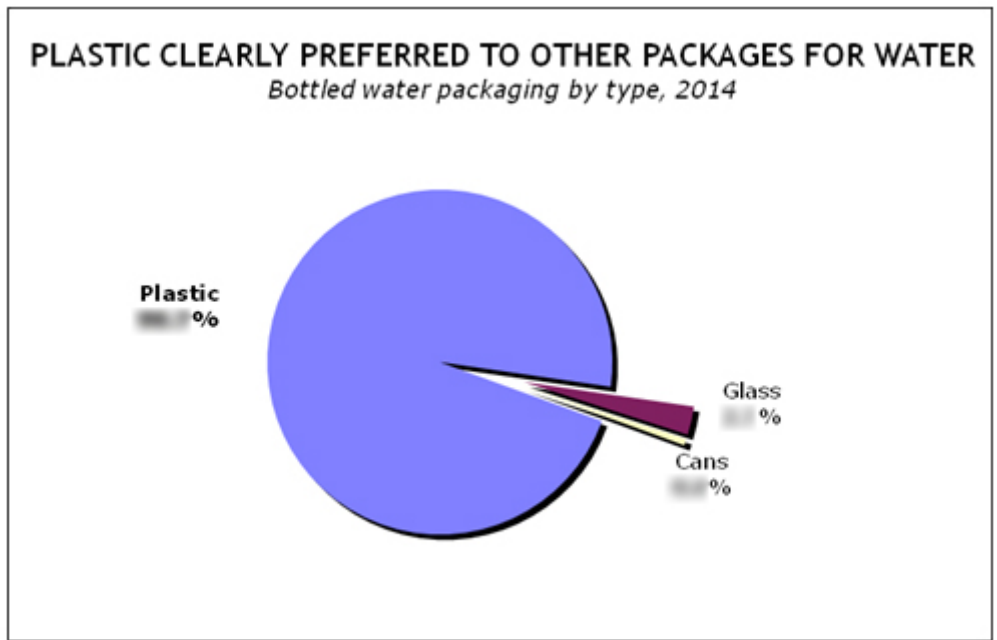
Types	2009/10	2010/11	2011/12	2012/13	2013/14
128-Ounce	-0.0%	-0.0%	-0.0%	-0.0%	-0.0%
Plastic	-0.0%	-0.0%	-0.0%	-0.0%	-0.0%
64-Ounce	-0.0%	-0.0%	-0.0%	-0.0%	-0.0%
Glass	-	-	-	-	-
Plastic	-0.0%	-0.0%	-0.0%	-0.0%	-0.0%
44- to 48-Ounce	-0.0%	-0.0%	-0.0%	-0.0%	-0.0%
Glass	-0.0%	-0.0%	-0.0%	-0.0%	-0.0%
Can	-0.0%	-0.0%	-0.0%	-0.0%	-0.0%
Plastic	-0.0%	-0.0%	-0.0%	-0.0%	-0.0%
32-Ounce	-0.0%	-0.0%	-0.0%	-0.0%	-0.0%
Glass	-0.0%	-0.0%	-0.0%	-0.0%	-0.0%
Plastic	-0.0%	-0.0%	-0.0%	-0.0%	-0.0%
20- to 26-Ounce	-0.0%	-0.0%	-0.0%	-0.0%	-0.0%
Glass	-0.0%	-0.0%	-0.0%	-0.0%	-0.0%
Plastic	-0.0%	-0.0%	-0.0%	-0.0%	-0.0%
6- to 19-Ounce	-0.0%	-0.0%	-0.0%	-0.0%	-0.0%
Glass	-0.0%	-0.0%	-0.0%	-0.0%	-0.0%
Can	-0.0%	-0.0%	-0.0%	-0.0%	-0.0%
Plastic	-0.0%	-0.0%	-0.0%	-0.0%	-0.0%
Subtotal	-0.0%	-0.0%	-0.0%	-0.0%	-0.0%
Total Glass	-0.0%	-0.0%	-0.0%	-0.0%	-0.0%
Total Can	-0.0%	-0.0%	-0.0%	-0.0%	-0.0%
Total Plastic	-0.0%	-0.0%	-0.0%	-0.0%	-0.0%
Pouch	-0.0%	-0.0%	-0.0%	-0.0%	-0.0%
Aseptic*	-0.0%	-0.0%	-0.0%	-0.0%	-0.0%
TOTAL	-0.0%	-0.0%	-0.0%	-0.0%	-0.0%

* The predominant size is the 250-ml box.

Source: Beverage Marketing Corporation



Source: Beverage Marketing Corporation



Source: Beverage Marketing Corporation