

Global Drinkware Market Size Study, by Product (Glasses, Cups, Mugs), by Material (Glass, Silicone, Plastic), by Distribution Channel (Supermarkets, Online), and Regional Forecasts 2022-2032

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Abstracts

The Global Drinkware Market is valued at approximately USD 34.7 billion in 2023 and is anticipated to grow with a moderate CAGR of 4.10% during the forecast period 2024-2032. Drinkware encompasses a diverse range of products designed for consuming beverages, such as glasses, cups, and mugs, crafted from various materials like glass, silicone, and plastic. The market is buoyed by shifting consumer preferences, rising disposable incomes, and the growing trend of sustainability, leading to the adoption of reusable and eco-friendly drinkware. This dynamic sector is experiencing consistent innovation to cater to evolving consumer needs across multiple applications, including household, commercial, and institutional uses.

The rising inclination toward premium and customized drinkware, coupled with the growth of online retail platforms, is significantly driving market growth. Manufacturers are leveraging advanced materials and ergonomic designs to enhance durability and aesthetic appeal, catering to the growing demand for both functionality and style. Furthermore, the global push towards sustainability has spurred the adoption of eco-friendly materials such as bamboo and silicone, which align with consumer priorities for reducing environmental impact. The increasing popularity of personalized drinkware, fueled by social media and gift-giving trends, also adds momentum to market expansion.

Despite these growth drivers, challenges such as fluctuations in raw material prices and environmental concerns surrounding single-use plastics pose hurdles for the market. However, the integration of smart technology in drinkware, offering features such as

temperature control and hydration tracking, presents new avenues for growth. Additionally, the rise of experiential dining and outdoor recreation is boosting demand for durable, portable drinkware solutions. With growing investments in product innovation and the expansion of e-commerce channels, the market is poised for sustained growth.

Geographically, North America leads the market, driven by high consumer spending on premium products, a robust online retail infrastructure, and a strong emphasis on sustainability. Europe follows closely, with stringent environmental regulations and a rising preference for eco-friendly materials boosting demand. The Asia Pacific region is projected to exhibit the fastest growth, underpinned by rapid urbanization, rising disposable incomes, and the proliferation of online shopping platforms. Emerging markets in Latin America and the Middle East & Africa are also witnessing increasing opportunities, fueled by improving economic conditions and expanding retail networks.

Major market players included in this report are:

Libbey Inc.

Steelite International

Tupperware Brands Corporation

Arc International

Bormioli Rocco S.p.A.

Zojirushi Corporation

Thermos LLC

IKEA

Stanley Black & Decker, Inc.

OXO International Ltd.

Corelle Brands LLC

CamelBak Products, LLC

Hydro Flask

Ember Technologies, Inc.

Klean Kanteen

The detailed segments and sub-segments of the market are explained below:

By Product:

Glasses

Cups

Mugs

By Material:

Glass

Silicone

Plastic

By Distribution Channel:

Supermarkets

Online

By Region:

North America:

Global Drinkware Market Size Study, by Product (Glasses, Cups, Mugs), by Material (Glass, Silicone, Plastic),...

U.S.

Canada

Europe:

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific:

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America:

Brazil

Mexico

Middle East & Africa:

Saudi Arabia

South Africa

Rest of Middle East & Africa

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of geographical landscape with country-level analysis of major regions.

Competitive landscape featuring major industry players.

Analysis of key business strategies and recommendations on future market approaches.

Analysis of competitive structure of the market.

Demand-side and supply-side analysis of the market.

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