

Global Branded Glassware Market Research Report 2025(Status and Outlook)

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Abstracts

Report Overview

Branded glassware refers to drinkware—such as wine glasses, beer mugs, tumblers, and highball glasses—customized with logos, slogans, or designs to promote a brand, commemorate events, or enhance customer engagement. This segment spans corporate gifting, hospitality, retail, and promotional merchandise, with demand driven by branding strategies, consumer preferences for premium experiences, and the growing hospitality industry. Key materials include crystal, tempered glass, and eco-friendly alternatives, catering to both luxury and budget-conscious buyers. The market thrives on customization trends, with businesses leveraging laser engraving, screen printing, and embossing to enhance brand visibility. Growth is further fueled by rising disposable incomes, corporate branding budgets, and the popularity of themed events, though competition remains intense due to the presence of global and local manufacturers. Sustainability concerns are pushing innovation in recyclable and durable glassware, while e-commerce platforms expand accessibility for bulk and personalized orders.

The global Branded Glassware market size was estimated at USD 1702.37 million in 2024 and is projected to grow at a compound annual growth rate (CAGR) of 4.25% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Branded Glassware market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Branded Glassware market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Branded Glassware market.

Global Branded Glassware Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Arc International
Libbey
Pasabahce
The Oneida Group
Riedel
Bormioli Luigi SpA
Tervis

Zwiesel Kristallglas
Fiskars
Boelter Companies
Rona
Treo
Stozle
DeLi
Blinkmax
Huapeng
Festival Glass
Market Segmentation (by Type)
Drinking Ware
Dinner Ware
Others
Market Segmentation (by Application)
Commercial Use
Residential Use

Geographic Segmentation

North America (USA, Canada, Mexico)
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)
South America (Brazil, Argentina, Columbia, Rest of South America)
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study
Neutral perspective on the market performance
Recent industry trends and developments
Competitive landscape & strategies of key players
Potential & niche segments and regions exhibiting promising growth covered
Historical, current, and projected market size, in terms of value
In-depth analysis of the Branded Glassware Market
Overview of the regional outlook of the Branded Glassware Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Branded Glassware Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Branded Glassware, their output

value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Branded Glassware

1.2 Key Market Segments

1.2.1 Branded Glassware Segment by Type

1.2.2 Branded Glassware Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 BRANDED GLASSWARE MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Branded Glassware Market Size (M USD) Estimates and Forecasts (2020-2033)

2.1.2 Global Branded Glassware Sales Estimates and Forecasts (2020-2033)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 BRANDED GLASSWARE MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Branded Glassware Product Life Cycle

3.3 Global Branded Glassware Sales by Manufacturers (2020-2025)

3.4 Global Branded Glassware Revenue Market Share by Manufacturers (2020-2025)

3.5 Branded Glassware Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global Branded Glassware Average Price by Manufacturers (2020-2025)

3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types

3.8 Branded Glassware Market Competitive Situation and Trends

3.8.1 Branded Glassware Market Concentration Rate

3.8.2 Global 5 and 10 Largest Branded Glassware Players Market Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 BRANDED GLASSWARE INDUSTRY CHAIN ANALYSIS

- 4.1 Branded Glassware Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF BRANDED GLASSWARE MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
- 5.6 Global Branded Glassware Market Porter's Five Forces Analysis
 - 5.6.1 Global Trade Frictions
 - 5.6.2 U.S. Tariff Policy ? April 2025
 - 5.6.3 Global Trade Frictions and Their Impacts to Branded Glassware Market
- 5.7 ESG Ratings of Leading Companies

6 BRANDED GLASSWARE MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Branded Glassware Sales Market Share by Type (2020-2025)
- 6.3 Global Branded Glassware Market Size Market Share by Type (2020-2025)
- 6.4 Global Branded Glassware Price by Type (2020-2025)

7 BRANDED GLASSWARE MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Branded Glassware Market Sales by Application (2020-2025)
- 7.3 Global Branded Glassware Market Size (M USD) by Application (2020-2025)

7.4 Global Branded Glassware Sales Growth Rate by Application (2020-2025)

8 BRANDED GLASSWARE MARKET SALES BY REGION

8.1 Global Branded Glassware Sales by Region

8.1.1 Global Branded Glassware Sales by Region

8.1.2 Global Branded Glassware Sales Market Share by Region

8.2 Global Branded Glassware Market Size by Region

8.2.1 Global Branded Glassware Market Size by Region

8.2.2 Global Branded Glassware Market Size Market Share by Region

8.3 North America

8.3.1 North America Branded Glassware Sales by Country

8.3.2 North America Branded Glassware Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Branded Glassware Sales by Country

8.4.2 Europe Branded Glassware Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Spain Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Branded Glassware Sales by Region

8.5.2 Asia Pacific Branded Glassware Market Size by Region

8.5.3 China Market Overview

8.5.4 Japan Market Overview

8.5.5 South Korea Market Overview

8.5.6 India Market Overview

8.5.7 Southeast Asia Market Overview

8.6 South America

8.6.1 South America Branded Glassware Sales by Country

8.6.2 South America Branded Glassware Market Size by Country

8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

- 8.7.1 Middle East and Africa Branded Glassware Sales by Region
- 8.7.2 Middle East and Africa Branded Glassware Market Size by Region
- 8.7.3 Saudi Arabia Market Overview
- 8.7.4 UAE Market Overview
- 8.7.5 Egypt Market Overview
- 8.7.6 Nigeria Market Overview
- 8.7.7 South Africa Market Overview

9 BRANDED GLASSWARE MARKET PRODUCTION BY REGION

- 9.1 Global Production of Branded Glassware by Region(2020-2025)
- 9.2 Global Branded Glassware Revenue Market Share by Region (2020-2025)
- 9.3 Global Branded Glassware Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Branded Glassware Production
 - 9.4.1 North America Branded Glassware Production Growth Rate (2020-2025)
 - 9.4.2 North America Branded Glassware Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Branded Glassware Production
 - 9.5.1 Europe Branded Glassware Production Growth Rate (2020-2025)
 - 9.5.2 Europe Branded Glassware Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Branded Glassware Production (2020-2025)
 - 9.6.1 Japan Branded Glassware Production Growth Rate (2020-2025)
 - 9.6.2 Japan Branded Glassware Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China Branded Glassware Production (2020-2025)
 - 9.7.1 China Branded Glassware Production Growth Rate (2020-2025)
 - 9.7.2 China Branded Glassware Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

- 10.1 Arc International
 - 10.1.1 Arc International Basic Information
 - 10.1.2 Arc International Branded Glassware Product Overview
 - 10.1.3 Arc International Branded Glassware Product Market Performance
 - 10.1.4 Arc International Business Overview
 - 10.1.5 Arc International SWOT Analysis

- 10.1.6 Arc International Recent Developments
- 10.2 Libbey
 - 10.2.1 Libbey Basic Information
 - 10.2.2 Libbey Branded Glassware Product Overview
 - 10.2.3 Libbey Branded Glassware Product Market Performance
 - 10.2.4 Libbey Business Overview
 - 10.2.5 Libbey SWOT Analysis
 - 10.2.6 Libbey Recent Developments
- 10.3 Pasabahce
 - 10.3.1 Pasabahce Basic Information
 - 10.3.2 Pasabahce Branded Glassware Product Overview
 - 10.3.3 Pasabahce Branded Glassware Product Market Performance
 - 10.3.4 Pasabahce Business Overview
 - 10.3.5 Pasabahce SWOT Analysis
 - 10.3.6 Pasabahce Recent Developments
- 10.4 The Oneida Group
 - 10.4.1 The Oneida Group Basic Information
 - 10.4.2 The Oneida Group Branded Glassware Product Overview
 - 10.4.3 The Oneida Group Branded Glassware Product Market Performance
 - 10.4.4 The Oneida Group Business Overview
 - 10.4.5 The Oneida Group Recent Developments
- 10.5 Riedel
 - 10.5.1 Riedel Basic Information
 - 10.5.2 Riedel Branded Glassware Product Overview
 - 10.5.3 Riedel Branded Glassware Product Market Performance
 - 10.5.4 Riedel Business Overview
 - 10.5.5 Riedel Recent Developments
- 10.6 Bormioli Luigi SpA
 - 10.6.1 Bormioli Luigi SpA Basic Information
 - 10.6.2 Bormioli Luigi SpA Branded Glassware Product Overview
 - 10.6.3 Bormioli Luigi SpA Branded Glassware Product Market Performance
 - 10.6.4 Bormioli Luigi SpA Business Overview
 - 10.6.5 Bormioli Luigi SpA Recent Developments
- 10.7 Tervis
 - 10.7.1 Tervis Basic Information
 - 10.7.2 Tervis Branded Glassware Product Overview
 - 10.7.3 Tervis Branded Glassware Product Market Performance
 - 10.7.4 Tervis Business Overview
 - 10.7.5 Tervis Recent Developments

10.8 Zwiesel Kristallglas

10.8.1 Zwiesel Kristallglas Basic Information

10.8.2 Zwiesel Kristallglas Branded Glassware Product Overview

10.8.3 Zwiesel Kristallglas Branded Glassware Product Market Performance

10.8.4 Zwiesel Kristallglas Business Overview

10.8.5 Zwiesel Kristallglas Recent Developments

10.9 Fiskars

10.9.1 Fiskars Basic Information

10.9.2 Fiskars Branded Glassware Product Overview

10.9.3 Fiskars Branded Glassware Product Market Performance

10.9.4 Fiskars Business Overview

10.9.5 Fiskars Recent Developments

10.10 Boelter Companies

10.10.1 Boelter Companies Basic Information

10.10.2 Boelter Companies Branded Glassware Product Overview

10.10.3 Boelter Companies Branded Glassware Product Market Performance

10.10.4 Boelter Companies Business Overview

10.10.5 Boelter Companies Recent Developments

10.11 Rona

10.11.1 Rona Basic Information

10.11.2 Rona Branded Glassware Product Overview

10.11.3 Rona Branded Glassware Product Market Performance

10.11.4 Rona Business Overview

10.11.5 Rona Recent Developments

10.12 Treo

10.12.1 Treo Basic Information

10.12.2 Treo Branded Glassware Product Overview

10.12.3 Treo Branded Glassware Product Market Performance

10.12.4 Treo Business Overview

10.12.5 Treo Recent Developments

10.13 Stozle

10.13.1 Stozle Basic Information

10.13.2 Stozle Branded Glassware Product Overview

10.13.3 Stozle Branded Glassware Product Market Performance

10.13.4 Stozle Business Overview

10.13.5 Stozle Recent Developments

10.14 DeLi

10.14.1 DeLi Basic Information

10.14.2 DeLi Branded Glassware Product Overview

- 10.14.3 DeLi Branded Glassware Product Market Performance
- 10.14.4 DeLi Business Overview
- 10.14.5 DeLi Recent Developments
- 10.15 Blinkmax
 - 10.15.1 Blinkmax Basic Information
 - 10.15.2 Blinkmax Branded Glassware Product Overview
 - 10.15.3 Blinkmax Branded Glassware Product Market Performance
 - 10.15.4 Blinkmax Business Overview
 - 10.15.5 Blinkmax Recent Developments
- 10.16 Huapeng
 - 10.16.1 Huapeng Basic Information
 - 10.16.2 Huapeng Branded Glassware Product Overview
 - 10.16.3 Huapeng Branded Glassware Product Market Performance
 - 10.16.4 Huapeng Business Overview
 - 10.16.5 Huapeng Recent Developments
- 10.17 Festival Glass
 - 10.17.1 Festival Glass Basic Information
 - 10.17.2 Festival Glass Branded Glassware Product Overview
 - 10.17.3 Festival Glass Branded Glassware Product Market Performance
 - 10.17.4 Festival Glass Business Overview
 - 10.17.5 Festival Glass Recent Developments

11 BRANDED GLASSWARE MARKET FORECAST BY REGION

- 11.1 Global Branded Glassware Market Size Forecast
- 11.2 Global Branded Glassware Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Branded Glassware Market Size Forecast by Country
 - 11.2.3 Asia Pacific Branded Glassware Market Size Forecast by Region
 - 11.2.4 South America Branded Glassware Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Branded Glassware by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2033)

- 12.1 Global Branded Glassware Market Forecast by Type (2026-2033)
 - 12.1.1 Global Forecasted Sales of Branded Glassware by Type (2026-2033)
 - 12.1.2 Global Branded Glassware Market Size Forecast by Type (2026-2033)
 - 12.1.3 Global Forecasted Price of Branded Glassware by Type (2026-2033)
- 12.2 Global Branded Glassware Market Forecast by Application (2026-2033)

12.2.1 Global Branded Glassware Sales (K Units) Forecast by Application
12.2.2 Global Branded Glassware Market Size (M USD) Forecast by Application
(2026-2033)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Market Size (M USD) Segment Executive Summary

Table 4. Branded Glassware Market Size Comparison by Region (M USD)

Table 5. Global Branded Glassware Sales (K Units) by Manufacturers (2020-2025)

Table 6. Global Branded Glassware Sales Market Share by Manufacturers (2020-2025)

Table 7. Global Branded Glassware Revenue (M USD) by Manufacturers (2020-2025)

Table 8. Global Branded Glassware Revenue Share by Manufacturers (2020-2025)

Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Branded Glassware as of 2024)

Table 10. Global Market Branded Glassware Average Price (USD/Unit) of Key Manufacturers (2020-2025)

Table 11. Manufacturers? Manufacturing Sites, Areas Served

Table 12. Manufacturers? Product Type

Table 13. Global Branded Glassware Manufacturers Market Concentration Ratio (CR5 and HHI)

Table 14. Mergers & Acquisitions, Expansion Plans

Table 15. Market Overview of Key Raw Materials

Table 16. Midstream Market Analysis

Table 17. Downstream Customer Analysis

Table 18. Key Development Trends

Table 19. Driving Factors

Table 20. Branded Glassware Market Challenges

Table 21. Goldman Sachs' forecast real GDP growth rate for 2024-2026

Table 22. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027

Table 23. World Bank ' Forecast Real GDP Growth Rate For 2024-2026

Table 24. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries

Table 25. Global Branded Glassware Sales by Type (K Units)

Table 26. Global Branded Glassware Market Size by Type (M USD)

Table 27. Global Branded Glassware Sales (K Units) by Type (2020-2025)

Table 28. Global Branded Glassware Sales Market Share by Type (2020-2025)

Table 29. Global Branded Glassware Market Size (M USD) by Type (2020-2025)

Table 30. Global Branded Glassware Market Size Share by Type (2020-2025)

Table 31. Global Branded Glassware Price (USD/Unit) by Type (2020-2025)

Table 32. Global Branded Glassware Sales (K Units) by Application
Table 33. Global Branded Glassware Market Size by Application
Table 34. Global Branded Glassware Sales by Application (2020-2025) & (K Units)
Table 35. Global Branded Glassware Sales Market Share by Application (2020-2025)
Table 36. Global Branded Glassware Market Size by Application (2020-2025) & (M USD)
Table 37. Global Branded Glassware Market Share by Application (2020-2025)
Table 38. Global Branded Glassware Sales Growth Rate by Application (2020-2025)
Table 39. Global Branded Glassware Sales by Region (2020-2025) & (K Units)
Table 40. Global Branded Glassware Sales Market Share by Region (2020-2025)
Table 41. Global Branded Glassware Market Size by Region (2020-2025) & (M USD)
Table 42. Global Branded Glassware Market Size Market Share by Region (2020-2025)
Table 43. North America Branded Glassware Sales by Country (2020-2025) & (K Units)
Table 44. North America Branded Glassware Market Size by Country (2020-2025) & (M USD)
Table 45. Europe Branded Glassware Sales by Country (2020-2025) & (K Units)
Table 46. Europe Branded Glassware Market Size by Country (2020-2025) & (M USD)
Table 47. Asia Pacific Branded Glassware Sales by Region (2020-2025) & (K Units)
Table 48. Asia Pacific Branded Glassware Market Size by Region (2020-2025) & (M USD)
Table 49. South America Branded Glassware Sales by Country (2020-2025) & (K Units)
Table 50. South America Branded Glassware Market Size by Country (2020-2025) & (M USD)
Table 51. Middle East and Africa Branded Glassware Sales by Region (2020-2025) & (K Units)
Table 52. Middle East and Africa Branded Glassware Market Size by Region (2020-2025) & (M USD)
Table 53. Global Branded Glassware Production (K Units) by Region(2020-2025)
Table 54. Global Branded Glassware Revenue (US\$ Million) by Region (2020-2025)
Table 55. Global Branded Glassware Revenue Market Share by Region (2020-2025)
Table 56. Global Branded Glassware Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 57. North America Branded Glassware Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 58. Europe Branded Glassware Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 59. Japan Branded Glassware Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 60. China Branded Glassware Production (K Units), Revenue (US\$ Million), Price

(USD/Unit) and Gross Margin (2020-2025)

Table 61. Arc International Basic Information

Table 62. Arc International Branded Glassware Product Overview

Table 63. Arc International Branded Glassware Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 64. Arc International Business Overview

Table 65. Arc International SWOT Analysis

Table 66. Arc International Recent Developments

Table 67. Libbey Basic Information

Table 68. Libbey Branded Glassware Product Overview

Table 69. Libbey Branded Glassware Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 70. Libbey Business Overview

Table 71. Libbey SWOT Analysis

Table 72. Libbey Recent Developments

Table 73. Pasabahce Basic Information

Table 74. Pasabahce Branded Glassware Product Overview

Table 75. Pasabahce Branded Glassware Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 76. Pasabahce Business Overview

Table 77. Pasabahce SWOT Analysis

Table 78. Pasabahce Recent Developments

Table 79. The Oneida Group Basic Information

Table 80. The Oneida Group Branded Glassware Product Overview

Table 81. The Oneida Group Branded Glassware Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 82. The Oneida Group Business Overview

Table 83. The Oneida Group Recent Developments

Table 84. Riedel Basic Information

Table 85. Riedel Branded Glassware Product Overview

Table 86. Riedel Branded Glassware Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 87. Riedel Business Overview

Table 88. Riedel Recent Developments

Table 89. Bormioli Luigi SpA Basic Information

Table 90. Bormioli Luigi SpA Branded Glassware Product Overview

Table 91. Bormioli Luigi SpA Branded Glassware Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 92. Bormioli Luigi SpA Business Overview

Table 93. Bormioli Luigi SpA Recent Developments

Table 94. Tervis Basic Information

Table 95. Tervis Branded Glassware Product Overview

Table 96. Tervis Branded Glassware Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 97. Tervis Business Overview

Table 98. Tervis Recent Developments

Table 99. Zwiesel Kristallglas Basic Information

Table 100. Zwiesel Kristallglas Branded Glassware Product Overview

Table 101. Zwiesel Kristallglas Branded Glassware Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 102. Zwiesel Kristallglas Business Overview

Table 103. Zwiesel Kristallglas Recent Developments

Table 104. Fiskars Basic Information

Table 105. Fiskars Branded Glassware Product Overview

Table 106. Fiskars Branded Glassware Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 107. Fiskars Business Overview

Table 108. Fiskars Recent Developments

Table 109. Boelter Companies Basic Information

Table 110. Boelter Companies Branded Glassware Product Overview

Table 111. Boelter Companies Branded Glassware Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 112. Boelter Companies Business Overview

Table 113. Boelter Companies Recent Developments

Table 114. Rona Basic Information

Table 115. Rona Branded Glassware Product Overview

Table 116. Rona Branded Glassware Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 117. Rona Business Overview

Table 118. Rona Recent Developments

Table 119. Treo Basic Information

Table 120. Treo Branded Glassware Product Overview

Table 121. Treo Branded Glassware Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 122. Treo Business Overview

Table 123. Treo Recent Developments

Table 124. Stozle Basic Information

Table 125. Stozle Branded Glassware Product Overview

Table 126. Stozle Branded Glassware Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 127. Stozle Business Overview

Table 128. Stozle Recent Developments

Table 129. DeLi Basic Information

Table 130. DeLi Branded Glassware Product Overview

Table 131. DeLi Branded Glassware Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 132. DeLi Business Overview

Table 133. DeLi Recent Developments

Table 134. Blinkmax Basic Information

Table 135. Blinkmax Branded Glassware Product Overview

Table 136. Blinkmax Branded Glassware Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 137. Blinkmax Business Overview

Table 138. Blinkmax Recent Developments

Table 139. Huapeng Basic Information

Table 140. Huapeng Branded Glassware Product Overview

Table 141. Huapeng Branded Glassware Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 142. Huapeng Business Overview

Table 143. Huapeng Recent Developments

Table 144. Festival Glass Basic Information

Table 145. Festival Glass Branded Glassware Product Overview

Table 146. Festival Glass Branded Glassware Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 147. Festival Glass Business Overview

Table 148. Festival Glass Recent Developments

Table 149. Global Branded Glassware Sales Forecast by Region (2026-2033) & (K Units)

Table 150. Global Branded Glassware Market Size Forecast by Region (2026-2033) & (M USD)

Table 151. North America Branded Glassware Sales Forecast by Country (2026-2033) & (K Units)

Table 152. North America Branded Glassware Market Size Forecast by Country (2026-2033) & (M USD)

Table 153. Europe Branded Glassware Sales Forecast by Country (2026-2033) & (K Units)

Table 154. Europe Branded Glassware Market Size Forecast by Country (2026-2033) &

(M USD)

Table 155. Asia Pacific Branded Glassware Sales Forecast by Region (2026-2033) & (K Units)

Table 156. Asia Pacific Branded Glassware Market Size Forecast by Region (2026-2033) & (M USD)

Table 157. South America Branded Glassware Sales Forecast by Country (2026-2033) & (K Units)

Table 158. South America Branded Glassware Market Size Forecast by Country (2026-2033) & (M USD)

Table 159. Middle East and Africa Branded Glassware Sales Forecast by Country (2026-2033) & (Units)

Table 160. Middle East and Africa Branded Glassware Market Size Forecast by Country (2026-2033) & (M USD)

Table 161. Global Branded Glassware Sales Forecast by Type (2026-2033) & (K Units)

Table 162. Global Branded Glassware Market Size Forecast by Type (2026-2033) & (M USD)

Table 163. Global Branded Glassware Price Forecast by Type (2026-2033) & (USD/Unit)

Table 164. Global Branded Glassware Sales (K Units) Forecast by Application (2026-2033)

Table 165. Global Branded Glassware Market Size Forecast by Application (2026-2033) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Branded Glassware
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Branded Glassware Market Size (M USD), 2024-2033
- Figure 5. Global Branded Glassware Market Size (M USD) (2020-2033)
- Figure 6. Global Branded Glassware Sales (K Units) & (2020-2033)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Branded Glassware Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Branded Glassware Product Life Cycle
- Figure 13. Branded Glassware Sales Share by Manufacturers in 2024
- Figure 14. Global Branded Glassware Revenue Share by Manufacturers in 2024
- Figure 15. Branded Glassware Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024
- Figure 16. Global Market Branded Glassware Average Price (USD/Unit) of Key Manufacturers in 2024
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Branded Glassware Revenue in 2024
- Figure 18. Industry Chain Map of Branded Glassware
- Figure 19. Global Branded Glassware Market PEST Analysis
- Figure 20. Global Branded Glassware Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Branded Glassware Market Share by Type
- Figure 27. Sales Market Share of Branded Glassware by Type (2020-2025)
- Figure 28. Sales Market Share of Branded Glassware by Type in 2024
- Figure 29. Market Size Share of Branded Glassware by Type (2020-2025)
- Figure 30. Market Size Share of Branded Glassware by Type in 2024
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Branded Glassware Market Share by Application

Figure 33. Global Branded Glassware Sales Market Share by Application (2020-2025)

Figure 34. Global Branded Glassware Sales Market Share by Application in 2024

Figure 35. Global Branded Glassware Market Share by Application (2020-2025)

Figure 36. Global Branded Glassware Market Share by Application in 2024

Figure 37. Global Branded Glassware Sales Growth Rate by Application (2020-2025)

Figure 38. Global Branded Glassware Sales Market Share by Region (2020-2025)

Figure 39. Global Branded Glassware Market Size Market Share by Region
(2020-2025)

Figure 40. North America Branded Glassware Sales and Growth Rate (2020-2025) & (K Units)

Figure 41. North America Branded Glassware Sales and Growth Rate (2020-2025) & (K Units)

Figure 42. North America Branded Glassware Sales Market Share by Country in 2024

Figure 43. North America Branded Glassware Market Size and Growth Rate
(2020-2025) & (M USD)

Figure 44. North America Branded Glassware Market Size Market Share by Country in
2024

Figure 45. U.S. Branded Glassware Sales and Growth Rate (2020-2025) & (K Units)

Figure 46. U.S. Branded Glassware Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Canada Branded Glassware Sales (K Units) and Growth Rate (2020-2025)

Figure 48. Canada Branded Glassware Market Size (M USD) and Growth Rate
(2020-2025)

Figure 49. Mexico Branded Glassware Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico Branded Glassware Market Size (Units) and Growth Rate
(2020-2025)

Figure 51. Europe Branded Glassware Sales and Growth Rate (2020-2025) & (K Units)

Figure 52. Europe Branded Glassware Sales Market Share by Country in 2024

Figure 53. Europe Branded Glassware Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Branded Glassware Market Size Market Share by Country in 2024

Figure 55. Germany Branded Glassware Sales and Growth Rate (2020-2025) & (K Units)

Figure 56. Germany Branded Glassware Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Branded Glassware Sales and Growth Rate (2020-2025) & (K Units)

Figure 58. France Branded Glassware Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Branded Glassware Sales and Growth Rate (2020-2025) & (K Units)

Figure 60. U.K. Branded Glassware Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Branded Glassware Sales and Growth Rate (2020-2025) & (K Units)

Figure 62. Italy Branded Glassware Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Branded Glassware Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Spain Branded Glassware Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Branded Glassware Sales and Growth Rate (K Units)

Figure 66. Asia Pacific Branded Glassware Sales Market Share by Region in 2024

Figure 67. Asia Pacific Branded Glassware Market Size Market Share by Region in 2024

Figure 68. China Branded Glassware Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China Branded Glassware Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Branded Glassware Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan Branded Glassware Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Branded Glassware Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea Branded Glassware Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Branded Glassware Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India Branded Glassware Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Branded Glassware Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia Branded Glassware Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Branded Glassware Sales and Growth Rate (K Units)

Figure 79. South America Branded Glassware Sales Market Share by Country in 2024

Figure 80. South America Branded Glassware Market Size and Growth Rate (M USD)

Figure 81. South America Branded Glassware Market Size Market Share by Country in 2024

Figure 82. Brazil Branded Glassware Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil Branded Glassware Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Branded Glassware Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina Branded Glassware Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Branded Glassware Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia Branded Glassware Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Branded Glassware Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa Branded Glassware Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Branded Glassware Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Branded Glassware Market Size Market Share by Region in 2024

Figure 92. Saudi Arabia Branded Glassware Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia Branded Glassware Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Branded Glassware Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE Branded Glassware Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Branded Glassware Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt Branded Glassware Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Branded Glassware Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria Branded Glassware Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Branded Glassware Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa Branded Glassware Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Branded Glassware Production Market Share by Region (2020-2025)

Figure 103. North America Branded Glassware Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe Branded Glassware Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan Branded Glassware Production (K Units) Growth Rate (2020-2025)

Figure 106. China Branded Glassware Production (K Units) Growth Rate (2020-2025)

Figure 107. Global Branded Glassware Sales Forecast by Volume (2020-2033) & (K Units)

Figure 108. Global Branded Glassware Market Size Forecast by Value (2020-2033) & (M USD)

Figure 109. Global Branded Glassware Sales Market Share Forecast by Type (2026-2033)

Figure 110. Global Branded Glassware Market Share Forecast by Type (2026-2033)

Figure 111. Global Branded Glassware Sales Forecast by Application (2026-2033)

Figure 112. Global Branded Glassware Market Share Forecast by Application (2026-2033)

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