

Global Hard Cooler Market Research Report 2024(Status and Outlook)

<https://marketpublishers.com/r/GCEEDD817848EN.html>

Date: November 2024

Pages: 151

Price: US\$ 3,200.00 (Single User License)

ID: GCEEDD817848EN

Abstracts

Report Overview

A cooler, portable ice chest, ice box, cool box, chilly bin (in New Zealand), or esky (Australia) is an insulated box used to keep food or drink cool.

Coolers are often taken on picnics, and on vacation or holiday. Where summers are hot, they may also be used just for getting cold groceries home from the store, such as keeping ice cream from melting in a hot automobile. Even without adding ice, this can be helpful, especially if the trip home will be lengthy. Some coolers have built-in cupholders in the lid.

Hard-sided coolers are usually made of plastic to provide long-term cold storage and one-of-kind durability.

The global Hard Cooler market size is projected to reach US\$ 1877.46 Million by 2028, from US\$ 1181.73 million in 2021, at a CAGR of 5.91% during 2022-2028. The demand for devices has a positive impact. Camping coolers are increasingly intensifying its growth as people are increasingly inclined to spend more time in outdoor locations. Products that help preserve food while maintaining the temperature of beverages help attract more consumers. Against the background of the scale expansion of the camping market, more outdoor activities such as camping for cooler usage scenarios will greatly promote the development of the cooler market.

At the same time, increased production of innovative products brought about by solar energy, wifi connectivity, USB ports, etc., is becoming an opportunity for the growth of the hard cooler market. The many uses of coolers, the vigorous development of the

outdoor industry, and the high-speed growth of tourism are also driving the rapid expansion of the hard cooler market.

Unlike many other industries, the COVID-19 pandemic has not limited the hard cooler market. On the contrary, the promotion of outdoor activities such as camping due to the epidemic has brought about market growth. According to statistics from the Outdoor Industry Association (OIA), from April to June 2020, the number of Americans participating in outdoor sports has increased significantly, with running, cycling and hiking seeing the largest increases. In the questionnaire evaluation of five categories of sports including team sports, fitness, outdoor sports, individual sports and racket sports, the respondents believed that outdoor sports were least affected by the epidemic restrictions, which can also be seen in the national fitness report of SFIA in the United States. By the end of 2020, the national outdoor participation rate will increase significantly by 2.2pct to 52.9%, which is much higher than the historical level since 2006.

In 2021, the governments of various countries have further relaxed the control of the epidemic. Except for certain restrictions on gathering and contact large-scale outdoor activities and competitions in some countries, non-gathering outdoor sports events and venues have basically opened up. On the other hand, during the epidemic, in order to prevent the impact of the epidemic on the economy and life, European and American countries generally issued epidemic subsidies to promote consumption. With the rise of Amazon and other e-commerce during the epidemic, sellers from China and other production places provided a large number of cheap Walmart's outdoor products will benefit the outdoor industry together.

Segment by Type, the Hard Cooler can be split into 0-30 Quart, 31-50 Quart, etc. In 2021, the market share of 51-100 Quart type leads the entire market with the highest 37.10%. This size cooler is usually designed as a push-pull and is one of the most popular sizes. In the 2022-2028 forecaster, we estimate that the market size of the 31-50 Quart type will grow the fastest, reaching a CAGR of 6.56%. The product is in the perfect volume range for most consumers as it is capable of holding a sufficient number of items, which in turn increases the preference rate.

From the perspective of application scenarios, the Hard Cooler market can be divided into several departments such as Camping, Fishing, Hiking, Picnic, and Others. The Camping sector has currently become the most important market for the Hard Cooler, and it has accounted for 46.28% of the market in 2021. Hard cooler products can help preserve food while maintaining the temperature of beverages, making them the first

choice of many campers. The market size of the Picnic segment will expand at the highest CAGR of 9.92% during the forecast period. Growing popularity of house parties in various places such as lakes, rivers, resorts, etc. is driving the consumption of hard coolers.

On basis of geography, the Hard Cooler market is segmented into North America, Europe, Asia-Pacific, South America, Middle East and Africa, etc. North America dominates the entire Hard Cooler market and is expected to grow throughout 2022-2028 continue over the forecast period. Large number of people participating in camping events is estimated to have a positive impact on accelerating the demand for camping coolers. For example, according to the 'Camping Statistics 2020' data released by Condorferries.Co.UK, in 2018, in the United States, the number of households who decided to go camping increased by 4 million to approximately 78.8 million.

Moreover, the popularity of vacation travel among the population in the region is likely to spike the consumption rate. For example, according to data released by the US Travel.Org, in 2018, more than half of the US population marked 768 million days in their schedules as vacation time.

At present, the concentration of the Hard Cooler market is not high, and the companies in it are still out of fierce competition. According to our calculations, the indicators CR5 and HHI related to market concentration in 2021 will be 73.07% and 12.34% respectively, slightly higher than the level in 2020. Currently, market players are focusing on promoting biodegradable insulated coolers to sustain the global insulated coolers market. Major players in the current market include YETI, Igloo, Coleman (Esky), Pelican, Lifetime, Gathr Outdoors, Grizzly, K2 coolers, Cordova Coolers, RTIC Outdoors LLC, Stanley, Bison Coolers, Koolatron, Blue Coolers, OtterBox, California Innovations Inc , Polar Bear Coolers, Engel.

This report provides a deep insight into the global Hard Cooler market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Hard Cooler Market, this report introduces in detail the market share, market

performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Hard Cooler market in any manner.

Global Hard Cooler Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

YETI

Igloo

Coleman (Esky)

Pelican

Lifetime

Gathr Outdoors

Grizzly

K2 coolers

Cordova Coolers

RTIC Outdoors LLC

Stanley

Bison Coolers

Koolatron

Blue Coolers

OtterBox

California Innovations Inc

Polar Bear Coolers

Engel

Others

Market Segmentation (by Type)

0-30 Quart

31-50 Quart

51-100 Quart

101-150 Quart

Others

Market Segmentation (by Application)

Camping

Fishing

Hiking

Picnic

Others

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 Hard Cooler Market

Overview of the regional outlook of the Hard Cooler Market:

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 (USD Billion) 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

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 Hard Cooler 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 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 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

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