

Cooler Bags Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 to 2032

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Abstracts

The Global Cooler Bags Market was valued at USD 3.9 billion in 2023 and is projected to experience a CAGR of 3.8% from 2024 to 2032. This growth can be attributed to the rising popularity of outdoor activities such as camping, picnicking, and fishing, which has led to an increased demand for portable cooling solutions. Health-conscious individuals seek ways to keep their food and beverages fresh during outdoor excursions, making cooler bags a favored choice. Additionally, the growing trend towards environmentally friendly components has spurred the progress of refillable cooler bags made from sustainable materials. The market is segmented by material type into categories such as plastic, metal, fabric, foam, and others, including gel.

In 2023, metal cooler bags emerged as the leading segment, generating over USD 1.3 billion in revenue and expected to reach USD 1.8 billion by 2032. Their dominance is due to their durability, superior insulation, and a longer lifespan than fabric or plastic alternatives. Constructed from materials like stainless steel or aluminum, these bags are designed to withstand harsh conditions while maintaining stable temperatures, making them ideal for various outdoor adventures. Another key segmentation is based on capacity, which includes cooler bags under 10 liters, those between 10 and 20 liters, and those above 20 liters. Cooler bags with a capacity of under 10 liters dominated the market in 2023, achieving revenues exceeding USD 1.4 billion, and projected to grow to USD 1.9 billion by 2032. Their popularity stems from their portability; smaller bags are more convenient to carry, making them well-suited for individuals or small groups.

They are particularly favored for short outings and day trips due to their affordability, as smaller options tend to be less expensive than larger ones. Additionally, limited storage space in vehicles or homes makes compact cooler bags a practical choice for many consumers. North America stands out as the largest market for cooler bags, generating

significant revenue of USD 1.3 billion in 2023 and expected to rise to USD 1.8 billion by 2032. This growth is driven by the region's strong interest in outdoor activities such as camping, hiking, and fishing. Consumers in North America often prefer portable, durable products that effectively keep food and beverages cool for extended periods. The robust culture of outdoor sports and leisure in this region underscores the ongoing demand for reliable cooling solutions, further enhancing market growth prospects.

Contents

Report Content

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definition
- 1.2 Base estimates & calculations
- 1.3 Forecast parameters
- 1.4 Data sources
 - 1.4.1 Primary
 - 1.4.2 Secondary
 - 1.4.2.1 Paid sources
 - 1.4.2.2 Public sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis, 2021 - 2032

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
 - 3.1.1 Factors affecting the value chain
 - 3.1.2 Profit margin analysis
 - 3.1.3 Disruptions
 - 3.1.4 Future outlook
 - 3.1.5 Manufacturers
 - 3.1.6 Distributors
 - 3.1.7 Retailers
- 3.2 Impact forces
 - 3.2.1 Growth drivers
 - 3.2.1.1 Rising demand for outdoor activities
 - 3.2.1.2 Focus on sustainability
 - 3.2.1.3 Technological advancements:
 - 3.2.1.4 Customization and personalization
 - 3.2.2 Industry pitfalls & challenges
 - 3.2.2.1 Intense competition
 - 3.2.2.2 Price sensitivity of consumers
- 3.3 Technology & innovation landscape

- 3.4 Consumer buying behavior analysis
 - 3.4.1 Demographic trends
 - 3.4.2 Factors Affecting Buying Decision
 - 3.4.3 Preferred Distribution Channel
 - 3.4.4 Preferred Price Range
- 3.5 Growth potential analysis
- 3.6 Regulatory landscape
- 3.7 Pricing analysis
- 3.8 Porter's analysis
- 3.9 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2023

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive positioning matrix
- 4.4 Strategic outlook matrix

CHAPTER 5 MARKET ESTIMATES & FORECAST, BY MATERIAL TYPE, 2021 – 2032, (USD BILLION) (MILLION UNITS)

- 5.1 Key trends
- 5.2 Plastic
- 5.3 Metal
- 5.4 Fabric
- 5.5 Foam
- 5.6 Others (gel, etc.)

CHAPTER 6 MARKET ESTIMATES & FORECAST, BY CAPACITY, 2021 – 2032, (USD BILLION) (MILLION UNITS)

- 6.1 Key trends
- 6.2 Below 10 liters
- 6.3 Between 10-20 liters
- 6.4 Above 20 liters

CHAPTER 7 MARKET ESTIMATES & FORECAST, BY PRICE RANGE, 2021 – 2032, (USD BILLION) (MILLION UNITS)

7.1 Key trends

7.2 Low

7.3 Medium

7.4 High

CHAPTER 8 MARKET ESTIMATES & FORECAST, BY APPLICATION, 2021 – 2032, (USD BILLION) (MILLION UNITS)

8.1 Key trends

8.2 Individual

8.3 Retail

8.4 Travel

8.5 Others

CHAPTER 9 MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL, 2021 – 2032, (USD BILLION) (MILLION UNITS)

9.1 Key trends

9.2 Online

9.2.1 E-commerce

9.2.2 Company websites

9.3 Offline

9.3.1 Supermarkets/Hypermarkets

9.3.2 Specialty stores

9.3.3 Convenience stores (departmental, independent)

CHAPTER 10 MARKET ESTIMATES & FORECAST, BY REGION, 2021 – 2032, (USD BILLION) (MILLION UNITS)

10.1 Key trends

10.2 North America

10.2.1 U.S.

10.2.2 Canada

10.3 Europe

10.3.1 Germany

10.3.2 UK

10.3.3 France

10.3.4 Italy

10.3.5 Spain

10.4 Asia Pacific

10.4.1 China

10.4.2 India

10.4.3 Japan

10.4.4 South Korea

10.4.5 Australia

10.5 Latin America

10.5.1 Brazil

10.5.2 Mexico

10.5.3 Argentina

10.6 MEA

10.6.1 Saudi Arabia

10.6.2 UAE

10.6.3 South Africa

CHAPTER 11 COMPANY PROFILES (BUSINESS OVERVIEW, FINANCIAL DATA, PRODUCT LANDSCAPE, STRATEGIC OUTLOOK, SWOT ANALYSIS)

11.1 AO Coolers

11.2 Arctic Zone

11.3 Carhartt

11.4 Coleman Company

11.5 Dometic Group

11.6 Engel Coolers

11.7 Grizzly Coolers

11.8 Hydro Flask

11.9 Igloo Products Corp.

11.10 Klein Tools

11.11 Patagonia

11.12 Pelican Products

11.13 RTIC Outdoors

11.14 Thermos

11.15 YETI Holdings

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