

Insulated Products Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 to 2032

<https://marketpublishers.com/r/I607FAB77E42EN.html>

Date: September 2024

Pages: 149

Price: US\$ 4,365.00 (Single User License)

ID: I607FAB77E42EN

Abstracts

The Global Insulated Products Market was valued at USD 73.5 billion in 2023 and is projected to grow at a CAGR of 5.5% throughout 2024-2032. Increasing consumer awareness of the benefits of maintaining proper nutrition and staying hydrated is driving demand for insulated drinkware and food storage solutions. These products help maintain beverages and meals at desired temperatures, offering both health and convenience benefits. With busy lifestyles on the rise, consumers are seeking convenient solutions for transporting food and beverages. Insulated products offer portability and ease of use, which makes them suitable for daily activities.

Advances in technologies and insulation materials, such as advanced polymers and double-walled vacuum insulation, are enhancing product performance, ensuring better temperature control and durability. A growing interest in outdoor activities also fuels demand for durable insulated products, as they are effective in keeping food and drinks at optimal temperatures during extended excursions. The market is segmented based on product type, including drinkware, food storage, pitchers, jugs, and insulated serving bowls. In 2023, the drinkware segment dominated the market, valued at USD 29.9 billion, and is expected to reach USD 49.7 billion by 2032. Consumers are increasingly seeking insulated drinkware that maintains beverage temperatures throughout the day, which has become essential for on-the-go lifestyles.

Attributes such as easy-to-carry handles and spill-proof lids add to their appeal. The market is also categorized by material, with glass and metal being the primary options. In 2023, glass held the dominant market share, accounting for 55%. Glass is preferred for its premium aesthetic and appeal to consumers looking for elegant insulated products.

On the other hand, metal, particularly stainless steel and aluminum, is known for its durability, making it a popular choice for frequent use in harsher conditions. North

America led the market with a value of USD 19.4 billion in 2023, expected to grow to USD 31.8 billion by 2032. The U.S. market is set to grow at a CAGR of 5.9%, driven by increasing health and fitness awareness. In Europe, Germany maintains a strong position, with a focus on environmentally conscious products. Meanwhile, China is expected to witness the highest growth in the region, at a CAGR of 6.6%, driven by increasing urbanization and demand for convenient, practical solutions.

Contents

Report Content

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definitions
- 1.2 Base estimates & calculations
- 1.3 Forecast calculations
- 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 Factor 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
- 3.2 Supplier landscape
- 3.3 Profit margin analysis
- 3.4 Raw material analysis
- 3.5 Key news & initiatives
- 3.6 Regulatory landscape
- 3.7 Impact forces
 - 3.7.1 Growth drivers
 - 3.7.1.1 Rising awareness of health
 - 3.7.1.2 Growing outdoor activities trends
 - 3.7.1.3 Advancements in technologies
 - 3.7.1.4 Rising disposable income

- 3.7.2 Industry pitfalls & challenges
 - 3.7.2.1 Fluctuating raw material costs
 - 3.7.2.2 Regulatory and compliance issues
- 3.8 Growth potential analysis
- 3.9 Porter's analysis
- 3.10 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 PRODUCT, 2021-2032 (USD BILLION) (MILLION UNITS)

- 5.1 Key trends
- 5.2 Drinkware
 - 5.2.1 Tumblers
 - 5.2.2 Water bottles
 - 5.2.3 Travel mugs
 - 5.2.4 Thermoses
 - 5.2.5 Beer/wine glasses
- 5.3 Food Storage
 - 5.3.1 Lunch boxes
 - 5.3.2 Food containers
 - 5.3.3 Coolers/ice chests
- 5.4 Pitchers and jugs
- 5.5 Insulated serving bowls

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

- 6.1 Key trends
- 6.2 Glass
 - 6.2.1 Tempered glass
 - 6.2.2 Borosilicate glass
 - 6.2.3 Others

6.3 Metals

6.3.1 Stainless steel

6.3.2 Aluminum

6.3.3 Titanium

6.3.4 Composite material

6.3.5 Glass-lined steel

CHAPTER 7 MARKET ESTIMATES & FORECAST, BY USAGE, 2021-2032 (USD BILLION) (MILLION UNITS)

7.1 Key trends

7.2 Everyday use

7.3 Outdoor/camping

7.4 Sports and fitness

7.5 Travel

7.6 Office/work

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

8.1 Key trends

8.2 Sweat-proof exterior

8.3 Non-slip base

8.4 Ergonomic grip

8.5 Wide-mouth opening

8.6 Collapsible

8.7 Built-in strainers/infusers

CHAPTER 9 MARKET ESTIMATES & FORECAST, BY INSULATION TECHNOLOGY, 2021-2032 (USD BILLION) (MILLION UNITS)

9.1 Key trends

9.2 Vacuum insulation

9.3 Double-wall insulation

9.4 Foam insulation

9.5 Reflective insulation

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

- 10.1 Key trends
- 10.2 Small (under 16 oz)
- 10.3 Medium (16-32 oz)
- 10.4 Large (32-64 oz)
- 10.5 Extra large (over 64 oz)

CHAPTER 11 MARKET ESTIMATES & FORECAST, BY TEMPERATURE RETENTION, 2021-2032 (USD BILLION) (MILLION UNITS)

- 11.1 Key trends
- 11.2 Cold retention
- 11.3 Heat retention
- 11.4 Dual temperature (hot and cold)

CHAPTER 12 MARKET ESTIMATES & FORECAST, BY PRICE RANGE, 2021-2032 (USD BILLION) (MILLION UNITS)

- 12.1 Key trends
- 12.2 Economy
- 12.3 Mid-range
- 12.4 Premium
- 12.5 Luxury

CHAPTER 13 MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL, 2021-2032 (USD BILLION) (MILLION UNITS)

- 13.1 Key trends
- 13.2 Online
 - 13.2.1 Ecommerce website
 - 13.2.2 Company owned website
- 13.3 Offline
 - 13.3.1 Specialty stores
 - 13.3.2 Department stores
 - 13.3.3 Home improvement stores
 - 13.3.4 Others

CHAPTER 14 MARKET ESTIMATES & FORECAST, BY REGION, 2021-2032 (USD BILLION) (MILLION UNITS)

- 14.1 Key trends
- 14.2 North America
 - 14.2.1 U.S.
 - 14.2.2 Canada
- 14.3 Europe
 - 14.3.1 UK
 - 14.3.2 Germany
 - 14.3.3 France
 - 14.3.4 Italy
 - 14.3.5 Spain
 - 14.3.6 Russia
 - 14.3.7 Rest of Europe
- 14.4 Asia Pacific
 - 14.4.1 China
 - 14.4.2 India
 - 14.4.3 Japan
 - 14.4.4 South Korea
 - 14.4.5 Australia
 - 14.4.6 Rest of Asia Pacific
- 14.5 Latin America
 - 14.5.1 Brazil
 - 14.5.2 Mexico
 - 14.5.3 Rest of Latin America
- 14.6 MEA
 - 14.6.1 South Africa
 - 14.6.2 Saudi Arabia
 - 14.6.3 UAE
 - 14.6.4 Rest of MEA

CHAPTER 15 COMPANY PROFILES

- 15.1 Aladdin
- 15.2 Anchor Hocking
- 15.3 Bormioli Rocco
- 15.4 CamelBak Products LLC
- 15.5 Contigo
- 15.6 Corkcicle
- 15.7 Hanover

- 15.8 Nalgene Outdoor Products
- 15.9 Newell Brands
- 15.10 OXO International
- 15.11 S'well Bottle
- 15.12 Thermos LLC
- 15.13 Tupperware Brands Corporation
- 15.14 World Kitchen LLC
- 15.15 Zojirushi Corporation

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