

Cups And Mugs Market Size, Share & Trends Analysis Report By Product (Cups, Mugs), By Material (Ceramic, Glass, Silicone), By Capacity (Up to 250 ml, 251-350 ml, 351-500 ml, 501 ml and Above), By Price Tier, By Distribution Channel, By Region, Segment Forecasts, 2026 - 2033

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Abstracts

The global cups and mugs market size was estimated at USD 2.68 billion in 2025 and is expected to reach USD 4.03 billion by 2033, growing at a CAGR of 5.4% from 2026 to 2033. The cups and mugs market is driven by changing consumption habits that place greater emphasis on design, convenience, and everyday functionality as part of modern lifestyles.

Consumers are no longer viewing cups and mugs as basic drinkware, but as personal lifestyle products that reflect taste, routine, and on-the-go behavior across home, office, and travel settings. Rising coffee and tea consumption, remote work culture, and caf?-style experiences at home are encouraging buyers to invest in mugs that combine aesthetic appeal with practical features such as insulation, spill resistance, and ergonomic design. This shift is creating space for higher-value products, including premium ceramic mugs, travel mugs, and technologically enabled formats.

Innovation and design differentiation are playing a central role in shaping demand, particularly within the smart mug market. Consumers are increasingly drawn to mugs that enhance the drinking experience through temperature retention, precise heat control, and digital integration. The growing visibility of the temperature control smart mug market reflects demand from professionals and frequent beverage consumers who want drinks maintained at an ideal temperature over extended periods. Manufacturers

are responding with sleek, minimalist designs, LED indicators, app connectivity, and rechargeable bases, positioning smart mugs as both functional tools and premium lifestyle accessories rather than novelty products.

For instance, in March 2025, Kickstarter unveiled a new Smart Pixel Display Mug, a tech-infused coffee mug that blends digital art with everyday use by integrating a customizable pixel screen into the ceramic body. Backers can send animated pixel designs, monitor drink temperature in real time, and use AI tools via a companion app to create or share messages and artwork directly on the mug. Beyond artistic expression, the mug also supports features such as hydration reminders, weather updates, interactive games, and social interaction between connected mugs, turning an ordinary drinkware item into a creative and engaging daily device.

Global Cups And Mugs Market Report Segmentation

This report forecasts revenue growth at global, regional & country levels and provides an analysis of the latest trends and opportunities in each of the sub-segment from 2021 to 2033. For this study, Grand View Research has segmented the cups and mugs market on the basis of product, material, capacity, price tier, distribution channel, and region:

Product Outlook (Revenue, USD Million, 2021 - 2033)

Cups

Mugs

Material Outlook (Revenue, USD Million, 2021 - 2033)

Ceramic

Glass

Stainless Steel

Plastic and Polymer

Silicone

Others

Capacity Outlook (Revenue, USD Million, 2021 - 2033)

Up to 250 ml

251-350 ml

351-500 ml

501 ml and Above

Price Tier Outlook (Revenue, USD Million, 2021 - 2033)

Economy/Mass Market

Mid-Range

Premium

Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

Supermarkets & Hypermarkets

Convenience Stores

Specialty Stores

Online/E-Commerce

Others

Regional Outlook (Revenue, USD Million, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Italy

Spain

Asia Pacific

China

Japan

India

South Korea

Australia & New Zealand

Central & South America

Brazil

Middle East & Africa

South Africa

This report can be delivered to the clients within 5 Business Days

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Fig. 51 Middle East & Africa cups and mugs market estimates and forecast, 2021 - 2033 (USD Million)

Fig. 52 South Africa cups and mugs market estimates and forecast, 2021 - 2033 (USD Million)

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