

Global Floating Party Cooler Market Growth 2026-2032

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Abstracts

The global Floating Party Cooler market size is predicted to grow from US\$ 206 million in 2025 to US\$ 322 million in 2032; it is expected to grow at a CAGR of 6.7% from 2026 to 2032.

In 2024, the global production of floating party coolers reached 5,200,000 units, with an average selling price of US\$38 per unit, a production capacity of 6,000,000 units, and a gross margin of 28%.

A Floating Party Cooler is a portable cooling device designed for pools, lakes, beaches, and other water-based recreational environments. It features an inflatable or buoyant structure that allows it to float while keeping beverages and snacks chilled for extended periods. The product is lightweight, water-resistant, stable, and available in various capacities, making it popular for family gatherings, outdoor parties, and leisure activities.

The upstream supply chain primarily consists of PVC, TPU, plastic components, nylon ropes, and foam materials. The midstream segment includes product design, mold development, inflatable structure fabrication, and assembly. The downstream market covers pool-accessory brands, e-commerce channels, outdoor-gear retailers, and end-users involved in home entertainment and water-based party activities.

United States market for Floating Party Cooler is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Floating Party Cooler is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Floating Party Cooler is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Floating Party Cooler players cover Intex, CreekKooler, Iceberg, GoPong, Rugged Road Outdoors, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

Report Scope

LP Information, Inc. (LPI) ' newest research report, the "Floating Party Cooler Industry Forecast" looks at past sales and reviews total world Floating Party Cooler sales in 2025, providing a comprehensive analysis by region and market sector of projected Floating Party Cooler sales for 2026 through 2032. With Floating Party Cooler sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Floating Party Cooler industry.

This Insight Report provides a comprehensive analysis of the global Floating Party Cooler landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Floating Party Cooler portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Floating Party Cooler market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Floating Party Cooler and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Floating Party Cooler.

This report presents a comprehensive overview, market shares, and growth opportunities of Floating Party Cooler market by product type, application, key manufacturers and key regions and countries.

Market Segmentation

Segmentation by Type:

Inflatable Type

Rugged Type

Segmentation by Material:

PVC Material

TPU Material

Segmentation by Capacity:

Small Capacity (?10 liters)

Large Capacity (>10 liters)

Segmentation by Product Structure:

Soft-Body Structure

Hard-Shell Structure

Segmentation by Application:

Offline Sales

Online Sales

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Intex

CreekKooler

Iceberg

GoPong

Rugged Road Outdoors

Gail Force

Kelsyus

Liquid Force

Airhead

Floatie Kings

Custom Pool Floats

WOW Sports

Yamaha

Big Bobber

Lixin Outdoor Product

Key Questions Addressed in this Report

What is the 10-year outlook for the global Floating Party Cooler market?

What factors are driving Floating Party Cooler market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Floating Party Cooler market opportunities vary by end market size?

How does Floating Party Cooler break out by Type, by Application?

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