

# Global Mug Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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## Abstracts

A mug is a type of cup typically used for drinking hot beverages, such as coffee, hot chocolate, soup, or tea. Mugs usually have handles and hold a larger amount of fluid than other types of cup. Usually a mug holds approximately 8-12 US fluid ounces (350 ml) of liquid. A mug is a less formal style of drink container and is not usually used in formal place settings, where a teacup or coffee cup is preferred. Shaving mugs are used to assist in wet shaving.

Based on the Mug market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global Mug market covered in Chapter 5:

Tervis

Contigo

Disney

Oxo

LANG

Tomato

Pfaltzgraff

Thermos

Zojirushi

Starbucks

In Chapter 6, on the basis of types, the Mug market from 2015 to 2025 is primarily split into:

Strengthened Glass

True Porcelain

Vitreous Enamel

Stainless Steel

Plastic

Others

In Chapter 7, on the basis of applications, the Mug market from 2015 to 2025 covers:

Commercial

Residential

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)

United States

Canada

Mexico

Europe (Covered in Chapter 10)

Germany

UK

France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 11)

China

Japan  
South Korea  
Australia  
India  
South America (Covered in Chapter 12)  
Brazil  
Argentina  
Columbia  
Middle East and Africa (Covered in Chapter 13)  
UAE  
Egypt  
South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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