

Growlers Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Material (Plastic, Glass, Metal, Ceramic, Others), By Capacity (32 Oz, 64 Oz, 128 Oz), By Application (Alcoholic, Non-Alcoholic), By End User (Commercial, Residential), By Distribution Channel (Online, Offline), By Region & Competition, 2021-2031F

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Abstracts

The Global Growlers Market will grow from USD 569.73 Million in 2025 to USD 788.91 Million by 2031 at a 5.57% CAGR. The Global Growlers Market centers on the manufacturing and distribution of reusable, airtight vessels designed to transport draft beverages, particularly beer, from breweries to off-premise locations.

Key Market Drivers

The proliferation of the global craft beer and microbrewery industry acts as a primary catalyst for the growler market, creating the necessary infrastructure for draft-to-go sales. As operational breweries increase, taprooms rely on growlers to bridge the gap between on-premise draught consumption and at-home enjoyment. This expansion ensures refill stations remain accessible, sustaining the utility of reusable vessels.

Key Market Challenges

The primary challenge hindering the growth of the Global Growlers Market is the intense competition from pre-packaged beverage formats, most notably aluminum cans. Consumers increasingly favor single-use options due to their superior preservation capabilities and convenience, as cans eliminate the need for cleaning and maintenance

associated with reusable glass or stainless steel vessels. This preference for grab-and-go packaging reduces the reliance on draft fill stations, thereby diminishing the demand for growlers as a primary method of beer transport.

Key Market Trends

The market is undergoing a significant material transition from traditional glass vessels to vacuum-insulated stainless steel containers, driven by consumer demand for superior thermal retention and physical durability. Unlike glass, which is fragile and fails to maintain temperature, double-walled stainless steel units preserve draft quality for extended periods, making them the preferred choice for outdoor recreational applications. This shift has sustained the momentum of major insulated beverageware manufacturers even in a maturing market.

Key Market Players

Orange Vessel Co.

Fort Point Beer CO.

Sprecher Brewing Co.

Ardagh Group S.A.

Alpha Packaging

William Croxsons & Sons Limited

GrowlerWerks Inc.

Global Glass Solutions

Berlin Packaging LLC

The Boelter Companies

Report Scope:

In this report, the Global Growlers Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Growlers Market, By Material:

Plastic

Glass

Metal

Ceramic

Others

Growlers Market, By Capacity:

32 Oz

64 Oz

128 Oz

Growlers Market, By Application:

Alcoholic

Non-Alcoholic

Growlers Market, By End User:

Commercial

Residential

Growlers Market, By Distribution Channel:

Online

Offline

Growlers Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Growlers Market.

Available Customizations:

Global Growlers Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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