

Drinkware - US - 2022

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This report looks at the following areas:

- Household penetration of drinkware
- Where and how consumers approach shopping for drinkware
- What consumers look for in the drinkware shopping experience
- Consumers view of drinkware and how it fits into their overall lifestyle

Home items have experienced strong growth in recent years as consumers invested in their spaces and more activities took place within the home. Drinkware served as an extension of this and provided an outlet for consumers to express their personality and style, while facilitating other lifestyle interests, such as healthier living, home entertaining and at-home drink trends. Inflation will temper category participation as consumers cut back on spending for discretionary items. Cost-cutting behaviors also prevent opportunities for drinkware brands to capitalize on consumers' decrease in foodservice expenditures and interest in experimenting with AH drinks that arose during the pandemic.



“Drinkware benefited from renewed investment in the home and a prolonged period of at-home beverage consumption over the last two years. Consumers are looking to cut costs following rising inflation, challenging brands due to the fact that drinkware is largely a discretionary category.”

– **Rebecca Watters,**
Associate Director Health
and Home

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