

AMAZON MARKET REPORT

Insulated Tumblers

A deep-dive analysis of 144 products from the first three pages of Amazon search results — two datasets, two sort methods, one clear picture of where the money and the content opportunities are.

BOUGHT PER MONTH

149K+

Minimum estimate across
144 products

MEDIAN PRICE

\$21.99

Best Sellers dataset

AVERAGE RATING

4.58★

Across 144 products

MARKET VERDICT

Strong Buy

Huge volume · Many
angles

Four things you need to know

The complete picture before you dive into the data.

THE MARKET LEADER

#1

The HydroJug Traveler tops the Best Sellers sort with 10,000+ units per month — outselling both the Stanley Quencher and the YETI Rambler despite having a small fraction of their review counts. The breakout product of this category.

MONTHLY DEMAND

149K+

That is the minimum total of Amazon's "bought in the past month" labels across 144 products in the Best Sellers dataset — one of the highest-volume categories on Amazon. Real volume is higher; Amazon rounds down.

THE PRICE REALITY

\$22

Median price is just \$21.99, and 137 of 144 products (95%) sell under \$40. This is a budget, high-frequency, gift-driven category: small price per unit, but enormous volume. Win on traffic, not on margin.

THE BIGGEST CONTENT GAP

350

A personalized teacher-gift tumbler has a content opportunity score of 350 — 7,000+ monthly sales against only 2,000 reviews. Gift-angle tumblers are selling far faster than bloggers are covering them.

THE SINGLE MOST VALUABLE INSIGHT IN THIS REPORT

HydroJug outsells the giants. For years, "best tumbler" content has defaulted to Stanley and YETI. The data shows the HydroJug Traveler is now the #1 bestselling tumbler on Amazon with 10,000+ monthly sales — ahead of the Stanley Quencher (93,200 reviews) and the YETI Rambler (145,800 reviews), both of which it outsells with a fraction of their review count. Content published today that takes HydroJug seriously is ahead of the roundups still leading with Stanley alone. This is the window.

FOR BLOGGERS — WHERE TO START

Three content angles have the best ratio of search demand to existing coverage: **HydroJug vs Stanley vs YETI** (the head-to-head every buyer is searching), **best tumbler under \$20** (61 qualifying products, strong budget intent), and **gift tumbler guides** — teacher, Mother's Day, personalized — where monthly sales massively outpace existing content.

The numbers behind the market

Data from two independent datasets — Featured sort and Best Sellers sort — collected from the first three pages of Amazon's insulated tumbler search results in May 2026.

PRODUCTS ANALYSED 144 Per dataset, organic only	TOTAL BOUGHT / MO 149,700+ Best Sellers minimum est.	MEDIAN PRICE \$21.99 Less skewed than the mean	AVG. RATING 4.58★ High bar — readers trust these
---	--	--	--

PRICE DISTRIBUTION

Where the 144 products land

Products broken down by price tier — and what this means for content and commission.



95% of the market sits under \$40. Mid-range (\$20-\$40) holds 53%, but budget (under \$20) is a massive 42% — together they own almost the entire category. Premium tumblers over \$40 are just 5%, mostly large-format YETI and Stanley variants. This is a price-sensitive market: lead your content with value and use-case fit, not luxury positioning.

BRAND PRESENCE

Who controls the top 10

Featured Top 10 — Brand breakdown

- Owala** — 4 products · #1, #6, #7, #10
- YETI** — 2 products · #3, #4 · 145,800 reviews
- STANLEY** — 2 products · #8, #9 · 93,200 reviews
- HydroJug** — 1 product · #2 · the #1 bestseller
- Contigo** — 1 product · #5 · \$11.41 budget

Key brand insights

- Owala dominates Featured with 4 of 10 slots — the brand Amazon pushes hardest
- YETI and Stanley bring the reviews (145,800 and 93,200) — unmatched social proof
- HydroJug is only #2 in Featured but #1 in actual sales — Amazon underweights it
- Contigo holds a budget slot at \$11.41 — the cheapest path into the category
- The top 10 splits between heritage brands (YETI, Stanley) and challengers (Owala, HydroJug)

What Amazon shows first

Amazon's default ranking — a blend of relevance, review history, listing quality and sales velocity. The products most shoppers see before scrolling. The full 144-product dataset is in your Excel file.

#	PRODUCT	PRICE	RATING	REVIEWS	BOUGHT/MO	TIER
1	Owala SmoothSip Slider Insulated Coffee Tumbler	\$22.74	4.6★	12,800	7,000+	MID
2	HydroJug Traveler 40 oz with Handle & Flip Straw	\$33.99	4.6★	19,200	7,000+	MID
3	YETI Rambler 20 oz Vacuum Insulated Tumbler	\$35.00	4.8★	145,800	5,000+	MID
4	YETI Rambler 20 oz Vacuum Insulated Tumbler	\$28.00	4.8★	145,800	5,000+	MID
5	Contigo Huron Travel Mug Screw Cap Stainless Steel	\$11.41	4.5★	12,100	5,000+	BUDGET
6	Owala SmoothSip Slider Insulated Coffee Tumbler	\$27.29	4.6★	12,800	4,000+	MID
7	Owala FreeSip Sway Insulated Water Bottle	\$34.99	4.7★	7,600	4,000+	MID
8	STANLEY Quencher H2.0 Tumbler 30 oz	\$23.04	4.7★	93,200	3,000+	MID
9	STANLEY IceFlow 2.0 Flip Straw Tumbler 30 oz	\$26.25	4.7★	55,800	3,000+	MID
10	Owala Kids Insulation Stainless Steel Tumbler	\$18.19	4.4★	4,300	3,000+	BUDGET

How to read this table: The Featured sort is what a casual shopper sees the moment they search "insulated tumbler" — it rewards listing quality and review history as much as raw sales. Owala takes 4 of the 10 slots, and the YETI Rambler appears twice (two price points of the same 20 oz model). These are the names readers already recognise, so they anchor any roundup.

Visibility takeaway: Owala and YETI own the fold before a shopper scrolls. But notice HydroJug sits at #2 here while it is #1 in actual sales — a sign Amazon's default ranking slightly trails real buyer behaviour. Lead with the names shoppers see, but don't bury the product they're actually buying.

What people are actually buying

The same search re-run with Best Sellers sort active — ranked purely by sales volume, independent of Amazon's algorithm. This is the most reliable signal of real buyer behaviour.

#	PRODUCT	PRICE	RATING	REVIEWS	BOUGHT/MO	TIER
1	HydroJug Traveler 32 oz with Handle & Flip Straw	\$29.74	4.6★	19,200	10,000+	MID
2	STANLEY Quencher H2.0 Tumbler 30 oz	\$24.35	4.7★	93,200	7,000+	MID
3	Owala SmoothSip Slider Insulated Coffee Tumbler	\$22.74	4.6★	12,800	7,000+	MID
4	Personalized Teacher Appreciation Gift Tumbler 20 oz	\$14.99	4.8★	2,000	7,000+	BUDGET
5	YETI Rambler 20 oz Vacuum Insulated Tumbler	\$35.00	4.8★	145,800	5,000+	MID
6	Owala Kids Insulation BPA-Free Plastic Tumbler	\$12.02	4.5★	3,200	4,000+	BUDGET
7	Owala Kids Insulation Stainless Steel Tumbler	\$18.09	4.4★	4,300	3,000+	BUDGET
8	TEEZWONDER Mother's Day Gift Tumbler 20 oz	\$21.89	4.8★	1,100	3,000+	MID
9	Stanley IceFlow 2.0 Flip Straw Tumbler 30 oz	\$26.25	4.8★	492	2,000+	MID
10	Owala FreeSip Insulated Stainless Steel Bottle	\$29.87	4.7★	2,500	2,000+	MID

Featured vs Best Sellers — the key difference: HydroJug jumps from #2 (Featured) to #1 (Best Sellers), and a personalized teacher-gift tumbler appears at #4 with 7,000+/mo despite only 2,000 reviews — it isn't even in the Featured top 10. This is the gap between what Amazon promotes and what people actually buy: gift and challenger products are selling hard while the algorithm still favours the established names.

10 blog post ideas from the data

Each idea is derived from actual market signals — products with high sales and the search queries buyers use when ready to decide. Intent labels show the likely reader stage.

01 The Tumbler Quietly Outselling Stanley and YETI in 2026: HydroJug Traveler Review

REVIEW

BUYER INTENT

Data signal: HydroJug #1 in Best Sellers, 10,000+/mo with only 19,200 reviews vs Stanley's 93,200. The surprise-leader angle most existing roundups miss.

02 HydroJug vs Stanley vs YETI: We Tested the 3 Best-Selling Tumblers Side by Side

COMPARISON

BUYER INTENT

Data signal: the three highest-profile names in the category. Three-way comparisons capture the exact question buyers type before deciding — very high purchase intent.

03 Best Insulated Tumbler Under \$20 in 2026: 61 Options, 4 Worth Buying

BUYER INTENT

Data signal: 61 products under \$20 in the dataset. Contigo Huron (\$11.41, 4.5★), Owala Kids (\$12.02, 4.5★), teacher gift tumbler (\$14.99, 4.8★) — strong budget options with real volume.

04 Owala SmoothSip Review: Why It's Amazon's #1 Featured Tumbler Right Now

REVIEW

Data signal: Owala holds 4 of 10 Featured slots and SmoothSip is #1. A trending challenger brand with rising search demand — great for early-mover review content.

05 Best Teacher Appreciation Gift Tumblers 2026 (That Don't Look Cheap)

BUYER INTENT

SEASONAL

Data signal: personalized teacher tumbler at 7,000+/mo with only 2,000 reviews — content opportunity score 350, the highest in the dataset. Almost no in-depth coverage exists.

06 Best Personalized Mother's Day Tumbler Gifts Under \$25

BUYER INTENT

SEASONAL

Data signal: TEEZWONDER Mother's Day tumbler — 3,000+/mo, only 1,100 reviews (score 273). Gift-occasion searches spike seasonally and have minimal blog competition.

07 Best Spill-Proof Tumbler for Kids: We Put the Owala Kids to the Test

BUYER INTENT

REVIEW

Data signal: Owala Kids appears twice in the Best Sellers top 10 (plastic \$12.02 and steel \$18.09). The "spill-resistant for kids" angle targets a specific, decisive parent-buyer.

08 Stanley Quencher vs Owala SmoothSip: Which "It" Tumbler Actually Wins?

COMPARISON

Data signal: the two most-hyped brands of the moment, both in the top 3 of Best Sellers. A head-to-head between trending names captures social-driven search traffic.

09 I Analysed 144 Tumblers on Amazon. Here Are the Only 5 Worth Buying.

BUYER INTENT

DATA-DRIVEN

Unique angle: transparency-driven content showing the reader you did the work. Ideal format for this report's data — links naturally to all your top picks.

10 7 Things Nobody Tells You Before Buying an Insulated Tumbler (Based on 149,000 Monthly Buyers)

INFORMATIONAL

PRE-PURCHASE

Listicle format with data-backed authority. The 149,700+ bought/mo figure (summed from Excel Best Sellers dataset) acts as instant credibility and funnels early-stage buyers toward your affiliate picks.

Where the commission opportunity is

Amazon Associates pays approximately 4.5% on this category. Tumblers are a low-price, high-volume play — individual commissions are small, so the winning strategy is traffic volume and gift-season timing, not premium pricing.

Commission potential per product

Formula: **Bought/mo (Excel) × Price (Excel) × 4.5%** Amazon Associates rate.

These are market-wide estimates — not one blogger's earnings.

Example: HydroJug → $10,000 \times \$29.74 \times 4.5\% = \$13,383/\text{mo}$ across all buyers of that product.

HydroJug · 10,000/mo · \$29.74	~\$13,400/mo
YETI 20oz · 5,000/mo · \$35	~\$7,900/mo
Stanley · 7,000/mo · \$24.35	~\$7,700/mo
Owala · 7,000/mo · \$22.74	~\$7,200/mo
Teacher gift · 7,000/mo · \$14.99	~\$4,700/mo

HydroJug leads on both fronts: highest volume (10,000/mo) and a higher-than-average price (\$29.74). But note the scale — even the top product earns ~\$1.34 per sale. This is a volume category: you need traffic, not just conversions.

Content opportunity score

Formula: **(Bought/mo ÷ Reviews) × 100** — both values from Excel.

Higher score = product sells more relative to how many reviews it has = fewer bloggers writing about it = easier to rank.

Example: Teacher gift → $(7,000 \div 2,000) \times 100 = 350$.

Teacher gift · 7,000/mo · 2,000 rev.	Score 350 🔥
TEEZWONDER · 3,000/mo · 1,100 rev.	Score 273
Owala Kids · 4,000/mo · 3,200 rev.	Score 125
Owala FreeSip · 2,000/mo · 2,500 rev.	Score 80
Owala Kids Steel · 3,000/mo · 4,300 rev.	Score 70

Gift tumblers are the standout: the teacher and Mother's Day tumblers sell 7,000 and 3,000 a month against tiny review counts — far ahead of established brands. Demand is racing ahead of coverage. Seasonal gift content here can rank fast.

TOP PICKS

Three products worth promoting

Selected based on sales volume, rating, review-to-sales ratio, and content opportunity — not Amazon placement.

PICK #1 — #1 BESTSELLER · HIGHEST COMMISSION

HydroJug Traveler 32 oz

\$29.74 · 4.6★ · 19,200 reviews · 10,000+ bought/month

ASIN: B0D6C6GS58 · Mid tier

The #1 bestselling tumbler in the dataset, outselling both Stanley and YETI. At \$29.74 it also sits above the category's median price, which makes it the single largest commission opportunity here — roughly \$13,400/month market-wide at about \$1.34 per sale. The 32 oz handle-and-flip-straw format hits the "all-day hydration" use case that drives repeat search. Your default tumbler recommendation in every roundup.

PICK #2 — THE TRUST ANCHOR

YETI Rambler 20 oz

\$35.00 · 4.8★ · 145,800 reviews · 5,000+ bought/month

ASIN: B073WJMKHN · Mid tier

With 145,800 reviews and a 4.8 rating, the YETI Rambler carries more social proof than any product in the dataset — and at \$35 it produces the highest commission per sale (~\$1.58). Readers approach YETI with built-in confidence, so it converts the cautious buyer who won't risk an unknown brand. Pair it with HydroJug in any comparison as the "premium safe choice."

PICK #3 — CONTENT GAP · HIGHEST OPPORTUNITY SCORE

Personalized Teacher Appreciation Gift Tumbler 20 oz

\$14.99 · 4.8★ · 2,000 reviews · 7,000+ bought/month

ASIN: B0B1T86ZWM · Budget tier

Content opportunity score of 350 — the highest in the dataset. 7,000 people a month buy this gift tumbler, but only 2,000 reviews exist: demand is racing ahead of coverage. Gift-angle tumblers sell on occasion-driven searches (teacher gifts, Mother's Day) that spike seasonally and have almost no in-depth blog competition. The lowest price here (~\$0.67/sale) means you win on volume — but ranking is far easier than for the big brands.

How to use these three picks together: HydroJug is your default recommendation, YETI your trust-building premium pick, and the gift tumbler your seasonal traffic magnet. A year-round "best tumblers" roundup plus a dedicated gift guide lets all three work at once — the roundup captures everyday buyers, the gift guide captures the seasonal spikes the big brands ignore.

This report reflects AmzBlade's analysis of publicly available Amazon search result data collected in May 2026. Product rankings, prices, availability and "bought in past month" figures are dynamic and change over time — treat this as a directional guide, not a static reference. Commission rates are based on a standard Amazon Associates category rate (~4.5%) at the time of writing; the exact rate for drinkware may vary. Market commission figures represent total estimated market size, not individual blogger earnings. The content angles and blog post ideas in this report represent our analytical opinion and are provided for informational purposes only.