

# **Survival Tools Market By Product Type (Pocket Tools, First Aid Kit, Compass, Others) , By Application (Hiking, Hunting & Fishing, Camping, Others) By Distribution Channel (Specialty Stores, Online Stores, Supermarkets/Hypermarkets, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2033**

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## **Abstracts**

### Survival Tools Market

The survival tools market was valued at \$1.4 billion in 2023 and is projected to reach \$2.8 billion by 2033, growing at a CAGR of 7.2% from 2024 to 2033.

Survival tools are the equipment & supplies essential for individuals to endure in emergency and challenging situations. These tools aid people in addressing the instant requirements for shelter, food, water, warmth, and security. Knives, multi-functional tools, firelighters, collapsible water bottles, sleeping bags, paracord, signal mirrors, first-aid kits, and portable stoves are some of the essential survival tools required in case of emergencies.

Increase in the popularity of outdoor activities such as camping, hiking, and mountaineering is a key driver of the survival tools market. In addition, rise in awareness regarding preparedness against natural or man-made disasters to sustain in unpredictable situations augments the development of the market significantly. A key trend gaining prominence in the survival tools market is the integration of technology into the equipment. GPS-enabled devices and smart survival kits with the ability to adapt to different scenarios are projected to dominate the market in coming years. Such

tech-integrated devices are expected to elevate the connectedness of individuals in urgent situations.

However, the high cost of advanced survival tools deters several individuals from purchasing them, which acts as a major restraint for the market growth. Furthermore, potential lack of power supply during emergencies is projected to make the tech-integrated survival tools non-functional, thereby hampering the market development. On the contrary, the elevating trend of prepping up is poised to present lucrative opportunities for market expansion in coming years. According to a 2023 survey by Finder—a global fintech firm—approximately one-third of the adult population in the U.S. has invested in emergency preparedness supplies. Therefore, the transition toward readiness is expected to open new growth avenues for the market.

## Segment Review

The survival tools market is segmented into product type, application, distribution channel, and region. On the basis of product type, the market is divided into pocket tools, first aid kit, compass, and others. Depending on application, it is classified into hiking, hunting & fishing, camping, and others. As per distribution channel, it is categorized into specialty stores, online stores, supermarkets/hypermarkets, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

## Key Findings

On the basis of product type, the pocket tools segment dominated the market in 2023.

Depending on application, the hiking segment acquired a high stake in the market in 2023.

As per distribution channel, the specialty stores segment held a high share of the market in 2023.

Region wise, North America was the highest revenue generator in 2023.

## Competition Analysis

The leading players operating in the global survival tools market include The Coleman Company, Inc., EXXEL OUTDOORS, LLC, Fenix Outdoors International AG, Fiskars Group, Johnson & Johnson, Leatherman Tool Group, Inc., SOG Specialty Knives &

Tools, Surefire, LLC, and UST Brands. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to strengthen their foothold in the competitive market.

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## Key Market Segments

### By Product Type

Pocket Tools

First Aid Kit

Compass

Others

### By Application

Hiking

Hunting Fishing

Camping

Others

### By Distribution Channel

Specialty Stores

Online Stores

Supermarkets/Hypermarkets

Others

### By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Thailand

Malaysia

Indonesia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

The Coleman Company, Inc.

EXXEL OUTDOORS, LLC

Fenix Outdoors International AG

Fiskars Group

Johnson & Johnson

Leatherman Tool Group, Inc

SOG Specialty Knives & Tools

Surefire, LLC

UST Brands

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