

Trekking Poles Market By Type (Walking Poles, Trekking Poles) , By Application (Outdoor Climbing, Hiking Plains, Daily Use) : Global Opportunity Analysis and Industry Forecast, 2024-2033

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Abstracts

Trekking Poles Market

The trekking poles market was valued at \$69.9 million in 2023 and is projected to reach \$110.9 million by 2033, growing at a CAGR of 4.8% from 2024 to 2033.

A trekking pole is a flexible & lightweight gear that provides support to knees and enhances stability during adventurous activities, including trekking, hiking, and backpacking. It comes with an adjustable length that reduces impact on the knees of individuals during trekking. Furthermore, some poles comprise internal springs that absorb shock and enhance comfort. The lighter the weight of trekking poles, the lesser fatigue they are known to cause during extended outings.

Rise in the popularity of adventurous sports among the young generation and surge in adoption of outdoor lifestyles are the major drivers of the trekking poles market. In addition, increase in awareness regarding the importance of safety during trekking or hiking fuels the demand for trekking poles and augments the market growth. Furthermore, surge in integration of ergonomic features into trekking poles such as foam handles and shock-absorbing mechanisms propels the development of the market. A notable trend gaining prominence in the trekking poles market is the integration of smart features into the gear. In-built GPS, fitness tracker, and weather sensor are some of the innovative features that elevate the trekking experience of users while offering comfort.

However, the high cost of advanced technology-integrated trekking poles deters several users from investing in them, hampering the development of the market. Moreover, prevalent misconceptions regarding the necessity of trekking poles and their impact on users' health limit their adoption and restrain the market growth. Contrarily, rise in research regarding the impact of trekking gears on the physiological, kinematic, and biomechanical responses of humans has promoted the adoption of trekking poles during outdoor activities. Such scientific evidence is expected to fuel the usage of trekking poles and present lucrative opportunities for market growth. For instance, according to a study by the Mountain Tactical Institute—a specialized fitness and training organization in the U.S.— trekking poles increase uphill hiking efficiency by around 10% and reduce exertion by 20%.

Segment Review

The trekking poles market is segmented into type, application, and region. On the basis of type, the market is bifurcated into walking poles and trekking poles. Depending on application, it is divided into outdoor climbing, hiking plains, and daily use. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

On the basis of type, the trekking poles segment held a high share of the market in 2023.

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

Region wise, North America is projected to be the highest revenue generator by 2033.

Competition Analysis

The leading players operating in the global trekking poles market include Black Diamond Equipment, Leki, Komperdell, Cascade Designs, Fizan, Cascade Mountain Tech, Helinox, Gossamer Gear, REI Co-op, and Decathlon. 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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Historic market data

Market share analysis of players at global/region/country level

SWOT Analysis

Key Market Segments

By Type

Walking Poles

Trekking Poles

By Application

Outdoor Climbing

Hiking Plains

Daily Use

By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

Black Diamond Equipment

Leki

Komperdell

Cascade Designs

Fizan

Cascade Mountain Tech

Helinox

Gossamer Gear

REI Co-op

Decathlon

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