

Global Camping Equipment Market Size Study, by Distribution Channel (Business to Business, Supermarkets/Hypermarkets, Specialty Stores, Online Retailers, Others), by Type (Camping Furniture, Camping Backpacks, Tents, Cooking Systems and Cookware, Camping Gear and Accessories), by Application (Commercial, Personal), and Regional Forecasts 2022-2032

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Abstracts

Global Camping Equipment Market is valued at approximately USD 25.30 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 8.6% over the forecast period 2024-2032. Camping equipment refers to the gear and supplies used for outdoor camping activities. It typically includes items like tents, sleeping bags, cooking utensils, portable stoves, lanterns or flashlights, and various other tools needed for survival and comfort in wilderness settings. The increasing interest of consumers in outdoor activities and leisure tours is creating a significant landscape for the sales of outdoor equipment in the global camping equipment industry. Consumers seeking stress-free vacations in natural settings such as rivers, mountains, and forests are driving the demand for portable accommodation options, thereby boosting the sales of camping equipment.

The growing trend of group camping, whether with friends, family, or formal outdoor events, is increasing the demand for larger gathering-capable camping equipment. This trend has led to a rise in the need for large cooking setups, tents, and accessories suitable for sizable groups. Families find camping to be a healthy and unifying activity, resulting in higher demand for family-sized tents, cozy sleeping quarters, and kid-friendly camping supplies. Manufacturers are responding by designing products that

cater to families, such as easy-to-erect tents and kid-friendly accessories. The influence of social media channels has also highlighted camping experiences, encouraging more individuals to participate and strengthening the sense of community. According to Eurostat, in 2022, Europe residents spent an estimated \$474 billion on tourism trips, indicating significant potential for the camping equipment market. The popularity of camping and the acquisition of necessary gear are also driven by people's desire to share their outdoor adventures on social media platforms like Facebook and Instagram. This trend has boosted the market for accessories ideal for gatherings, such as larger camping coolers, movable furniture, and multipurpose kitchenware for preparing meals for large groups. However, the COVID-19 pandemic severely impacted the camping equipment market, as demand decreased due to government restrictions and travel limitations. The closure of tourist attractions further affected the industry. Nonetheless, as restrictions eased in the third quarter of 2021, consumers resumed travel, enhancing the camping equipment business. Economic uncertainties have led consumers to reduce their expenditure on recreational items like camping equipment, as these are deemed non-essential. Financial concerns during economic slowdowns prompt individuals to prioritize basic needs over leisure activities, negatively impacting the camping equipment market.

The key regions considered for the global Camping Equipment Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is a dominating region in the Camping Equipment Market in terms of revenue. The market growth in the region is being attributed to factors including rising trend towards outdoor recreation and adventure activities among consumers, leading to increased demand for camping gear. Secondly, advancements in technology have resulted in innovative and lightweight camping equipment, enhancing convenience and comfort for users. Additionally, an increasing emphasis on health and wellness, coupled with a growing awareness of sustainable practices, has spurred the adoption of eco-friendly and durable camping products. Whereas, the market in Asia Pacific is anticipated to grow at the fastest rate over the forecast period fueled by the growing middle-class population with rising disposable incomes, increasing their participation in outdoor recreational activities like camping. Also, rapid urbanization and a desire for escapism from city life have boosted the popularity of camping as a leisure activity. Moreover, governments and tourism bodies in countries like Australia, New Zealand, and Japan are actively promoting camping as a sustainable and affordable vacation option, further stimulating market growth.

Major market players included in this report are:

Oase Outdoors ApS

Newell Brands Inc.

EXXEL OUTDOORS, LLC

Big Agnes, Inc.
VF Corporation
DOMETIC GROUP AB
SIMEX OUTDOOR INTERNATIONAL GMBH
Hilleberg The Tentmaker AB
Johnson Outdoors Inc.
AMG-GROUP

The detailed segments and sub-segment of the market are explained below:

By Distribution Channel

- Business to Business
- Supermarkets/Hypermarkets
- Specialty Stores
- Online Retailers
- Others

By Type

- Camping Furniture
- Camping Backpacks
- Tents
- Cooking Systems and Cookware
- Camping Gear and Accessories

By Application

- Commercial
- Personal

By Region:

North America

- U.S.
- Canada

Europe

- UK
- Germany
- France
- Spain

• Italy

• ROE

Asia Pacific

- China
- India
- Japan

- Australia
- South Korea
- RoAPAC

Latin America

- Brazil
- Mexico
- RoLA

Middle East & Africa

- Saudi Arabia
- South Africa
- RoMEA

Years considered for the study are as follows:

- Historical year – 2022
- Base year – 2023
- Forecast period – 2024 to 2032

Key Takeaways:

- Market Estimates & Forecast for 10 years from 2022 to 2032.
- Annualized revenues and regional level analysis for each market segment.
- Detailed analysis of geographical landscape with Country level analysis of major regions.
- Competitive landscape with information on major players in the market.
- Analysis of key business strategies and recommendations on future market approach.
- Analysis of competitive structure of the market.
- Demand side and supply side analysis of the market.

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