

Global Glamping Market Size study, by Accommodation Type (Cabins and Pods, Tents, Yurts, Treehouses and Others), by Age Group (18 - 32 years, 33 - 50 years, 51 - 65 years and Above 65 years) and Regional Forecasts 2021-2027

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Abstracts

Global Glamping Market is valued approximately at USD 1.88 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 14.1% over the forecast period 2021-2027. Glamping is a modern concept of comfortable beds and well-furnished luxury items in a tent, where people get all the luxurious amenities at their adventure camps to enjoy themselves. Growing investment in glamping service providing companies, service portfolio expansion by market players and growing awareness among consumers regarding health are fueling the growth in glamping market. For instance, in August 2020, Under Canvas announced brand expansion with introduction of two new camps, Under Canvas Acadia in Maine and Under Canvas Lake and Powell - Grand Staircase in Utah to cater the growing demand of outdoor exploration in America. Also, in 2020, Tentrr received an investment of USD 4.6 million from investors including Obvious Ventures, and West. Furthermore, growing influence of social media and rising disposable income is expected to provide opportunities for the market to grow in coming years. However, rising popularity of recreation vehicle and busy working life may impact the growth negatively during forecast period.

Among Asia Pacific, North America, Europe, Latin America, and Rest of the World, Europe is the dominating across the world in terms of market share due to rising number of online services and growing interest of customers of all ages. Whereas Asia Pacific is anticipated to exhibit the highest growth rate over the forecast period 2021-2027, due to growth in tourism sector and rise in disposable income in the region. Major market player included in this report are:

The Last Best Beef LLC
Eco Retreats
Baillie Lodges
Nightfall Camp Pty Ltd.
Tanja Lagoon Camp
Wildman Wilderness Lodge
Paperbark Camp
PurePods
Getaway House, Inc.
Hoshino Resorts Inc.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Accommodation Type:

Cabins and Pods
Tents
Yurts
Treehouses
Others

By Age Group:

18 - 32 years
33 - 50 years
51 - 65 years
Above 65 years

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
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019
Base year – 2020
Forecast period – 2021 to 2027.

Target Audience of the Global Glamping Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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