

# **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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