

Global Glamping Market Size Study, by Application (Family Travel, Enterprise Travel), by Age Group (18-32 years, 33-50 years, 51-65 years, Above 65 years), by Size (2-Person, 4-Person, Others), by End User (Consumers, Events), by Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, E-commerce, Others), by Product Type (Camping Pods and Cabins, Yurts, Tents, Treehouses, Others), and Regional Forecasts 2022-2032

<https://marketpublishers.com/r/G0B6A6638C78EN.html>

Date: July 2024

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G0B6A6638C78EN

Abstracts

Global Glamping Market is valued at approximately USD 3.27 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 10.5% over the forecast period 2024-2032. Glamping, often referred to as "modern camping," offers luxurious amenities and conveniences such as beds, Wi-Fi, spas, bars, restrooms, power, cleaning services, and access to indoor plumbing. This form of accommodation capitalizes on the natural surroundings, fostering an eco-friendly environment and promoting sustainable tourism. Consequently, tourism firms continually seek unique and inventive accommodations to mitigate the impact of seasonality on business performance and stay competitive. This drive for comfort in natural settings, coupled with technologically advanced resorts, positively impacts the global market for contemporary glamping sites.

Glamping is influenced by several key drivers, including increasing demand for luxury and comfortable camping experiences, the surge in the number of concerts and large-scale music festivals and growing awareness of the benefits of glamping. The increasing demand for glamping is driven by customers' preference for comfortable and

luxury camping experiences. As individuals embrace a comfortable lifestyle with growing awareness of glamping's benefits in nature, the demand for such accommodations has surged. Furthermore, the proliferation of concerts and large-scale music festivals globally is anticipated to be a significant factor driving the glamping market share. Furthermore, the expansion of the geographical footprint by market players and the development of new and innovative glamping accommodations present various lucrative opportunities over the forecast years. However, the high cost associated with glamping accommodations and the seasonal nature of the glamping market are challenging the market growth throughout the forecast period of 2024-2032.

The key regions considered for the Global Glamping Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is a dominating region in the Global Glamping Market in terms of revenue. The market growth in the region is being attributed to factors including the escalating demand for distinctive, high-end experiences. Eco-tourism's rise is also pushing more people toward glamping, as it offers a sustainable and environmentally friendly way to enjoy the outdoors. Whereas, the market in Asia Pacific is anticipated to grow at the fastest rate over the forecast period fueled by the region's rich cultures and cuisines offer a unique experience for glampers. The expanding middle class, with more disposable income, is also driving demand for glamping as people seek luxurious ways to explore the region's natural beauty.

Major market players included in this report are:

Hilleberg Ab.

Johnson Outdoors Inc.

The North Face Inc.

AMG GROUP

Newell Brands Inc.

Oase Outdoors

The Coleman Company

Simex Outdoor International

Kampa

Exxel Outdoors

Bushtec Safari (South Africa)

Sawday's Canopy & Stars Ltd. (UK)

Huttopia (France)

Wigwam Holidays Ltd (UK)

Arena Campsites (Europe)

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

By Application:

Family Travel

Enterprise Travel

By Age Group:

18-32 years

33-50 years

51-65 years

Above 65 years

By Size:

2-Person

4-Person

Others

By End User:

Consumers

Events

By Distribution Channel:

Supermarkets and Hypermarkets

Specialty Stores

E-commerce

Others

By Product Type:

Camping Pods and Cabins

Yurts

Tents

Treehouses

Others

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 Latin America

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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