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Global Sleeping Bag Market Size study, by Type (Mummy Sleeping Bag, Rectangular Sleeping Bag, Others) by Material (Down Hill, Synthetic Fill, Sub Type), by Price Point (Low, Mid, Luxury), By Sales Channel (Supermarkets and hypermarkets, Specialty stores, E-commerce, Others) and Regional Forecasts 2022-2028

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Abstracts

Global Sleeping Bag Market is valued at approximately USD 1.43 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 5.9% over the forecast period 2022-2028. A sleeping bag is a thin, insulated blanket that can be zipped into a tube shape using a zipper or other similar mechanism. When someone is sleeping outside, such as when camping, trekking, hill walking, or climbing, it functions as portable, lightweight bedding. With its synthetic or down insulation, it serves the primary purpose of providing thermal insulation and warmth. The main driver for this market is the increasing number of people going on adventure activities, camping, and so on. This is usually seen in millennials who are nature lovers and love to go on adventurous activities because of the rising awareness of the health benefits such as stress buster, improved mental and physical health, and so on., thus increasing the demand for sleeping bags. The number of people participating in camping activities grew from 41.67 million people in 2018 to 47.94 million in 2020, from which around 40% of people are millennials. With innovative technologies used in the making sleeping bags are more reliable, comfortable, cost-effective and suitable for every climatic condition making the demand for sleeping bags in a positive direction. Also, the introduction of e-commerce has allowed sleeping bag manufacturers to sell their products on various online e-portals to increase the sales of their products and provide their contribution to the growth of this market. However, the alternatives for sleeping bags such as camping

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tents, recreational vehicles, glamping, and so on, hinder the market growth throughout the forecast period of 2022-2028.

The key regions considered for the Global Sleeping Bag Market study includes Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America dominated the space in terms of revenue in 2021, owing to the presence of abundant professional rock climbers and mountaineers. The Asia Pacific is expected to grow significantly during the forecast period, owing to factors such as government support for tourism which is mainly taking place in India, and the growing number of young people going on adventurous trips and camping.

Major market players included in this report are:
The North Face
Jack Wolfskin
AMG Group Vaude
Johnson Outdoors Inc.
Oase Outdoors
Exxel Outdoors
Big Agnes
Jarden Corporation
VF Corporation
Snugpak
The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values for 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 a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:
By Type:
Mummy Sleeping Bag
Rectangular Sleeping Bag
Others
By Material:
Down Hill
Synthetic Fill
Sub Type

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Polar guard
Thermolite
Others
By Price Point:
Low
Mid
Luxury
By Sales Channel:
Supermarkets and hypermarkets
Specialty stores
E commerce
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 the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

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Base year – 2021
Forecast period – 2022 to 2028

Target Audience of the Global Sleeping Bag 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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