

Global Treehouse Glamping Market Size study, by Age group (18-32 years, 33-50 years, 51-65 years, above 65 years), by booking mode (Online and Offline), and Regional Forecasts 2021-2027

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Abstracts

Global Treehouse Glamping Market is valued approximately at USD 186.3 Million in 2020 and is anticipated to grow with a healthy growth rate of more than 8.7% over the forecast period 2021-2027. Treehouse glamping is a type of structure where one can stay around the nature which is built around the tree and its branches which sometimes encompasses more than one tree. The global Treehouse Glamping market is being driven by growing consumer preferences towards healthy lifestyle, de-stressing and relaxing surrounding by beauty of nature as well as rise in number of travelers within a particular age group. Also, high income demographic, preferences for new experience and willingness of consumer to pay more on luxury travelling will provide new opportunities for the global treehouse glamping industry. For instance, according to the report of Travel Market Report, baby boomers between age of 50-75 are more likely to understand these unique benefits of treehouse glamping than millennials. In 2018, around 46% of millennials in U.S made booking for treehouse glamping and 18% of baby boomers also made the booking for the same which is 7% higher than the booking made in 2017. In terms of value, in 2020, the age group of 18-32 years segment dominates the market with the share of 40.0%. As a result, increased in eco-tourism, and need for healthy life style will serve as a catalyst for the treehouse glamping industry in the future. However, high travelling cost associated with booking and staying, may impede market growth over the forecast period of 2021-2027.

The regional analysis of the Treehouse Glamping Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America, and Rest of the World. Travelling connectivity with the penetration of high speed internet and enhanced

standards of living makes the Europe leading region across the world in terms of market share.. Asia pacific is anticipated to exhibit the highest growth rate over the forecast period 2021-2027, due to rising expenditure of consumer on travelling and accommodation, the rising expenditure of travelers from other developing countries such as India, Philippines etc. in the region.

Major market player included in this report are:

TreeHouse Villas Thailand
Bangkok Tree House
Rabeang Pasak Treehouse Resort
Pai Treehouse
Keemala
Orion Tree Houses B&B
Moulin de la Jarousse
Costa Rica Tree House
Lala Mukha
Tree House Hideaway

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 age group:

18-32

33-50

51-65

Above 65

By booking mode

Online

Offline

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 Treehouse 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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