

Global Camping Air Mattress Market Research Report 2025(Status and Outlook)

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Abstracts

Report Overview

Camping air mattress are lightweight, reduced-size and reduced-thickness air mattresses intended for camping and backpacking, and may feature a layer of foam insulation under the air chambers.

The global Camping Air Mattress market size is projected to reach US\$ 1477.24 Million by 2028, from US\$ 844.48 million in 2021, at a CAGR of 7.18% during 2022-2028.

Good features of air mattress are the core factor driving the camping air mattress market. Due to its adjustable, durable and easy-to-install characteristics, in addition to being used as an indoor mattress, the advantages of air mattresses in camping have become more and more prominent and attracted the attention of camping enthusiasts. There is growing interest in air mattresses as an affordable and portable sleeping solution. at the same time, the increasingly popular outdoor camping activities have become the core driving force for the development of the camping air mattress market. As the global economic growth rate slows down or even stagnates, people's work pressure is increasing day by day. Urban consumers are more looking forward to an "overnight utopia" to relieve the pressure of life. In addition, this group of people prefers low- cost travel methods. This has led to more and more people choosing outdoor activities such as camping as a form of recreation.

Additionally, growing demand for physical activity among millennials, growth in total entertainment spending, improvements to camping-related infrastructure, the rapid growth of camping equipment e-commerce channels, and fast-growing tourism are all important drivers for the accelerated growth of the camping air mattress market.

COVID-19 has severely impacted the outdoor gear and equipment market, resulting in a drop in demand for camping gear. This is because the governments of several countries in the world have certain rules and regulations. These rules lead to fewer passengers because they are not allowed to travel. In addition, tourist attractions are also closed,

greatly affecting the camping market.

But from 2021, countries will gradually ease restrictions on foreign tourists, and restricted tourist attractions will gradually open. At this stage, consumers travel to multiple destinations, driving the market for camping equipment such as air mattresses for camping at the same time.

Segment by Type, the Camping Air Mattress can be split into 1-Person and 2-Person. Since 2017, the 1-Person type has dominated the camping air mattress market. By 2021, the 1-Person type will account for 85.45% of the entire market share, much higher than the 14.55% of the 2-Person type. During the forecast period of 2022-2028, we speculate that the market size of 2-Person type will grow at a higher CAGR of 8.21%. According to the type of application, camping air mattresses can be divided into Backpacking, Car Camping, Backyard Camping and Others. From 2017 to 2022, the Backpacking market has become the most important market in the camping air mattress market, accounting for 60.51% of the market share in 2021, leading by a large margin in other markets. However, during the forecast period, we speculate that the market size of the Car Camping market will expand at the highest growth rate with a CAGR of 12.50%.

On basis of geography, the Camping Air Mattress market is segmented into North America, Europe, Asia-Pacific, South America, Middle East and Africa, etc. North America and Europe are the most important markets for camping air mattresses and will occupy a combined total of 2021 more than 70% market share. This is inseparable from the large number of people who love outdoor camping activities in these two regions. During the forecast period, the Asia-Pacific region is expected to be the fastest growing region with a CAGR of 14.18% during 2022-2028. Growing working populations in China, South Korea and India due to growing employment opportunities in the private sector, coupled with expanding urban infrastructure, are expected to boost consumer purchasing power.

The concentration of the camping air mattress market is currently very low, and the competition in the entire market is very fierce. According to our statistics, the CR5 of the camping air mattress market in 2021 is 12.82%, and the HHI is 0.34%, which is slightly lower than the level in 2020. Key players in the market include Cascade Designs, Inc, Oase Outdoors, Coleman, Intex, Gathr Outdoors Company, Kampa, Sea to Summit, Eurohike, NEMO Equipment, Inc, Big Agnes, AMG Group, Sierra Designs, Sound Asleep Products, Regatta, KingCamp, Exxel Outdoors, LLC, Stansport, Snowpeak, ALPS Mountaineering, VAUDE Sport GmbH and Gear Doctors.

The global Camping Air Mattress market size was estimated at USD 1044.23 million in 2024 and is projected to grow at a compound annual growth rate (CAGR) of 7.18% during the forecast period.

This report provides a deep insight into the global Camping Air Mattress market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Camping Air Mattress Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Camping Air Mattress market in any manner.

Global Camping Air Mattress Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Cascade Designs, Inc

Oase Outdoors

Coleman

Intex

Gathr Outdoors Company

Kampa

Sea to Summit

Eurohike

NEMO Equipment, Inc

Big Agnes

AMG Group
Sierra Designs
Sound Asleep Products
Regatta
KingCamp
Exxel Outdoors, LLC
Stansport
Snowpeak
ALPS Mountaineering
VAUDE Sport GmbH
Gear Doctors
REI Co-op
JD sport
Lidl Stiftung & Co. KG
Aldi
Decathlon

Market Segmentation (by Type)

1-Person
2-Person

Market Segmentation (by Application)

Backpacking
Car Camping
Backyard Camping
Others

Geographic Segmentation

North America (USA, Canada, Mexico)
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)
South America (Brazil, Argentina, Columbia, Rest of South America)
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study
Neutral perspective on the market performance
Recent industry trends and developments

Competitive landscape & strategies of key players
Potential & niche segments and regions exhibiting promising growth covered
Historical, current, and projected market size, in terms of value
In-depth analysis of the Camping Air Mattress Market
Overview of the regional outlook of the Camping Air Mattress Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Camping Air Mattress Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Camping Air Mattress, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and

restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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