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Global Agritourism Market Research Report 2026(Status and Outlook)

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Abstracts

Agritourism is a form of tourism centered around rural natural landscapes, agricultural production processes, local culture, and rural life as its core attractions. Its value lies not only in short-term visitor revenue but also in the long-term diversification of the rural economy, the asset development for grain farmers and small-scale owners, and the activation of ecological and cultural capital. A professional agritourism complex serves both as an experiential consumption scenario and an operational platform for local public goods: by integrating elements such as agricultural production, handicrafts, seasonal festivals, educational experiences, and ecological restoration into sellable experiential chains, it forms a closed loop of "scenario–service–community benefits." Its governance models often involve public-private partnerships, cooperatives, and digital platform collaborations, emphasizing sustainability and the alignment of local interests, thereby avoiding the short-term and spillover issues associated with traditional sightseeing.Market Opportunities and Driving Factors: What forces are driving agritourism to become a long-term strategic opportunity?The drivers of agritourism come from multiple levels: On the consumer side, there is growing demand from urban residents for natural, low-density experiences and cultural needs centered on a "return to locality," with a particular preference for immersive, participatory agricultural experiences. On the technological front, online booking, mobile payment, social content, and generative AI seamlessly connect dispersed farm stays, experiences, and transportation, improving the efficiency of supply-demand matching. Platform-based distribution lowers barriers to entry (platform-type companies continue to launch relevant features to support the discoverability of long-tail destinations). At the policy level, many countries prioritize rural revitalization and regional balanced development as main themes, supporting the improvement of rural reception capacity through financial incentives, infrastructure, and tourism promotion. Challenges also exist: insufficient operational capabilities, limits on public service capacity, ecological and

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cultural carrying capacity risks, and governance challenges related to misaligned interests due to over-commercialization. The aforementioned policies and trends play a significant role in driving progress at the national level.Industry/Supply Chain: Who are the upstream players in agritourism, and how is value absorbed downstream?The upstream primarily consists of agricultural producers, artisans, local governments, and infrastructure providers. Agricultural entities provide venues, products, and experiential content. The midstream includes operators and product developers (cooperatives, homestay operators, experience design studios) and distribution channels (traditional travel agencies and online travel platforms). The downstream focuses on consumers and the urban distribution ecosystem, where online platforms, travel agencies, and corporate team-building channels are responsible for customer aggregation, marketing, and fulfillment coordination. Representative enterprises and nodes include global online distribution and experience platforms (Expedia Group, Booking Holdings, TUI, etc.), which play significant roles in distribution and product visibility; localized travel agencies and agricultural cooperatives are responsible for experience realization and community benefit distribution. The trend in industrial chain governance is evolving from a hybrid model of "distributed experience production + platform-based distribution + government/fund-type support" towards more standardized and measurable value distribution. Trends: Which application scenarios and user groups are forming the fastest-growing segments?Demand in agritourism is converging towards several types of scenarios: The first category centers on "deep experiences," such as farming/handicraft workshops and participatory picking experiences, attracting the family and educational travel markets. The second category is "slow travel"-oriented products like rural homestays, wellness, and healing retreats, targeting mid-to-high-end long-stay demand. The third category involves cultural heritage and festival economies, driving short-term surge traffic through local festivals and craft experiences. The fourth category is the rural migration of corporate team-building and small conferences. Currently, the fastest-growing segments are often composite forms of "experience + homestay"—that is, using accommodation as a hub to bundle agricultural experiences, local cuisine, and cultural activities for sale; digital distribution and community marketing are reducing customer acquisition costs and driving repeat purchases in this segment. Trend insights and product innovation from online platforms continuously reshape demand-side preferences.Regional Trends: Which regions show differentiated opportunities on both the production and consumption ends?The North American market is characterized by policy and funding support orientation, with parallel private operations and non-profit support; federal and state-level rural development programs provide funding and technical support for local small-scale projects. In China, driven by the national rural revitalization strategy and local tourism festivals, there is an emphasis on systematic development including

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village branding, integration of agriculture and tourism, and supporting rural public services. Europe places importance on sustainability and ecological carrying capacity (enhancing rural connectivity through policy and regional cooperation), while the market shows stable long-term demand for slow tourism and cultural experiences. Other regions (Latin America, Africa) present opportunities in ecology and community-oriented projects, often aided by international cooperation and funds to promote capacity building. Overall, developed markets are driven more by experience upgrades and supply governance, while developing markets are driven by policy promotion and basic capacity building.Latest DevelopmentsAugust 16, 2023: The State Council English website released an action plan, indicating that cultural and tourism departments will guide counties to enrich tourism products and explore innovative business models to support rural income growth, emphasizing the direction of government promotion and the integration of tourism products?July 18, 2024: The UN Tourism Organization and the TUI Care Foundation signed a cooperation agreement in Madrid, aiming to support rural artisans and craftspeople in Africa and other places through tourism, promoting the sustainable development of rural destinations and micro-funding projects?October 30, 2024: Booking.com announced the expansion of its AI-driven travel planning and personalization features, indicating that major online distribution platforms are incorporating generative AI capabilities into itinerary planning and destination discovery. This will further lower the discoverability threshold for long-tail rural destinations and impact downstream distribution efficiency.

The global Agritourism market size was estimated at USD 10203.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 12.40% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Agritourism market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Agritourism market. It offers detailed profiles of major players, including their market

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shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Agritourism market.

Global Agritourism Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Expedia Group

Booking Holdings (Priceline Group)

China Travel

China CYTS Tours Holding

American Express Global Business Travel (GBT)

BCD Group

Travel Leaders Group

Fareportal

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AAA Travel

Corporate Travel Management

Travel and Transport

AlTour International

Direct Travel

World Travel Inc.

Omega World Travel

Frosch

JTB Corporation

Ovation Travel Group

World Travel Holdings

TUI Group

Natural Habitat Adventures

Abercrombie & Kent Group

InnerAsia Travels

Butterfield & Robinson

Market Segmentation (by Type)

Direct-market Agritourism

Experience and Education Agritourism

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Event and Recreation Agritourism

Market Segmentation (by Application)

Below 30 Years Old

30-40 Years Old

40-50 Years Old

Above 50 Years Old

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

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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 Agritourism Market

Overview of the regional outlook of the Agritourism 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 Agritourism 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

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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 Agritourism, 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

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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

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Agritourism
1.2 Key Market Segments
  1.2.1 Agritourism Segment by Type
  1.2.2 Agritourism Segment by Application
1.3 Methodology & Sources of Information
  1.3.1 Research Methodology
  1.3.2 Research Process
  1.3.3 Market Breakdown and Data Triangulation
  1.3.4 Base Year
  1.3.5 Report Assumptions & Caveats

2 AGRITOURISM MARKET OVERVIEW

2.1 Global Market Overview
  2.1.1 Global Agritourism Market Size (M USD) Estimates and Forecasts (2020-2035)
  2.1.2 Global Agritourism Sales Estimates and Forecasts (2020-2035)
2.2 Market Segment Executive Summary
2.3 Global Market Size by Region

3 AGRITOURISM MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant
3.2 Global Agritourism Product Life Cycle
3.3 Global Agritourism Sales by Manufacturers (2020-2025)
3.4 Global Agritourism Revenue Market Share by Manufacturers (2020-2025)
3.5 Agritourism Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
3.6 Global Agritourism Average Price by Manufacturers (2020-2025)
3.7 Manufacturers' Manufacturing Sites, Areas Served, and Product Types
3.8 Agritourism Market Competitive Situation and Trends
  3.8.1 Agritourism Market Concentration Rate
  3.8.2 Global 5 and 10 Largest Agritourism Players Market Share by Revenue
  3.8.3 Mergers & Acquisitions, Expansion

4 AGRITOURISM INDUSTRY CHAIN ANALYSIS

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4.1 Agritourism Industry Chain Analysis
4.2 Market Overview of Key Raw Materials
4.3 Midstream Market Analysis
4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF AGRITOURISM MARKET

5.1 Key Development Trends
5.2 Driving Factors
5.3 Market Challenges
5.4 Industry News
  5.4.1 New Product Developments
  5.4.2 Mergers & Acquisitions
  5.4.3 Expansions
  5.4.4 Collaboration/Supply Contracts
5.5 PEST Analysis
  5.5.1 Industry Policies Analysis
  5.5.2 Economic Environment Analysis
  5.5.3 Social Environment Analysis
  5.5.4 Technological Environment Analysis
5.6 Global Agritourism Market Porter's Five Forces Analysis
  5.6.1 Global Trade Frictions
  5.6.2 U.S. Tariff Policy – April 2025
  5.6.3 Global Trade Frictions and Their Impacts to Agritourism Market
5.7 ESG Ratings of Leading Companies

6 AGRITOURISM MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)
6.2 Global Agritourism Sales Market Share by Type (2020-2025)
6.3 Global Agritourism Market Size by Type (2020-2025)
6.4 Global Agritourism Price by Type (2020-2025)

7 AGRITOURISM MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)
7.2 Global Agritourism Market Sales by Application (2020-2025)
7.3 Global Agritourism Market Size (M USD) by Application (2020-2025)
7.4 Global Agritourism Sales Growth Rate by Application (2020-2025)

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8 AGRITOURISM MARKET SALES BY REGION

8.1 Global Agritourism Sales by Region
  8.1.1 Global Agritourism Sales by Region
  8.1.2 Global Agritourism Sales Market Share by Region
8.2 Global Agritourism Market Size by Region
  8.2.1 Global Agritourism Market Size by Region
  8.2.2 Global Agritourism Market Size by Region
8.3 North America
  8.3.1 North America Agritourism Sales by Country
  8.3.2 North America Agritourism Market Size by Country
  8.3.3 U.S. Market Overview
  8.3.4 Canada Market Overview
  8.3.5 Mexico Market Overview
8.4 Europe
  8.4.1 Europe Agritourism Sales by Country
  8.4.2 Europe Agritourism Market Size by Country
  8.4.3 Germany Market Overview
  8.4.4 France Market Overview
  8.4.5 U.K. Market Overview
  8.4.6 Italy Market Overview
  8.4.7 Spain Market Overview
8.5 Asia Pacific
  8.5.1 Asia Pacific Agritourism Sales by Region
  8.5.2 Asia Pacific Agritourism Market Size by Region
  8.5.3 China Market Overview
  8.5.4 Japan Market Overview
  8.5.5 South Korea Market Overview
  8.5.6 India Market Overview
  8.5.7 Southeast Asia Market Overview
8.6 South America
  8.6.1 South America Agritourism Sales by Country
  8.6.2 South America Agritourism Market Size by Country
  8.6.3 Brazil Market Overview
  8.6.4 Argentina Market Overview
  8.6.5 Columbia Market Overview
8.7 Middle East and Africa
  8.7.1 Middle East and Africa Agritourism Sales by Region

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8.7.2 Middle East and Africa Agritourism Market Size by Region
8.7.3 Saudi Arabia Market Overview
8.7.4 UAE Market Overview
8.7.5 Egypt Market Overview
8.7.6 Nigeria Market Overview
8.7.7 South Africa Market Overview

9 AGRITOURISM MARKET PRODUCTION BY REGION

9.1 Global Production of Agritourism by Region(2020-2025)
9.2 Global Agritourism Revenue Market Share by Region (2020-2025)
9.3 Global Agritourism Production, Revenue, Price and Gross Margin (2020-2025)
9.4 North America Agritourism Production
9.4.1 North America Agritourism Production Growth Rate (2020-2025)
9.4.2 North America Agritourism Production, Revenue, Price and Gross Margin (2020-2025)
9.5 Europe Agritourism Production
9.5.1 Europe Agritourism Production Growth Rate (2020-2025)
9.5.2 Europe Agritourism Production, Revenue, Price and Gross Margin (2020-2025)
9.6 Japan Agritourism Production (2020-2025)
9.6.1 Japan Agritourism Production Growth Rate (2020-2025)
9.6.2 Japan Agritourism Production, Revenue, Price and Gross Margin (2020-2025)
9.7 China Agritourism Production (2020-2025)
9.7.1 China Agritourism Production Growth Rate (2020-2025)
9.7.2 China Agritourism Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

10.1 Expedia Group
10.1.1 Expedia Group Basic Information
10.1.2 Expedia Group Agritourism Product Overview
10.1.3 Expedia Group Agritourism Product Market Performance
10.1.4 Expedia Group Business Overview
10.1.5 Expedia Group SWOT Analysis
10.1.6 Expedia Group Recent Developments
10.2 Booking Holdings (Priceline Group)
10.2.1 Booking Holdings (Priceline Group) Basic Information
10.2.2 Booking Holdings (Priceline Group) Agritourism Product Overview
10.2.3 Booking Holdings (Priceline Group) Agritourism Product Market Performance

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10.2.4 Booking Holdings (Priceline Group) Business Overview
10.2.5 Booking Holdings (Priceline Group) SWOT Analysis
10.2.6 Booking Holdings (Priceline Group) Recent Developments
10.3 China Travel
10.3.1 China Travel Basic Information
10.3.2 China Travel Agritourism Product Overview
10.3.3 China Travel Agritourism Product Market Performance
10.3.4 China Travel Business Overview
10.3.5 China Travel SWOT Analysis
10.3.6 China Travel Recent Developments
10.4 China CYTS Tours Holding
10.4.1 China CYTS Tours Holding Basic Information
10.4.2 China CYTS Tours Holding Agritourism Product Overview
10.4.3 China CYTS Tours Holding Agritourism Product Market Performance
10.4.4 China CYTS Tours Holding Business Overview
10.4.5 China CYTS Tours Holding Recent Developments
10.5 American Express Global Business Travel (GBT)
10.5.1 American Express Global Business Travel (GBT) Basic Information
10.5.2 American Express Global Business Travel (GBT) Agritourism Product Overview
10.5.3 American Express Global Business Travel (GBT) Agritourism Product Market Performance
10.5.4 American Express Global Business Travel (GBT) Business Overview
10.5.5 American Express Global Business Travel (GBT) Recent Developments
10.6 BCD Group
10.6.1 BCD Group Basic Information
10.6.2 BCD Group Agritourism Product Overview
10.6.3 BCD Group Agritourism Product Market Performance
10.6.4 BCD Group Business Overview
10.6.5 BCD Group Recent Developments
10.7 Travel Leaders Group
10.7.1 Travel Leaders Group Basic Information
10.7.2 Travel Leaders Group Agritourism Product Overview
10.7.3 Travel Leaders Group Agritourism Product Market Performance
10.7.4 Travel Leaders Group Business Overview
10.7.5 Travel Leaders Group Recent Developments
10.8 Fareportal
10.8.1 Fareportal Basic Information
10.8.2 Fareportal Agritourism Product Overview
10.8.3 Fareportal Agritourism Product Market Performance

+357 96 030922
info@marketpublishers.com

10.8.4 Fareportal Business Overview
10.8.5 Fareportal Recent Developments
10.9 AAA Travel
10.9.1 AAA Travel Basic Information
10.9.2 AAA Travel Agritourism Product Overview
10.9.3 AAA Travel Agritourism Product Market Performance
10.9.4 AAA Travel Business Overview
10.9.5 AAA Travel Recent Developments
10.10 Corporate Travel Management
10.10.1 Corporate Travel Management Basic Information
10.10.2 Corporate Travel Management Agritourism Product Overview
10.10.3 Corporate Travel Management Agritourism Product Market Performance
10.10.4 Corporate Travel Management Business Overview
10.10.5 Corporate Travel Management Recent Developments
10.11 Travel and Transport
10.11.1 Travel and Transport Basic Information
10.11.2 Travel and Transport Agritourism Product Overview
10.11.3 Travel and Transport Agritourism Product Market Performance
10.11.4 Travel and Transport Business Overview
10.11.5 Travel and Transport Recent Developments
10.12 AlTour International
10.12.1 AlTour International Basic Information
10.12.2 AlTour International Agritourism Product Overview
10.12.3 AlTour International Agritourism Product Market Performance
10.12.4 AlTour International Business Overview
10.12.5 AlTour International Recent Developments
10.13 Direct Travel
10.13.1 Direct Travel Basic Information
10.13.2 Direct Travel Agritourism Product Overview
10.13.3 Direct Travel Agritourism Product Market Performance
10.13.4 Direct Travel Business Overview
10.13.5 Direct Travel Recent Developments
10.14 World Travel Inc.
10.14.1 World Travel Inc. Basic Information
10.14.2 World Travel Inc. Agritourism Product Overview
10.14.3 World Travel Inc. Agritourism Product Market Performance
10.14.4 World Travel Inc. Business Overview
10.14.5 World Travel Inc. Recent Developments
10.15 Omega World Travel

+357 96 030922
info@marketpublishers.com

10.15.1 Omega World Travel Basic Information
10.15.2 Omega World Travel Agritourism Product Overview
10.15.3 Omega World Travel Agritourism Product Market Performance
10.15.4 Omega World Travel Business Overview
10.15.5 Omega World Travel Recent Developments
10.16 Frosch
10.16.1 Frosch Basic Information
10.16.2 Frosch Agritourism Product Overview
10.16.3 Frosch Agritourism Product Market Performance
10.16.4 Frosch Business Overview
10.16.5 Frosch Recent Developments
10.17 JTB Corporation
10.17.1 JTB Corporation Basic Information
10.17.2 JTB Corporation Agritourism Product Overview
10.17.3 JTB Corporation Agritourism Product Market Performance
10.17.4 JTB Corporation Business Overview
10.17.5 JTB Corporation Recent Developments
10.18 Ovation Travel Group
10.18.1 Ovation Travel Group Basic Information
10.18.2 Ovation Travel Group Agritourism Product Overview
10.18.3 Ovation Travel Group Agritourism Product Market Performance
10.18.4 Ovation Travel Group Business Overview
10.18.5 Ovation Travel Group Recent Developments
10.19 World Travel Holdings
10.19.1 World Travel Holdings Basic Information
10.19.2 World Travel Holdings Agritourism Product Overview
10.19.3 World Travel Holdings Agritourism Product Market Performance
10.19.4 World Travel Holdings Business Overview
10.19.5 World Travel Holdings Recent Developments
10.20 TUI Group
10.20.1 TUI Group Basic Information
10.20.2 TUI Group Agritourism Product Overview
10.20.3 TUI Group Agritourism Product Market Performance
10.20.4 TUI Group Business Overview
10.20.5 TUI Group Recent Developments
10.21 Natural Habitat Adventures
10.21.1 Natural Habitat Adventures Basic Information
10.21.2 Natural Habitat Adventures Agritourism Product Overview
10.21.3 Natural Habitat Adventures Agritourism Product Market Performance

+357 96 030922
info@marketpublishers.com

10.21.4 Natural Habitat Adventures Business Overview
10.21.5 Natural Habitat Adventures Recent Developments
10.22 Abercrombie and Kent Group
10.22.1 Abercrombie and Kent Group Basic Information
10.22.2 Abercrombie and Kent Group Agritourism Product Overview
10.22.3 Abercrombie and Kent Group Agritourism Product Market Performance
10.22.4 Abercrombie and Kent Group Business Overview
10.22.5 Abercrombie and Kent Group Recent Developments
10.23 InnerAsia Travels
10.23.1 InnerAsia Travels Basic Information
10.23.2 InnerAsia Travels Agritourism Product Overview
10.23.3 InnerAsia Travels Agritourism Product Market Performance
10.23.4 InnerAsia Travels Business Overview
10.23.5 InnerAsia Travels Recent Developments
10.24 Butterfield and Robinson
10.24.1 Butterfield and Robinson Basic Information
10.24.2 Butterfield and Robinson Agritourism Product Overview
10.24.3 Butterfield and Robinson Agritourism Product Market Performance
10.24.4 Butterfield and Robinson Business Overview
10.24.5 Butterfield and Robinson Recent Developments

11 AGRITOURISM MARKET FORECAST BY REGION

11.1 Global Agritourism Market Size Forecast
11.2 Global Agritourism Market Forecast by Region
11.2.1 North America Market Size Forecast by Country
11.2.2 Europe Agritourism Market Size Forecast by Country
11.2.3 Asia Pacific Agritourism Market Size Forecast by Region
11.2.4 South America Agritourism Market Size Forecast by Country
11.2.5 Middle East and Africa Forecasted Sales of Agritourism by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

12.1 Global Agritourism Market Forecast by Type (2026-2035)
12.1.1 Global Forecasted Sales of Agritourism by Type (2026-2035)
12.1.2 Global Agritourism Market Size Forecast by Type (2026-2035)
12.1.3 Global Forecasted Price of Agritourism by Type (2026-2035)
12.2 Global Agritourism Market Forecast by Application (2026-2035)
12.2.1 Global Agritourism Sales (K Units) Forecast by Application

+357 96 030922
info@marketpublishers.com

12.2.2 Global Agritourism Market Size (M USD) Forecast by Application (2026-2035)

13 CONCLUSION AND KEY FINDINGS

+357 96 030922
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List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type
Table 2. Introduction of the Application
Table 3. Global Agritourism Market Size by Type (M USD)
Table 4. Global Agritourism Market Size by Application
Table 5. Agritourism Market Size Comparison by Region (M USD)
Table 6. Global Agritourism Sales (K Units) by Manufacturers (2020-2025)
Table 7. Global Agritourism Sales Market Share by Manufacturers (2020-2025)
Table 8. Global Agritourism Revenue (M USD) by Manufacturers (2020-2025)
Table 9. Global Agritourism Revenue Share by Manufacturers (2020-2025)
Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Agritourism as of 2025)
Table 11. Global Market Agritourism Average Price (USD/Unit) of Key Manufacturers (2020-2025)
Table 12. Manufacturers' Manufacturing Sites, Areas Served
Table 13. Manufacturers' Product Type
Table 14. Global Agritourism Manufacturers Market Concentration Ratio (CR5 and HHI)
Table 15. Mergers & Acquisitions, Expansion Plans
Table 16. Market Overview of Key Raw Materials
Table 17. Midstream Market Analysis
Table 18. Downstream Customer Analysis
Table 19. Key Development Trends
Table 20. Driving Factors
Table 21. Agritourism Market Challenges
Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026
Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027
Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026
Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
Table 26. Global Agritourism Sales by Type (K Units)
Table 27. Global Agritourism Market Size by Type (M USD)
Table 28. Global Agritourism Sales (K Units) by Type (2020-2025)
Table 29. Global Agritourism Sales Market Share by Type (2020-2025)
Table 30. Global Agritourism Market Size (M USD) by Type (2020-2025)
Table 31. Global Agritourism Market Share by Type (2020-2025)
Table 32. Global Agritourism Price (USD/Unit) by Type (2020-2025)

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Table 33. Global Agritourism Sales (K Units) by Application
Table 34. Global Agritourism Market Size by Application
Table 35. Global Agritourism Sales by Application (2020-2025) & (K Units)
Table 36. Global Agritourism Sales Market Share by Application (2020-2025)
Table 37. Global Agritourism Market Size by Application (2020-2025) & (M USD)
Table 38. Global Agritourism Market Share by Application (2020-2025)
Table 39. Global Agritourism Sales Growth Rate by Application (2020-2025)
Table 40. Global Agritourism Sales by Region (2020-2025) & (K Units)
Table 41. Global Agritourism Sales Market Share by Region (2020-2025)
Table 42. Global Agritourism Market Size by Region (2020-2025) & (M USD)
Table 43. Global Agritourism Market Size by Region (2020-2025)
Table 44. North America Agritourism Sales by Country (2020-2025) & (K Units)
Table 45. North America Agritourism Market Size by Country (2020-2025) & (M USD)
Table 46. Europe Agritourism Sales by Country (2020-2025) & (K Units)
Table 47. Europe Agritourism Market Size by Country (2020-2025) & (M USD)
Table 48. Asia Pacific Agritourism Sales by Region (2020-2025) & (K Units)
Table 49. Asia Pacific Agritourism Market Size by Region (2020-2025) & (M USD)
Table 50. South America Agritourism Sales by Country (2020-2025) & (K Units)
Table 51. South America Agritourism Market Size by Country (2020-2025) & (M USD)
Table 52. Middle East and Africa Agritourism Sales by Region (2020-2025) & (K Units)
Table 53. Middle East and Africa Agritourism Market Size by Region (2020-2025) & (M USD)
Table 54. Global Agritourism Production (K Units) by Region(2020-2025)
Table 55. Global Agritourism Revenue (US$ Million) by Region (2020-2025)
Table 56. Global Agritourism Revenue Market Share by Region (2020-2025)
Table 57. Global Agritourism Production (K Units), Revenue (US$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 58. North America Agritourism Production (K Units), Revenue (US$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 59. Europe Agritourism Production (K Units), Revenue (US$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 60. Japan Agritourism Production (K Units), Revenue (US$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 61. China Agritourism Production (K Units), Revenue (US$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 62. Expedia Group Basic Information
Table 63. Expedia Group Agritourism Product Overview
Table 64. Expedia Group Agritourism Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

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Table 65. Expedia Group Business Overview
Table 66. Expedia Group SWOT Analysis
Table 67. Expedia Group Recent Developments
Table 68. Booking Holdings (Priceline Group) Basic Information
Table 69. Booking Holdings (Priceline Group) Agritourism Product Overview
Table 70. Booking Holdings (Priceline Group) Agritourism Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 71. Booking Holdings (Priceline Group) Business Overview
Table 72. Booking Holdings (Priceline Group) SWOT Analysis
Table 73. Booking Holdings (Priceline Group) Recent Developments
Table 74. China Travel Basic Information
Table 75. China Travel Agritourism Product Overview
Table 76. China Travel Agritourism Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 77. China Travel Business Overview
Table 78. China Travel SWOT Analysis
Table 79. China Travel Recent Developments
Table 80. China CYTS Tours Holding Basic Information
Table 81. China CYTS Tours Holding Agritourism Product Overview
Table 82. China CYTS Tours Holding Agritourism Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 83. China CYTS Tours Holding Business Overview
Table 84. China CYTS Tours Holding Recent Developments
Table 85. American Express Global Business Travel (GBT) Basic Information
Table 86. American Express Global Business Travel (GBT) Agritourism Product Overview
Table 87. American Express Global Business Travel (GBT) Agritourism Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 88. American Express Global Business Travel (GBT) Business Overview
Table 89. American Express Global Business Travel (GBT) Recent Developments
Table 90. BCD Group Basic Information
Table 91. BCD Group Agritourism Product Overview
Table 92. BCD Group Agritourism Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 93. BCD Group Business Overview
Table 94. BCD Group Recent Developments
Table 95. Travel Leaders Group Basic Information
Table 96. Travel Leaders Group Agritourism Product Overview
Table 97. Travel Leaders Group Agritourism Sales (K Units), Revenue (M USD), Price

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(USD/Unit) and Gross Margin (2020-2025)
Table 98. Travel Leaders Group Business Overview
Table 99. Travel Leaders Group Recent Developments
Table 100. Fareportal Basic Information
Table 101. Fareportal Agritourism Product Overview
Table 102. Fareportal Agritourism Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 103. Fareportal Business Overview
Table 104. Fareportal Recent Developments
Table 105. AAA Travel Basic Information
Table 106. AAA Travel Agritourism Product Overview
Table 107. AAA Travel Agritourism Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 108. AAA Travel Business Overview
Table 109. AAA Travel Recent Developments
Table 110. Corporate Travel Management Basic Information
Table 111. Corporate Travel Management Agritourism Product Overview
Table 112. Corporate Travel Management Agritourism Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 113. Corporate Travel Management Business Overview
Table 114. Corporate Travel Management Recent Developments
Table 115. Travel and Transport Basic Information
Table 116. Travel and Transport Agritourism Product Overview
Table 117. Travel and Transport Agritourism Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 118. Travel and Transport Business Overview
Table 119. Travel and Transport Recent Developments
Table 120. AlTour International Basic Information
Table 121. AlTour International Agritourism Product Overview
Table 122. AlTour International Agritourism Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 123. AlTour International Business Overview
Table 124. AlTour International Recent Developments
Table 125. Direct Travel Basic Information
Table 126. Direct Travel Agritourism Product Overview
Table 127. Direct Travel Agritourism Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 128. Direct Travel Business Overview
Table 129. Direct Travel Recent Developments

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Table 130. World Travel Inc. Basic Information
Table 131. World Travel Inc. Agritourism Product Overview
Table 132. World Travel Inc. Agritourism Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 133. World Travel Inc. Business Overview
Table 134. World Travel Inc. Recent Developments
Table 135. Omega World Travel Basic Information
Table 136. Omega World Travel Agritourism Product Overview
Table 137. Omega World Travel Agritourism Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 138. Omega World Travel Business Overview
Table 139. Omega World Travel Recent Developments
Table 140. Frosch Basic Information
Table 141. Frosch Agritourism Product Overview
Table 142. Frosch Agritourism Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 143. Frosch Business Overview
Table 144. Frosch Recent Developments
Table 145. JTB Corporation Basic Information
Table 146. JTB Corporation Agritourism Product Overview
Table 147. JTB Corporation Agritourism Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 148. JTB Corporation Business Overview
Table 149. JTB Corporation Recent Developments
Table 150. Ovation Travel Group Basic Information
Table 151. Ovation Travel Group Agritourism Product Overview
Table 152. Ovation Travel Group Agritourism Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 153. Ovation Travel Group Business Overview
Table 154. Ovation Travel Group Recent Developments
Table 155. World Travel Holdings Basic Information
Table 156. World Travel Holdings Agritourism Product Overview
Table 157. World Travel Holdings Agritourism Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 158. World Travel Holdings Business Overview
Table 159. World Travel Holdings Recent Developments
Table 160. TUI Group Basic Information
Table 161. TUI Group Agritourism Product Overview
Table 162. TUI Group Agritourism Sales (K Units), Revenue (M USD), Price (USD/Unit)

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and Gross Margin (2020-2025)
Table 163. TUI Group Business Overview
Table 164. TUI Group Recent Developments
Table 165. Natural Habitat Adventures Basic Information
Table 166. Natural Habitat Adventures Agritourism Product Overview
Table 167. Natural Habitat Adventures Agritourism Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 168. Natural Habitat Adventures Business Overview
Table 169. Natural Habitat Adventures Recent Developments
Table 170. Abercrombie and Kent Group Basic Information
Table 171. Abercrombie and Kent Group Agritourism Product Overview
Table 172. Abercrombie and Kent Group Agritourism Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 173. Abercrombie and Kent Group Business Overview
Table 174. Abercrombie and Kent Group Recent Developments
Table 175. InnerAsia Travels Basic Information
Table 176. InnerAsia Travels Agritourism Product Overview
Table 177. InnerAsia Travels Agritourism Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 178. InnerAsia Travels Business Overview
Table 179. InnerAsia Travels Recent Developments
Table 180. Butterfield and Robinson Basic Information
Table 181. Butterfield and Robinson Agritourism Product Overview
Table 182. Butterfield and Robinson Agritourism Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 183. Butterfield and Robinson Business Overview
Table 184. Butterfield and Robinson Recent Developments
Table 185. Global Agritourism Sales Forecast by Region (2026-2035) & (K Units)
Table 186. Global Agritourism Market Size Forecast by Region (2026-2035) & (M USD)
Table 187. North America Agritourism Sales Forecast by Country (2026-2035) & (K Units)
Table 188. North America Agritourism Market Size Forecast by Country (2026-2035) & (M USD)
Table 189. Europe Agritourism Sales Forecast by Country (2026-2035) & (K Units)
Table 190. Europe Agritourism Market Size Forecast by Country (2026-2035) & (M USD)
Table 191. Asia Pacific Agritourism Sales Forecast by Region (2026-2035) & (K Units)
Table 192. Asia Pacific Agritourism Market Size Forecast by Region (2026-2035) & (M USD)

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Table 193. South America Agritourism Sales Forecast by Country (2026-2035) & (K Units)
Table 194. South America Agritourism Market Size Forecast by Country (2026-2035) & (M USD)
Table 195. Middle East and Africa Agritourism Sales Forecast by Country (2026-2035) & (Units)
Table 196. Middle East and Africa Agritourism Market Size Forecast by Country (2026-2035) & (M USD)
Table 197. Global Agritourism Sales Forecast by Type (2026-2035) & (K Units)
Table 198. Global Agritourism Market Size Forecast by Type (2026-2035) & (M USD)
Table 199. Global Agritourism Price Forecast by Type (2026-2035) & (USD/Unit)
Table 200. Global Agritourism Sales (K Units) Forecast by Application (2026-2035)
Table 201. Global Agritourism Market Size Forecast by Application (2026-2035) & (M USD)

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List Of Figures

LIST OF FIGURES

Figure 1. Product Picture of Agritourism
Figure 2. Data Triangulation
Figure 3. Key Caveats
Figure 4. Global Agritourism Market Size (M USD), 2025-2035
Figure 5. Global Agritourism Market Size (M USD) (2020-2035)
Figure 6. Global Agritourism Sales (K Units) & (2020-2035)
Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
Figure 9. Evaluation Matrix of Regional Market Development Potential
Figure 10. Agritourism Market Size by Country (M USD)
Figure 11. Company Assessment Quadrant
Figure 12. Global Agritourism Product Life Cycle
Figure 13. Agritourism Sales Share by Manufacturers in 2025
Figure 14. Global Agritourism Revenue Share by Manufacturers in 2025
Figure 15. Agritourism Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
Figure 16. Global Market Agritourism Average Price (USD/Unit) of Key Manufacturers in 2025
Figure 17. The Global 5 and 10 Largest Players: Market Share by Agritourism Revenue in 2025
Figure 18. Industry Chain Map of Agritourism
Figure 19. Global Agritourism Market PEST Analysis
Figure 20. Global Agritourism Market Porter's Five Forces Analysis
Figure 21. Global Merchandise Trade as a Percentage Of GDP
Figure 22. US - Imports of Goods by Country
Figure 23. China Exports by Country
Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
Figure 26. Global Agritourism Market Share by Type
Figure 27. Sales Market Share of Agritourism by Type (2020-2025)
Figure 28. Sales Market Share of Agritourism by Type in 2025
Figure 29. Market Share of Agritourism by Type (2020-2025)
Figure 30. Market Share of Agritourism by Type in 2025
Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
Figure 32. Global Agritourism Market Share by Application
Figure 33. Global Agritourism Sales Market Share by Application (2020-2025)

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Figure 34. Global Agritourism Sales Market Share by Application in 2025
Figure 35. Global Agritourism Market Share by Application (2020-2025)
Figure 36. Global Agritourism Market Share by Application in 2025
Figure 37. Global Agritourism Sales Growth Rate by Application (2020-2025)
Figure 38. Global Agritourism Sales Market Share by Region (2020-2025)
Figure 39. Global Agritourism Market Size by Region (2020-2025)
Figure 40. North America Agritourism Sales and Growth Rate (2020-2025) & (K Units)
Figure 41. North America Agritourism Sales and Growth Rate (2020-2025) & (K Units)
Figure 42. North America Agritourism Sales Market Share by Country in 2024
Figure 43. North America Agritourism Market Size and Growth Rate (2020-2025) & (M USD)
Figure 44. North America Agritourism Market Size by Country in 2024
Figure 45. U.S. Agritourism Sales and Growth Rate (2020-2025) & (K Units)
Figure 46. U.S. Agritourism Market Size and Growth Rate (2020-2025) & (M USD)
Figure 47. Canada Agritourism Sales (K Units) and Growth Rate (2020-2025)
Figure 48. Canada Agritourism Market Size (M USD) and Growth Rate (2020-2025)
Figure 49. Mexico Agritourism Sales (Units) and Growth Rate (2020-2025)
Figure 50. Mexico Agritourism Market Size (Units) and Growth Rate (2020-2025)
Figure 51. Europe Agritourism Sales and Growth Rate (2020-2025) & (K Units)
Figure 52. Europe Agritourism Sales Market Share by Country in 2024
Figure 53. Europe Agritourism Market Size and Growth Rate (2020-2025) & (M USD)
Figure 54. Europe Agritourism Market Size by Country in 2024
Figure 55. Germany Agritourism Sales and Growth Rate (2020-2025) & (K Units)
Figure 56. Germany Agritourism Market Size and Growth Rate (2020-2025) & (M USD)
Figure 57. France Agritourism Sales and Growth Rate (2020-2025) & (K Units)
Figure 58. France Agritourism Market Size and Growth Rate (2020-2025) & (M USD)
Figure 59. U.K. Agritourism Sales and Growth Rate (2020-2025) & (K Units)
Figure 60. U.K. Agritourism Market Size and Growth Rate (2020-2025) & (M USD)
Figure 61. Italy Agritourism Sales and Growth Rate (2020-2025) & (K Units)
Figure 62. Italy Agritourism Market Size and Growth Rate (2020-2025) & (M USD)
Figure 63. Spain Agritourism Sales and Growth Rate (2020-2025) & (K Units)
Figure 64. Spain Agritourism Market Size and Growth Rate (2020-2025) & (M USD)
Figure 65. Asia Pacific Agritourism Sales and Growth Rate (K Units)
Figure 66. Asia Pacific Agritourism Sales Market Share by Region in 2024
Figure 67. Asia Pacific Agritourism Market Size by Region in 2024
Figure 68. China Agritourism Sales and Growth Rate (2020-2025) & (K Units)
Figure 69. China Agritourism Market Size and Growth Rate (2020-2025) & (M USD)
Figure 70. Japan Agritourism Sales and Growth Rate (2020-2025) & (K Units)
Figure 71. Japan Agritourism Market Size and Growth Rate (2020-2025) & (M USD)

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Figure 72. South Korea Agritourism Sales and Growth Rate (2020-2025) & (K Units)
Figure 73. South Korea Agritourism Market Size and Growth Rate (2020-2025) & (M USD)
Figure 74. India Agritourism Sales and Growth Rate (2020-2025) & (K Units)
Figure 75. India Agritourism Market Size and Growth Rate (2020-2025) & (M USD)
Figure 76. Southeast Asia Agritourism Sales and Growth Rate (2020-2025) & (K Units)
Figure 77. Southeast Asia Agritourism Market Size and Growth Rate (2020-2025) & (M USD)
Figure 78. South America Agritourism Sales and Growth Rate (K Units)
Figure 79. South America Agritourism Sales Market Share by Country in 2024
Figure 80. South America Agritourism Market Size and Growth Rate (M USD)
Figure 81. South America Agritourism Market Size by Country in 2024
Figure 82. Brazil Agritourism Sales and Growth Rate (2020-2025) & (K Units)
Figure 83. Brazil Agritourism Market Size and Growth Rate (2020-2025) & (M USD)
Figure 84. Argentina Agritourism Sales and Growth Rate (2020-2025) & (K Units)
Figure 85. Argentina Agritourism Market Size and Growth Rate (2020-2025) & (M USD)
Figure 86. Columbia Agritourism Sales and Growth Rate (2020-2025) & (K Units)
Figure 87. Columbia Agritourism Market Size and Growth Rate (2020-2025) & (M USD)
Figure 88. Middle East and Africa Agritourism Sales and Growth Rate (K Units)
Figure 89. Middle East and Africa Agritourism Sales Market Share by Region in 2024
Figure 90. Middle East and Africa Agritourism Market Size and Growth Rate (M USD)
Figure 91. Middle East and Africa Agritourism Market Size by Region in 2024
Figure 92. Saudi Arabia Agritourism Sales and Growth Rate (2020-2025) & (K Units)
Figure 93. Saudi Arabia Agritourism Market Size and Growth Rate (2020-2025) & (M USD)
Figure 94. UAE Agritourism Sales and Growth Rate (2020-2025) & (K Units)
Figure 95. UAE Agritourism Market Size and Growth Rate (2020-2025) & (M USD)
Figure 96. Egypt Agritourism Sales and Growth Rate (2020-2025) & (K Units)
Figure 97. Egypt Agritourism Market Size and Growth Rate (2020-2025) & (M USD)
Figure 98. Nigeria Agritourism Sales and Growth Rate (2020-2025) & (K Units)
Figure 99. Nigeria Agritourism Market Size and Growth Rate (2020-2025) & (M USD)
Figure 100. South Africa Agritourism Sales and Growth Rate (2020-2025) & (K Units)
Figure 101. South Africa Agritourism Market Size and Growth Rate (2020-2025) & (M USD)
Figure 102. Global Agritourism Production Market Share by Region (2020-2025)
Figure 103. North America Agritourism Production (K Units) Growth Rate (2020-2025)
Figure 104. Europe Agritourism Production (K Units) Growth Rate (2020-2025)
Figure 105. Japan Agritourism Production (K Units) Growth Rate (2020-2025)
Figure 106. China Agritourism Production (K Units) Growth Rate (2020-2025)

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Figure 107. Global Agritourism Sales Forecast by Volume (2020-2035) & (K Units)
Figure 108. Global Agritourism Market Size Forecast by Value (2020-2035) & (M USD)
Figure 109. Global Agritourism Sales Market Share Forecast by Type (2026-2035)
Figure 110. Global Agritourism Market Share Forecast by Type (2026-2035)
Figure 111. Global Agritourism Sales Forecast by Application (2026-2035)
Figure 112. Global Agritourism Market Share Forecast by Application (2026-2035)

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