

Global Camping Air Mattress Market Research Report 2024(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.

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:

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 (USD Billion) 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

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

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Camping Air Mattress

1.2 Key Market Segments

1.2.1 Camping Air Mattress Segment by Type

1.2.2 Camping Air Mattress 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 CAMPING AIR MATTRESS MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Camping Air Mattress Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global Camping Air Mattress Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 CAMPING AIR MATTRESS MARKET COMPETITIVE LANDSCAPE

3.1 Global Camping Air Mattress Sales by Manufacturers (2019-2024)

3.2 Global Camping Air Mattress Revenue Market Share by Manufacturers (2019-2024)

3.3 Camping Air Mattress Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Camping Air Mattress Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Camping Air Mattress Sales Sites, Area Served, Product Type

3.6 Camping Air Mattress Market Competitive Situation and Trends

3.6.1 Camping Air Mattress Market Concentration Rate

3.6.2 Global 5 and 10 Largest Camping Air Mattress Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 CAMPING AIR MATTRESS INDUSTRY CHAIN ANALYSIS

- 4.1 Camping Air Mattress 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 CAMPING AIR MATTRESS MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Market Restraints
- 5.5 Industry News
 - 5.5.1 New Product Developments
 - 5.5.2 Mergers & Acquisitions
 - 5.5.3 Expansions
 - 5.5.4 Collaboration/Supply Contracts
- 5.6 Industry Policies

6 CAMPING AIR MATTRESS MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Camping Air Mattress Sales Market Share by Type (2019-2024)
- 6.3 Global Camping Air Mattress Market Size Market Share by Type (2019-2024)
- 6.4 Global Camping Air Mattress Price by Type (2019-2024)

7 CAMPING AIR MATTRESS MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Camping Air Mattress Market Sales by Application (2019-2024)
- 7.3 Global Camping Air Mattress Market Size (M USD) by Application (2019-2024)
- 7.4 Global Camping Air Mattress Sales Growth Rate by Application (2019-2024)

8 CAMPING AIR MATTRESS MARKET CONSUMPTION BY REGION

- 8.1 Global Camping Air Mattress Sales by Region
 - 8.1.1 Global Camping Air Mattress Sales by Region
 - 8.1.2 Global Camping Air Mattress Sales Market Share by Region
- 8.2 North America
 - 8.2.1 North America Camping Air Mattress Sales by Country

8.2.2 U.S.

8.2.3 Canada

8.2.4 Mexico

8.3 Europe

8.3.1 Europe Camping Air Mattress Sales by Country

8.3.2 Germany

8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Russia

8.4 Asia Pacific

8.4.1 Asia Pacific Camping Air Mattress Sales by Region

8.4.2 China

8.4.3 Japan

8.4.4 South Korea

8.4.5 India

8.4.6 Southeast Asia

8.5 South America

8.5.1 South America Camping Air Mattress Sales by Country

8.5.2 Brazil

8.5.3 Argentina

8.5.4 Columbia

8.6 Middle East and Africa

8.6.1 Middle East and Africa Camping Air Mattress Sales by Region

8.6.2 Saudi Arabia

8.6.3 UAE

8.6.4 Egypt

8.6.5 Nigeria

8.6.6 South Africa

9 CAMPING AIR MATTRESS MARKET PRODUCTION BY REGION

9.1 Global Production of Camping Air Mattress by Region (2019-2024)

9.2 Global Camping Air Mattress Revenue Market Share by Region (2019-2024)

9.3 Global Camping Air Mattress Production, Revenue, Price and Gross Margin (2019-2024)

9.4 North America Camping Air Mattress Production

9.4.1 North America Camping Air Mattress Production Growth Rate (2019-2024)

9.4.2 North America Camping Air Mattress Production, Revenue, Price and Gross

Margin (2019-2024)

9.5 Europe Camping Air Mattress Production

9.5.1 Europe Camping Air Mattress Production Growth Rate (2019-2024)

9.5.2 Europe Camping Air Mattress Production, Revenue, Price and Gross Margin (2019-2024)

9.6 Japan Camping Air Mattress Production (2019-2024)

9.6.1 Japan Camping Air Mattress Production Growth Rate (2019-2024)

9.6.2 Japan Camping Air Mattress Production, Revenue, Price and Gross Margin (2019-2024)

9.7 China Camping Air Mattress Production (2019-2024)

9.7.1 China Camping Air Mattress Production Growth Rate (2019-2024)

9.7.2 China Camping Air Mattress Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

10.1 Cascade Designs, Inc

10.1.1 Cascade Designs, Inc Camping Air Mattress Basic Information

10.1.2 Cascade Designs, Inc Camping Air Mattress Product Overview

10.1.3 Cascade Designs, Inc Camping Air Mattress Product Market Performance

10.1.4 Cascade Designs, Inc Business Overview

10.1.5 Cascade Designs, Inc Camping Air Mattress SWOT Analysis

10.1.6 Cascade Designs, Inc Recent Developments

10.2 Oase Outdoors

10.2.1 Oase Outdoors Camping Air Mattress Basic Information

10.2.2 Oase Outdoors Camping Air Mattress Product Overview

10.2.3 Oase Outdoors Camping Air Mattress Product Market Performance

10.2.4 Oase Outdoors Business Overview

10.2.5 Oase Outdoors Camping Air Mattress SWOT Analysis

10.2.6 Oase Outdoors Recent Developments

10.3 Coleman

10.3.1 Coleman Camping Air Mattress Basic Information

10.3.2 Coleman Camping Air Mattress Product Overview

10.3.3 Coleman Camping Air Mattress Product Market Performance

10.3.4 Coleman Camping Air Mattress SWOT Analysis

10.3.5 Coleman Business Overview

10.3.6 Coleman Recent Developments

10.4 Intex

10.4.1 Intex Camping Air Mattress Basic Information

- 10.4.2 Intex Camping Air Mattress Product Overview
- 10.4.3 Intex Camping Air Mattress Product Market Performance
- 10.4.4 Intex Business Overview
- 10.4.5 Intex Recent Developments
- 10.5 Gathr Outdoors Company
 - 10.5.1 Gathr Outdoors Company Camping Air Mattress Basic Information
 - 10.5.2 Gathr Outdoors Company Camping Air Mattress Product Overview
 - 10.5.3 Gathr Outdoors Company Camping Air Mattress Product Market Performance
 - 10.5.4 Gathr Outdoors Company Business Overview
 - 10.5.5 Gathr Outdoors Company Recent Developments
- 10.6 Kampa
 - 10.6.1 Kampa Camping Air Mattress Basic Information
 - 10.6.2 Kampa Camping Air Mattress Product Overview
 - 10.6.3 Kampa Camping Air Mattress Product Market Performance
 - 10.6.4 Kampa Business Overview
 - 10.6.5 Kampa Recent Developments
- 10.7 Sea to Summit
 - 10.7.1 Sea to Summit Camping Air Mattress Basic Information
 - 10.7.2 Sea to Summit Camping Air Mattress Product Overview
 - 10.7.3 Sea to Summit Camping Air Mattress Product Market Performance
 - 10.7.4 Sea to Summit Business Overview
 - 10.7.5 Sea to Summit Recent Developments
- 10.8 Eurohike
 - 10.8.1 Eurohike Camping Air Mattress Basic Information
 - 10.8.2 Eurohike Camping Air Mattress Product Overview
 - 10.8.3 Eurohike Camping Air Mattress Product Market Performance
 - 10.8.4 Eurohike Business Overview
 - 10.8.5 Eurohike Recent Developments
- 10.9 NEMO Equipment, Inc
 - 10.9.1 NEMO Equipment, Inc Camping Air Mattress Basic Information
 - 10.9.2 NEMO Equipment, Inc Camping Air Mattress Product Overview
 - 10.9.3 NEMO Equipment, Inc Camping Air Mattress Product Market Performance
 - 10.9.4 NEMO Equipment, Inc Business Overview
 - 10.9.5 NEMO Equipment, Inc Recent Developments
- 10.10 Big Agnes
 - 10.10.1 Big Agnes Camping Air Mattress Basic Information
 - 10.10.2 Big Agnes Camping Air Mattress Product Overview
 - 10.10.3 Big Agnes Camping Air Mattress Product Market Performance
 - 10.10.4 Big Agnes Business Overview

- 10.10.5 Big Agnes Recent Developments
- 10.11 AMG Group
 - 10.11.1 AMG Group Camping Air Mattress Basic Information
 - 10.11.2 AMG Group Camping Air Mattress Product Overview
 - 10.11.3 AMG Group Camping Air Mattress Product Market Performance
 - 10.11.4 AMG Group Business Overview
 - 10.11.5 AMG Group Recent Developments
- 10.12 Sierra Designs
 - 10.12.1 Sierra Designs Camping Air Mattress Basic Information
 - 10.12.2 Sierra Designs Camping Air Mattress Product Overview
 - 10.12.3 Sierra Designs Camping Air Mattress Product Market Performance
 - 10.12.4 Sierra Designs Business Overview
 - 10.12.5 Sierra Designs Recent Developments
- 10.13 Sound Asleep Products
 - 10.13.1 Sound Asleep Products Camping Air Mattress Basic Information
 - 10.13.2 Sound Asleep Products Camping Air Mattress Product Overview
 - 10.13.3 Sound Asleep Products Camping Air Mattress Product Market Performance
 - 10.13.4 Sound Asleep Products Business Overview
 - 10.13.5 Sound Asleep Products Recent Developments
- 10.14 Regatta
 - 10.14.1 Regatta Camping Air Mattress Basic Information
 - 10.14.2 Regatta Camping Air Mattress Product Overview
 - 10.14.3 Regatta Camping Air Mattress Product Market Performance
 - 10.14.4 Regatta Business Overview
 - 10.14.5 Regatta Recent Developments
- 10.15 KingCamp
 - 10.15.1 KingCamp Camping Air Mattress Basic Information
 - 10.15.2 KingCamp Camping Air Mattress Product Overview
 - 10.15.3 KingCamp Camping Air Mattress Product Market Performance
 - 10.15.4 KingCamp Business Overview
 - 10.15.5 KingCamp Recent Developments
- 10.16 Exxel Outdoors, LLC
 - 10.16.1 Exxel Outdoors, LLC Camping Air Mattress Basic Information
 - 10.16.2 Exxel Outdoors, LLC Camping Air Mattress Product Overview
 - 10.16.3 Exxel Outdoors, LLC Camping Air Mattress Product Market Performance
 - 10.16.4 Exxel Outdoors, LLC Business Overview
 - 10.16.5 Exxel Outdoors, LLC Recent Developments
- 10.17 Stansport
 - 10.17.1 Stansport Camping Air Mattress Basic Information

- 10.17.2 Stansport Camping Air Mattress Product Overview
- 10.17.3 Stansport Camping Air Mattress Product Market Performance
- 10.17.4 Stansport Business Overview
- 10.17.5 Stansport Recent Developments
- 10.18 Snowpeak
 - 10.18.1 Snowpeak Camping Air Mattress Basic Information
 - 10.18.2 Snowpeak Camping Air Mattress Product Overview
 - 10.18.3 Snowpeak Camping Air Mattress Product Market Performance
 - 10.18.4 Snowpeak Business Overview
 - 10.18.5 Snowpeak Recent Developments
- 10.19 ALPS Mountaineering
 - 10.19.1 ALPS Mountaineering Camping Air Mattress Basic Information
 - 10.19.2 ALPS Mountaineering Camping Air Mattress Product Overview
 - 10.19.3 ALPS Mountaineering Camping Air Mattress Product Market Performance
 - 10.19.4 ALPS Mountaineering Business Overview
 - 10.19.5 ALPS Mountaineering Recent Developments
- 10.20 VAUDE Sport GmbH
 - 10.20.1 VAUDE Sport GmbH Camping Air Mattress Basic Information
 - 10.20.2 VAUDE Sport GmbH Camping Air Mattress Product Overview
 - 10.20.3 VAUDE Sport GmbH Camping Air Mattress Product Market Performance
 - 10.20.4 VAUDE Sport GmbH Business Overview
 - 10.20.5 VAUDE Sport GmbH Recent Developments
- 10.21 Gear Doctors
 - 10.21.1 Gear Doctors Camping Air Mattress Basic Information
 - 10.21.2 Gear Doctors Camping Air Mattress Product Overview
 - 10.21.3 Gear Doctors Camping Air Mattress Product Market Performance
 - 10.21.4 Gear Doctors Business Overview
 - 10.21.5 Gear Doctors Recent Developments
- 10.22 REI Co-op
 - 10.22.1 REI Co-op Camping Air Mattress Basic Information
 - 10.22.2 REI Co-op Camping Air Mattress Product Overview
 - 10.22.3 REI Co-op Camping Air Mattress Product Market Performance
 - 10.22.4 REI Co-op Business Overview
 - 10.22.5 REI Co-op Recent Developments
- 10.23 JD sport
 - 10.23.1 JD sport Camping Air Mattress Basic Information
 - 10.23.2 JD sport Camping Air Mattress Product Overview
 - 10.23.3 JD sport Camping Air Mattress Product Market Performance
 - 10.23.4 JD sport Business Overview

- 10.23.5 JD sport Recent Developments
- 10.24 Lidl Stiftung and Co. KG
 - 10.24.1 Lidl Stiftung and Co. KG Camping Air Mattress Basic Information
 - 10.24.2 Lidl Stiftung and Co. KG Camping Air Mattress Product Overview
 - 10.24.3 Lidl Stiftung and Co. KG Camping Air Mattress Product Market Performance
 - 10.24.4 Lidl Stiftung and Co. KG Business Overview
 - 10.24.5 Lidl Stiftung and Co. KG Recent Developments
- 10.25 Aldi
 - 10.25.1 Aldi Camping Air Mattress Basic Information
 - 10.25.2 Aldi Camping Air Mattress Product Overview
 - 10.25.3 Aldi Camping Air Mattress Product Market Performance
 - 10.25.4 Aldi Business Overview
 - 10.25.5 Aldi Recent Developments
- 10.26 Decathlon
 - 10.26.1 Decathlon Camping Air Mattress Basic Information
 - 10.26.2 Decathlon Camping Air Mattress Product Overview
 - 10.26.3 Decathlon Camping Air Mattress Product Market Performance
 - 10.26.4 Decathlon Business Overview
 - 10.26.5 Decathlon Recent Developments

11 CAMPING AIR MATTRESS MARKET FORECAST BY REGION

- 11.1 Global Camping Air Mattress Market Size Forecast
- 11.2 Global Camping Air Mattress Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Camping Air Mattress Market Size Forecast by Country
 - 11.2.3 Asia Pacific Camping Air Mattress Market Size Forecast by Region
 - 11.2.4 South America Camping Air Mattress Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Consumption of Camping Air Mattress by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

- 12.1 Global Camping Air Mattress Market Forecast by Type (2025-2032)
 - 12.1.1 Global Forecasted Sales of Camping Air Mattress by Type (2025-2032)
 - 12.1.2 Global Camping Air Mattress Market Size Forecast by Type (2025-2032)
 - 12.1.3 Global Forecasted Price of Camping Air Mattress by Type (2025-2032)
- 12.2 Global Camping Air Mattress Market Forecast by Application (2025-2032)
 - 12.2.1 Global Camping Air Mattress Sales (K Units) Forecast by Application

12.2.2 Global Camping Air Mattress Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type
Table 2. Introduction of the Application
Table 3. Market Size (M USD) Segment Executive Summary
Table 4. Camping Air Mattress Market Size Comparison by Region (M USD)
Table 5. Global Camping Air Mattress Sales (K Units) by Manufacturers (2019-2024)
Table 6. Global Camping Air Mattress Sales Market Share by Manufacturers (2019-2024)
Table 7. Global Camping Air Mattress Revenue (M USD) by Manufacturers (2019-2024)
Table 8. Global Camping Air Mattress Revenue Share by Manufacturers (2019-2024)
Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Camping Air Mattress as of 2022)
Table 10. Global Market Camping Air Mattress Average Price (USD/Unit) of Key Manufacturers (2019-2024)
Table 11. Manufacturers Camping Air Mattress Sales Sites and Area Served
Table 12. Manufacturers Camping Air Mattress Product Type
Table 13. Global Camping Air Mattress Manufacturers Market Concentration Ratio (CR5 and HHI)
Table 14. Mergers & Acquisitions, Expansion Plans
Table 15. Industry Chain Map of Camping Air Mattress
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. Camping Air Mattress Market Challenges
Table 22. Global Camping Air Mattress Sales by Type (K Units)
Table 23. Global Camping Air Mattress Market Size by Type (M USD)
Table 24. Global Camping Air Mattress Sales (K Units) by Type (2019-2024)
Table 25. Global Camping Air Mattress Sales Market Share by Type (2019-2024)
Table 26. Global Camping Air Mattress Market Size (M USD) by Type (2019-2024)
Table 27. Global Camping Air Mattress Market Size Share by Type (2019-2024)
Table 28. Global Camping Air Mattress Price (USD/Unit) by Type (2019-2024)
Table 29. Global Camping Air Mattress Sales (K Units) by Application
Table 30. Global Camping Air Mattress Market Size by Application
Table 31. Global Camping Air Mattress Sales by Application (2019-2024) & (K Units)

Table 32. Global Camping Air Mattress Sales Market Share by Application (2019-2024)

Table 33. Global Camping Air Mattress Market Size by Application (2019-2024) & (M USD)

Table 34. Global Camping Air Mattress Market Share by Application (2019-2024)

Table 35. Global Camping Air Mattress Sales Growth Rate by Application (2019-2024)

Table 36. Global Camping Air Mattress Sales by Region (2019-2024) & (K Units)

Table 37. Global Camping Air Mattress Sales Market Share by Region (2019-2024)

Table 38. North America Camping Air Mattress Sales by Country (2019-2024) & (K Units)

Table 39. Europe Camping Air Mattress Sales by Country (2019-2024) & (K Units)

Table 40. Asia Pacific Camping Air Mattress Sales by Region (2019-2024) & (K Units)

Table 41. South America Camping Air Mattress Sales by Country (2019-2024) & (K Units)

Table 42. Middle East and Africa Camping Air Mattress Sales by Region (2019-2024) & (K Units)

Table 43. Global Camping Air Mattress Production (K Units) by Region (2019-2024)

Table 44. Global Camping Air Mattress Revenue (US\$ Million) by Region (2019-2024)

Table 45. Global Camping Air Mattress Revenue Market Share by Region (2019-2024)

Table 46. Global Camping Air Mattress Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)

Table 47. North America Camping Air Mattress Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)

Table 48. Europe Camping Air Mattress Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)

Table 49. Japan Camping Air Mattress Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)

Table 50. China Camping Air Mattress Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)

Table 51. Cascade Designs, Inc Camping Air Mattress Basic Information

Table 52. Cascade Designs, Inc Camping Air Mattress Product Overview

Table 53. Cascade Designs, Inc Camping Air Mattress Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 54. Cascade Designs, Inc Business Overview

Table 55. Cascade Designs, Inc Camping Air Mattress SWOT Analysis

Table 56. Cascade Designs, Inc Recent Developments

Table 57. Oase Outdoors Camping Air Mattress Basic Information

Table 58. Oase Outdoors Camping Air Mattress Product Overview

Table 59. Oase Outdoors Camping Air Mattress Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 60. Oase Outdoors Business Overview
Table 61. Oase Outdoors Camping Air Mattress SWOT Analysis
Table 62. Oase Outdoors Recent Developments
Table 63. Coleman Camping Air Mattress Basic Information
Table 64. Coleman Camping Air Mattress Product Overview
Table 65. Coleman Camping Air Mattress Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 66. Coleman Camping Air Mattress SWOT Analysis
Table 67. Coleman Business Overview
Table 68. Coleman Recent Developments
Table 69. Intex Camping Air Mattress Basic Information
Table 70. Intex Camping Air Mattress Product Overview
Table 71. Intex Camping Air Mattress Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 72. Intex Business Overview
Table 73. Intex Recent Developments
Table 74. Gathr Outdoors Company Camping Air Mattress Basic Information
Table 75. Gathr Outdoors Company Camping Air Mattress Product Overview
Table 76. Gathr Outdoors Company Camping Air Mattress Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 77. Gathr Outdoors Company Business Overview
Table 78. Gathr Outdoors Company Recent Developments
Table 79. Kampa Camping Air Mattress Basic Information
Table 80. Kampa Camping Air Mattress Product Overview
Table 81. Kampa Camping Air Mattress Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 82. Kampa Business Overview
Table 83. Kampa Recent Developments
Table 84. Sea to Summit Camping Air Mattress Basic Information
Table 85. Sea to Summit Camping Air Mattress Product Overview
Table 86. Sea to Summit Camping Air Mattress Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 87. Sea to Summit Business Overview
Table 88. Sea to Summit Recent Developments
Table 89. Eurohike Camping Air Mattress Basic Information
Table 90. Eurohike Camping Air Mattress Product Overview
Table 91. Eurohike Camping Air Mattress Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 92. Eurohike Business Overview

Table 93. Eurohike Recent Developments
Table 94. NEMO Equipment, Inc Camping Air Mattress Basic Information
Table 95. NEMO Equipment, Inc Camping Air Mattress Product Overview
Table 96. NEMO Equipment, Inc Camping Air Mattress Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 97. NEMO Equipment, Inc Business Overview
Table 98. NEMO Equipment, Inc Recent Developments
Table 99. Big Agnes Camping Air Mattress Basic Information
Table 100. Big Agnes Camping Air Mattress Product Overview
Table 101. Big Agnes Camping Air Mattress Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 102. Big Agnes Business Overview
Table 103. Big Agnes Recent Developments
Table 104. AMG Group Camping Air Mattress Basic Information
Table 105. AMG Group Camping Air Mattress Product Overview
Table 106. AMG Group Camping Air Mattress Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 107. AMG Group Business Overview
Table 108. AMG Group Recent Developments
Table 109. Sierra Designs Camping Air Mattress Basic Information
Table 110. Sierra Designs Camping Air Mattress Product Overview
Table 111. Sierra Designs Camping Air Mattress Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 112. Sierra Designs Business Overview
Table 113. Sierra Designs Recent Developments
Table 114. Sound Asleep Products Camping Air Mattress Basic Information
Table 115. Sound Asleep Products Camping Air Mattress Product Overview
Table 116. Sound Asleep Products Camping Air Mattress Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 117. Sound Asleep Products Business Overview
Table 118. Sound Asleep Products Recent Developments
Table 119. Regatta Camping Air Mattress Basic Information
Table 120. Regatta Camping Air Mattress Product Overview
Table 121. Regatta Camping Air Mattress Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 122. Regatta Business Overview
Table 123. Regatta Recent Developments
Table 124. KingCamp Camping Air Mattress Basic Information
Table 125. KingCamp Camping Air Mattress Product Overview

Table 126. KingCamp Camping Air Mattress Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 127. KingCamp Business Overview

Table 128. KingCamp Recent Developments

Table 129. Exxel Outdoors, LLC Camping Air Mattress Basic Information

Table 130. Exxel Outdoors, LLC Camping Air Mattress Product Overview

Table 131. Exxel Outdoors, LLC Camping Air Mattress Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 132. Exxel Outdoors, LLC Business Overview

Table 133. Exxel Outdoors, LLC Recent Developments

Table 134. Stansport Camping Air Mattress Basic Information

Table 135. Stansport Camping Air Mattress Product Overview

Table 136. Stansport Camping Air Mattress Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 137. Stansport Business Overview

Table 138. Stansport Recent Developments

Table 139. Snowpeak Camping Air Mattress Basic Information

Table 140. Snowpeak Camping Air Mattress Product Overview

Table 141. Snowpeak Camping Air Mattress Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 142. Snowpeak Business Overview

Table 143. Snowpeak Recent Developments

Table 144. ALPS Mountaineering Camping Air Mattress Basic Information

Table 145. ALPS Mountaineering Camping Air Mattress Product Overview

Table 146. ALPS Mountaineering Camping Air Mattress Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 147. ALPS Mountaineering Business Overview

Table 148. ALPS Mountaineering Recent Developments

Table 149. VAUDE Sport GmbH Camping Air Mattress Basic Information

Table 150. VAUDE Sport GmbH Camping Air Mattress Product Overview

Table 151. VAUDE Sport GmbH Camping Air Mattress Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 152. VAUDE Sport GmbH Business Overview

Table 153. VAUDE Sport GmbH Recent Developments

Table 154. Gear Doctors Camping Air Mattress Basic Information

Table 155. Gear Doctors Camping Air Mattress Product Overview

Table 156. Gear Doctors Camping Air Mattress Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 157. Gear Doctors Business Overview

Table 158. Gear Doctors Recent Developments
Table 159. REI Co-op Camping Air Mattress Basic Information
Table 160. REI Co-op Camping Air Mattress Product Overview
Table 161. REI Co-op Camping Air Mattress Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 162. REI Co-op Business Overview
Table 163. REI Co-op Recent Developments
Table 164. JD sport Camping Air Mattress Basic Information
Table 165. JD sport Camping Air Mattress Product Overview
Table 166. JD sport Camping Air Mattress Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 167. JD sport Business Overview
Table 168. JD sport Recent Developments
Table 169. Lidl Stiftung and Co. KG Camping Air Mattress Basic Information
Table 170. Lidl Stiftung and Co. KG Camping Air Mattress Product Overview
Table 171. Lidl Stiftung and Co. KG Camping Air Mattress Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 172. Lidl Stiftung and Co. KG Business Overview
Table 173. Lidl Stiftung and Co. KG Recent Developments
Table 174. Aldi Camping Air Mattress Basic Information
Table 175. Aldi Camping Air Mattress Product Overview
Table 176. Aldi Camping Air Mattress Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 177. Aldi Business Overview
Table 178. Aldi Recent Developments
Table 179. Decathlon Camping Air Mattress Basic Information
Table 180. Decathlon Camping Air Mattress Product Overview
Table 181. Decathlon Camping Air Mattress Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 182. Decathlon Business Overview
Table 183. Decathlon Recent Developments
Table 184. Global Camping Air Mattress Sales Forecast by Region (2025-2032) & (K Units)
Table 185. Global Camping Air Mattress Market Size Forecast by Region (2025-2032) & (M USD)
Table 186. North America Camping Air Mattress Sales Forecast by Country (2025-2032) & (K Units)
Table 187. North America Camping Air Mattress Market Size Forecast by Country (2025-2032) & (M USD)

Table 188. Europe Camping Air Mattress Sales Forecast by Country (2025-2032) & (K Units)

Table 189. Europe Camping Air Mattress Market Size Forecast by Country (2025-2032) & (M USD)

Table 190. Asia Pacific Camping Air Mattress Sales Forecast by Region (2025-2032) & (K Units)

Table 191. Asia Pacific Camping Air Mattress Market Size Forecast by Region (2025-2032) & (M USD)

Table 192. South America Camping Air Mattress Sales Forecast by Country (2025-2032) & (K Units)

Table 193. South America Camping Air Mattress Market Size Forecast by Country (2025-2032) & (M USD)

Table 194. Middle East and Africa Camping Air Mattress Consumption Forecast by Country (2025-2032) & (Units)

Table 195. Middle East and Africa Camping Air Mattress Market Size Forecast by Country (2025-2032) & (M USD)

Table 196. Global Camping Air Mattress Sales Forecast by Type (2025-2032) & (K Units)

Table 197. Global Camping Air Mattress Market Size Forecast by Type (2025-2032) & (M USD)

Table 198. Global Camping Air Mattress Price Forecast by Type (2025-2032) & (USD/Unit)

Table 199. Global Camping Air Mattress Sales (K Units) Forecast by Application (2025-2032)

Table 200. Global Camping Air Mattress Market Size Forecast by Application (2025-2032) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Camping Air Mattress
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Camping Air Mattress Market Size (M USD), 2019-2032
- Figure 5. Global Camping Air Mattress Market Size (M USD) (2019-2032)
- Figure 6. Global Camping Air Mattress Sales (K Units) & (2019-2032)
- 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. Camping Air Mattress Market Size by Country (M USD)
- Figure 11. Camping Air Mattress Sales Share by Manufacturers in 2023
- Figure 12. Global Camping Air Mattress Revenue Share by Manufacturers in 2023
- Figure 13. Camping Air Mattress Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2023
- Figure 14. Global Market Camping Air Mattress Average Price (USD/Unit) of Key Manufacturers in 2023
- Figure 15. The Global 5 and 10 Largest Players: Market Share by Camping Air Mattress Revenue in 2023
- Figure 16. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 17. Global Camping Air Mattress Market Share by Type
- Figure 18. Sales Market Share of Camping Air Mattress by Type (2019-2024)
- Figure 19. Sales Market Share of Camping Air Mattress by Type in 2023
- Figure 20. Market Size Share of Camping Air Mattress by Type (2019-2024)
- Figure 21. Market Size Market Share of Camping Air Mattress by Type in 2023
- Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 23. Global Camping Air Mattress Market Share by Application
- Figure 24. Global Camping Air Mattress Sales Market Share by Application (2019-2024)
- Figure 25. Global Camping Air Mattress Sales Market Share by Application in 2023
- Figure 26. Global Camping Air Mattress Market Share by Application (2019-2024)
- Figure 27. Global Camping Air Mattress Market Share by Application in 2023
- Figure 28. Global Camping Air Mattress Sales Growth Rate by Application (2019-2024)
- Figure 29. Global Camping Air Mattress Sales Market Share by Region (2019-2024)
- Figure 30. North America Camping Air Mattress Sales and Growth Rate (2019-2024) & (K Units)
- Figure 31. North America Camping Air Mattress Sales Market Share by Country in 2023

- Figure 32. U.S. Camping Air Mattress Sales and Growth Rate (2019-2024) & (K Units)
- Figure 33. Canada Camping Air Mattress Sales (K Units) and Growth Rate (2019-2024)
- Figure 34. Mexico Camping Air Mattress Sales (Units) and Growth Rate (2019-2024)
- Figure 35. Europe Camping Air Mattress Sales and Growth Rate (2019-2024) & (K Units)
- Figure 36. Europe Camping Air Mattress Sales Market Share by Country in 2023
- Figure 37. Germany Camping Air Mattress Sales and Growth Rate (2019-2024) & (K Units)
- Figure 38. France Camping Air Mattress Sales and Growth Rate (2019-2024) & (K Units)
- Figure 39. U.K. Camping Air Mattress Sales and Growth Rate (2019-2024) & (K Units)
- Figure 40. Italy Camping Air Mattress Sales and Growth Rate (2019-2024) & (K Units)
- Figure 41. Russia Camping Air Mattress Sales and Growth Rate (2019-2024) & (K Units)
- Figure 42. Asia Pacific Camping Air Mattress Sales and Growth Rate (K Units)
- Figure 43. Asia Pacific Camping Air Mattress Sales Market Share by Region in 2023
- Figure 44. China Camping Air Mattress Sales and Growth Rate (2019-2024) & (K Units)
- Figure 45. Japan Camping Air Mattress Sales and Growth Rate (2019-2024) & (K Units)
- Figure 46. South Korea Camping Air Mattress Sales and Growth Rate (2019-2024) & (K Units)
- Figure 47. India Camping Air Mattress Sales and Growth Rate (2019-2024) & (K Units)
- Figure 48. Southeast Asia Camping Air Mattress Sales and Growth Rate (2019-2024) & (K Units)
- Figure 49. South America Camping Air Mattress Sales and Growth Rate (K Units)
- Figure 50. South America Camping Air Mattress Sales Market Share by Country in 2023
- Figure 51. Brazil Camping Air Mattress Sales and Growth Rate (2019-2024) & (K Units)
- Figure 52. Argentina Camping Air Mattress Sales and Growth Rate (2019-2024) & (K Units)
- Figure 53. Columbia Camping Air Mattress Sales and Growth Rate (2019-2024) & (K Units)
- Figure 54. Middle East and Africa Camping Air Mattress Sales and Growth Rate (K Units)
- Figure 55. Middle East and Africa Camping Air Mattress Sales Market Share by Region in 2023
- Figure 56. Saudi Arabia Camping Air Mattress Sales and Growth Rate (2019-2024) & (K Units)
- Figure 57. UAE Camping Air Mattress Sales and Growth Rate (2019-2024) & (K Units)
- Figure 58. Egypt Camping Air Mattress Sales and Growth Rate (2019-2024) & (K Units)
- Figure 59. Nigeria Camping Air Mattress Sales and Growth Rate (2019-2024) & (K

Units)

Figure 60. South Africa Camping Air Mattress Sales and Growth Rate (2019-2024) & (K Units)

Figure 61. Global Camping Air Mattress Production Market Share by Region (2019-2024)

Figure 62. North America Camping Air Mattress Production (K Units) Growth Rate (2019-2024)

Figure 63. Europe Camping Air Mattress Production (K Units) Growth Rate (2019-2024)

Figure 64. Japan Camping Air Mattress Production (K Units) Growth Rate (2019-2024)

Figure 65. China Camping Air Mattress Production (K Units) Growth Rate (2019-2024)

Figure 66. Global Camping Air Mattress Sales Forecast by Volume (2019-2032) & (K Units)

Figure 67. Global Camping Air Mattress Market Size Forecast by Value (2019-2032) & (M USD)

Figure 68. Global Camping Air Mattress Sales Market Share Forecast by Type (2025-2032)

Figure 69. Global Camping Air Mattress Market Share Forecast by Type (2025-2032)

Figure 70. Global Camping Air Mattress Sales Forecast by Application (2025-2032)

Figure 71. Global Camping Air Mattress Market Share Forecast by Application (2025-2032)

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