

Global Food Tourism Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Food tourism, also known as culinary tourism, refers to the exploration of food and beverage culture in various destinations. This niche segment of the travel industry has gained significant traction in recent years, driven by a growing interest in unique culinary experiences. Food tourism offers travelers the opportunity to immerse themselves in local cuisines, traditions, and culinary practices, making it a popular choice for food enthusiasts and cultural explorers alike.

The current market size of the food tourism industry is estimated at approximately USD 150 million in 2023. This figure is supported by the increasing number of travelers seeking authentic food experiences during their trips. The market is projected to grow at a compound annual growth rate (CAGR) of 8.5% from 2024 to 2032, reaching a value of USD 290 million by the end of the forecast period. This growth can be attributed to several key drivers and market forces shaping the food tourism landscape.

One of the primary growth drivers of the food tourism market is the rising demand for unique and immersive travel experiences. Travelers are increasingly seeking opportunities to engage with local cultures through food, driving the popularity of culinary tours, cooking classes, and food festivals. Additionally, the influence of social media has played a significant role in promoting food tourism, with travelers sharing their culinary adventures online, inspiring others to embark on similar journeys.

Another key driver is the growing focus on sustainability and ethical consumption in the food industry. Travelers are placing greater importance on supporting local communities and businesses through their food choices, leading to a rise in farm-to-table

experiences, food markets, and eco-friendly culinary tours. This shift towards sustainable gastronomy is reshaping the food tourism market and driving innovation in culinary offerings.

In terms of market trends, there is a noticeable increase in experiential dining experiences, such as pop-up restaurants, food trucks, and immersive dining events. These unique dining concepts cater to the demand for memorable and Instagrammable food experiences, appealing to a younger demographic of travelers seeking authenticity and creativity in their culinary adventures.

Furthermore, the rise of food and wine pairing experiences, food-themed accommodations, and gastronomic tours focused on specific cuisines or ingredients are also gaining popularity in the food tourism market. These trends reflect a growing diversification of culinary offerings to cater to different tastes and preferences among travelers.

When examining regional market distribution, leading markets for food tourism include destinations known for their rich culinary heritage and diverse food scenes. Regions such as Europe, Asia Pacific, and Latin America stand out as key players in the food tourism market, attracting travelers with their unique flavors, traditions, and culinary experiences. Factors contributing to regional dominance include the presence of renowned chefs, food festivals, culinary tours, and a strong emphasis on local ingredients and traditional cooking methods.

In conclusion, the food tourism market presents significant growth opportunities driven by the increasing demand for authentic and immersive culinary experiences. By capitalizing on key trends such as experiential dining, sustainability, and cultural immersion, stakeholders in the food tourism industry can cater to evolving consumer preferences and differentiate their offerings in a competitive market landscape. However, challenges such as ensuring quality and authenticity, managing sustainability practices, and adapting to changing consumer preferences remain critical considerations for businesses operating in the food tourism sector.

This report provides a deep insight into the global Food Tourism 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 Food Tourism 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 Food Tourism market in any manner.

Global Food Tourism 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

Abercrombie & Kent

Classic Journeys

G Adventures

ITC Travel Group

TU Elite

Market Segmentation (by Type)

Gourmet Tour

Visit Markets and Food Producers

Food Fair

Food Activities

Gourmet Museum

Cooking Class

Market Segmentation (by Application)

Solo

Group

Family

Couples

Enterprise

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 Food Tourism Market

Overview of the regional outlook of the Food Tourism 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 Food Tourism 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 Food Tourism

1.2 Key Market Segments

1.2.1 Food Tourism Segment by Type

1.2.2 Food Tourism 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 FOOD TOURISM MARKET OVERVIEW

2.1 Global Market Overview

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 FOOD TOURISM MARKET COMPETITIVE LANDSCAPE

3.1 Global Food Tourism Revenue Market Share by Company (2019-2024)

3.2 Food Tourism Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.3 Company Food Tourism Market Size Sites, Area Served, Product Type

3.4 Food Tourism Market Competitive Situation and Trends

3.4.1 Food Tourism Market Concentration Rate

3.4.2 Global 5 and 10 Largest Food Tourism Players Market Share by Revenue

3.4.3 Mergers & Acquisitions, Expansion

4 FOOD TOURISM VALUE CHAIN ANALYSIS

4.1 Food Tourism Value Chain Analysis

4.2 Midstream Market Analysis

4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF FOOD TOURISM 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 Mergers & Acquisitions
 - 5.5.2 Expansions
 - 5.5.3 Collaboration/Supply Contracts
- 5.6 Industry Policies

6 FOOD TOURISM MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Food Tourism Market Size Market Share by Type (2019-2024)
- 6.3 Global Food Tourism Market Size Growth Rate by Type (2019-2024)

7 FOOD TOURISM MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Food Tourism Market Size (M USD) by Application (2019-2024)
- 7.3 Global Food Tourism Market Size Growth Rate by Application (2019-2024)

8 FOOD TOURISM MARKET SEGMENTATION BY REGION

- 8.1 Global Food Tourism Market Size by Region
 - 8.1.1 Global Food Tourism Market Size by Region
 - 8.1.2 Global Food Tourism Market Size Market Share by Region
- 8.2 North America
 - 8.2.1 North America Food Tourism Market Size by Country
 - 8.2.2 U.S.
 - 8.2.3 Canada
 - 8.2.4 Mexico
- 8.3 Europe
 - 8.3.1 Europe Food Tourism Market Size 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 Food Tourism Market Size 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 Food Tourism Market Size 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 Food Tourism Market Size 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 KEY COMPANIES PROFILE

9.1 Abercrombie and Kent

9.1.1 Abercrombie and Kent Food Tourism Basic Information

9.1.2 Abercrombie and Kent Food Tourism Product Overview

9.1.3 Abercrombie and Kent Food Tourism Product Market Performance

9.1.4 Abercrombie and Kent Food Tourism SWOT Analysis

9.1.5 Abercrombie and Kent Business Overview

9.1.6 Abercrombie and Kent Recent Developments

9.2 Classic Journeys

9.2.1 Classic Journeys Food Tourism Basic Information

9.2.2 Classic Journeys Food Tourism Product Overview

9.2.3 Classic Journeys Food Tourism Product Market Performance

9.2.4 Classic Journeys Food Tourism SWOT Analysis

9.2.5 Classic Journeys Business Overview

9.2.6 Classic Journeys Recent Developments

9.3 G Adventures

9.3.1 G Adventures Food Tourism Basic Information

- 9.3.2 G Adventures Food Tourism Product Overview
- 9.3.3 G Adventures Food Tourism Product Market Performance
- 9.3.4 G Adventures Food Tourism SWOT Analysis
- 9.3.5 G Adventures Business Overview
- 9.3.6 G Adventures Recent Developments

9.4 ITC Travel Group

- 9.4.1 ITC Travel Group Food Tourism Basic Information
- 9.4.2 ITC Travel Group Food Tourism Product Overview
- 9.4.3 ITC Travel Group Food Tourism Product Market Performance
- 9.4.4 ITC Travel Group Business Overview
- 9.4.5 ITC Travel Group Recent Developments

9.5 TU Elite

- 9.5.1 TU Elite Food Tourism Basic Information
- 9.5.2 TU Elite Food Tourism Product Overview
- 9.5.3 TU Elite Food Tourism Product Market Performance
- 9.5.4 TU Elite Business Overview
- 9.5.5 TU Elite Recent Developments

10 FOOD TOURISM REGIONAL MARKET FORECAST

- 10.1 Global Food Tourism Market Size Forecast
- 10.2 Global Food Tourism Market Forecast by Region
 - 10.2.1 North America Market Size Forecast by Country
 - 10.2.2 Europe Food Tourism Market Size Forecast by Country
 - 10.2.3 Asia Pacific Food Tourism Market Size Forecast by Region
 - 10.2.4 South America Food Tourism Market Size Forecast by Country
 - 10.2.5 Middle East and Africa Forecasted Consumption of Food Tourism by Country

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

- 11.1 Global Food Tourism Market Forecast by Type (2025-2032)
- 11.2 Global Food Tourism Market Forecast by Application (2025-2032)

12 CONCLUSION AND KEY FINDINGS

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