

Global Sunloungers Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Sunloungers, also known as sunbeds or chaise lounges, are outdoor furniture designed for relaxation and sunbathing. Typically made of materials such as wood, plastic, metal, or rattan, sunloungers are popular in residential spaces like gardens, patios, and poolside areas, as well as in commercial settings such as resorts, hotels, and beaches. The key characteristics of sunloungers include adjustable backrests, cushioned surfaces, and portability for easy relocation.

The global sunlounger market was valued at approximately \$620 million in 2023. With a projected Compound Annual Growth Rate (CAGR) of 5.8% from 2024 to 2032, the market is expected to reach around \$920 million by the end of the forecast period. Key growth drivers for the sunlounger market include the increasing demand for outdoor furniture due to rising disposable incomes, a growing trend towards outdoor living spaces, and the expansion of the hospitality industry.

One significant trend in the sunlounger market is the shift towards sustainable and eco-friendly materials. Consumers are increasingly conscious of environmental impact, leading manufacturers to offer sunloungers made from recycled materials or sustainable wood sources. This trend is driven by consumer preferences for environmentally friendly products and regulations promoting sustainability.

Another trend shaping the market is the integration of technology in sunloungers. Some manufacturers are incorporating features such as built-in speakers, USB charging ports, or adjustable heating elements to enhance the user experience. This trend caters to tech-savvy consumers looking for convenience and comfort in their outdoor furniture.

Furthermore, the rise of online retail channels is transforming the distribution landscape for sunloungers. E-commerce platforms offer a wide range of options, competitive pricing, and convenient delivery services, attracting a growing number of consumers to purchase sunloungers online. This trend is accelerated by the ease of comparison shopping and the availability of customer reviews online.

In terms of regional market distribution, the Asia-Pacific region is poised to lead the sunlounger market growth due to rapid urbanization, increasing disposable incomes, and a growing trend towards outdoor living spaces. Europe and North America are also significant markets for sunloungers, driven by the popularity of outdoor leisure activities and the presence of well-established hospitality industries.

Despite the positive outlook, the sunlounger market faces challenges such as seasonality in demand, as sales tend to peak during the summer months and decline in colder seasons. Manufacturers need to develop strategies to manage inventory levels and promote off-season sales to mitigate this challenge. Additionally, intense competition among market players and price wars could impact profit margins, necessitating a focus on product differentiation and branding to stand out in the market.

In conclusion, the sunlounger market is poised for steady growth driven by factors such as increasing disposable incomes, a trend towards outdoor living, and technological advancements in product offerings. Manufacturers should capitalize on trends like sustainability, technology integration, and online retail to stay competitive and meet evolving consumer preferences.

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

Global Sunloungers 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

Cane-line

BROWN JORDAN

MANUTTI

S?r?nit? Luxury

Warisan

DEDON

Higold

Valdenassi

Mia Marin

ARC Marine

Forma Marine Furniture

Market Segmentation (by Type)

Adjustable

Folding

Floating

Others

Market Segmentation (by Application)

Patio

Beach

Garden

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 Sunloungers Market

Overview of the regional outlook of the Sunloungers 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 Sunloungers 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 Sunloungers

1.2 Key Market Segments

1.2.1 Sunloungers Segment by Type

1.2.2 Sunloungers 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 SUNLOUNGERS MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Sunloungers Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global Sunloungers Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 SUNLOUNGERS MARKET COMPETITIVE LANDSCAPE

3.1 Global Sunloungers Sales by Manufacturers (2019-2024)

3.2 Global Sunloungers Revenue Market Share by Manufacturers (2019-2024)

3.3 Sunloungers Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Sunloungers Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Sunloungers Sales Sites, Area Served, Product Type

3.6 Sunloungers Market Competitive Situation and Trends

3.6.1 Sunloungers Market Concentration Rate

3.6.2 Global 5 and 10 Largest Sunloungers Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 SUNLOUNGERS INDUSTRY CHAIN ANALYSIS

4.1 Sunloungers 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 SUNLOUNGERS 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 SUNLOUNGERS MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Sunloungers Sales Market Share by Type (2019-2024)

6.3 Global Sunloungers Market Size Market Share by Type (2019-2024)

6.4 Global Sunloungers Price by Type (2019-2024)

7 SUNLOUNGERS MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Sunloungers Market Sales by Application (2019-2024)

7.3 Global Sunloungers Market Size (M USD) by Application (2019-2024)

7.4 Global Sunloungers Sales Growth Rate by Application (2019-2024)

8 SUNLOUNGERS MARKET SALES BY REGION

8.1 Global Sunloungers Sales by Region

8.1.1 Global Sunloungers Sales by Region

8.1.2 Global Sunloungers Sales Market Share by Region

8.2 Global Sunloungers Market Size by Region

8.2.1 Global Sunloungers Market Size by Region

8.2.2 Global Sunloungers Market Size Market Share by Region

8.3 North America

8.3.1 North America Sunloungers Sales by Country

8.3.2 North America Sunloungers 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 Sunloungers Sales by Country

8.4.2 Europe Sunloungers 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 Russia Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Sunloungers Sales by Region

8.5.2 China

8.5.3 Japan

8.5.4 South Korea

8.5.5 India

8.5.6 Southeast Asia

8.6 Asia Pacific

8.6.1 Asia Pacific Sunloungers Market Size by Region

8.6.2 Asia Pacific Sunloungers Market Size by Region

8.6.3 China

8.6.4 Japan

8.6.5 South Korea

8.6.6 India

8.6.7 Southeast Asia

8.7 South America

8.7.1 South America Sunloungers Sales by Country

8.7.2 South America Sunloungers Market Size by Country

8.7.3 Brazil

8.7.4 Argentina

8.7.5 Columbia

8.8 Middle East and Africa

8.8.1 Middle East and Africa Sunloungers Sales by Region

8.8.2 Middle East and Africa Sunloungers Market Size by Region

8.8.3 Saudi Arabia

- 8.8.4 UAE
- 8.8.5 Egypt
- 8.8.6 Nigeria
- 8.8.7 South Africa

9 SUNLOUNGERS MARKET PRODUCTION BY REGION

- 9.1 Global Production of Sunloungers by Region (2019-2024)
- 9.2 Global Sunloungers Revenue Market Share by Region (2019-2024)
- 9.3 Global Sunloungers Production, Revenue, Price and Gross Margin (2019-2024)
- 9.4 North America Sunloungers Production
 - 9.4.1 North America Sunloungers Production Growth Rate (2019-2024)
 - 9.4.2 North America Sunloungers Production, Revenue, Price and Gross Margin (2019-2024)
- 9.5 Europe Sunloungers Production
 - 9.5.1 Europe Sunloungers Production Growth Rate (2019-2024)
 - 9.5.2 Europe Sunloungers Production, Revenue, Price and Gross Margin (2019-2024)
- 9.6 Japan Sunloungers Production (2019-2024)
 - 9.6.1 Japan Sunloungers Production Growth Rate (2019-2024)
 - 9.6.2 Japan Sunloungers Production, Revenue, Price and Gross Margin (2019-2024)
- 9.7 China Sunloungers Production (2019-2024)
 - 9.7.1 China Sunloungers Production Growth Rate (2019-2024)
 - 9.7.2 China Sunloungers Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

- 10.1 Cane-line
 - 10.1.1 Cane-line Sunloungers Basic Information
 - 10.1.2 Cane-line Sunloungers Product Overview
 - 10.1.3 Cane-line Sunloungers Product Market Performance
 - 10.1.4 Cane-line Business Overview
 - 10.1.5 Cane-line Sunloungers SWOT Analysis
 - 10.1.6 Cane-line Recent Developments
- 10.2 BROWN JORDAN
 - 10.2.1 BROWN JORDAN Sunloungers Basic Information
 - 10.2.2 BROWN JORDAN Sunloungers Product Overview
 - 10.2.3 BROWN JORDAN Sunloungers Product Market Performance
 - 10.2.4 BROWN JORDAN Business Overview
 - 10.2.5 BROWN JORDAN Sunloungers SWOT Analysis

10.2.6 BROWN JORDAN Recent Developments

10.3 MANUTTI

10.3.1 MANUTTI Sunloungers Basic Information

10.3.2 MANUTTI Sunloungers Product Overview

10.3.3 MANUTTI Sunloungers Product Market Performance

10.3.4 MANUTTI Sunloungers SWOT Analysis

10.3.5 MANUTTI Business Overview

10.3.6 MANUTTI Recent Developments

10.4 S?r?nit? Luxury

10.4.1 S?r?nit? Luxury Sunloungers Basic Information

10.4.2 S?r?nit? Luxury Sunloungers Product Overview

10.4.3 S?r?nit? Luxury Sunloungers Product Market Performance

10.4.4 S?r?nit? Luxury Business Overview

10.4.5 S?r?nit? Luxury Recent Developments

10.5 Warisan

10.5.1 Warisan Sunloungers Basic Information

10.5.2 Warisan Sunloungers Product Overview

10.5.3 Warisan Sunloungers Product Market Performance

10.5.4 Warisan Business Overview

10.5.5 Warisan Recent Developments

10.6 DEDON

10.6.1 DEDON Sunloungers Basic Information

10.6.2 DEDON Sunloungers Product Overview

10.6.3 DEDON Sunloungers Product Market Performance

10.6.4 DEDON Business Overview

10.6.5 DEDON Recent Developments

10.7 Higold

10.7.1 Higold Sunloungers Basic Information

10.7.2 Higold Sunloungers Product Overview

10.7.3 Higold Sunloungers Product Market Performance

10.7.4 Higold Business Overview

10.7.5 Higold Recent Developments

10.8 Valdenassi

10.8.1 Valdenassi Sunloungers Basic Information

10.8.2 Valdenassi Sunloungers Product Overview

10.8.3 Valdenassi Sunloungers Product Market Performance

10.8.4 Valdenassi Business Overview

10.8.5 Valdenassi Recent Developments

10.9 Mia Marin

- 10.9.1 Mia Marin Sunloungers Basic Information
- 10.9.2 Mia Marin Sunloungers Product Overview
- 10.9.3 Mia Marin Sunloungers Product Market Performance
- 10.9.4 Mia Marin Business Overview
- 10.9.5 Mia Marin Recent Developments
- 10.10 ARC Marine
 - 10.10.1 ARC Marine Sunloungers Basic Information
 - 10.10.2 ARC Marine Sunloungers Product Overview
 - 10.10.3 ARC Marine Sunloungers Product Market Performance
 - 10.10.4 ARC Marine Business Overview
 - 10.10.5 ARC Marine Recent Developments
- 10.11 Forma Marine Furniture
 - 10.11.1 Forma Marine Furniture Sunloungers Basic Information
 - 10.11.2 Forma Marine Furniture Sunloungers Product Overview
 - 10.11.3 Forma Marine Furniture Sunloungers Product Market Performance
 - 10.11.4 Forma Marine Furniture Business Overview
 - 10.11.5 Forma Marine Furniture Recent Developments

11 SUNLOUNGERS MARKET FORECAST BY REGION

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

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

- 12.1 Global Sunloungers Market Forecast by Type (2025-2032)
 - 12.1.1 Global Forecasted Sales of Sunloungers by Type (2025-2032)
 - 12.1.2 Global Sunloungers Market Size Forecast by Type (2025-2032)
 - 12.1.3 Global Forecasted Price of Sunloungers by Type (2025-2032)
- 12.2 Global Sunloungers Market Forecast by Application (2025-2032)
 - 12.2.1 Global Sunloungers Sales (K Units) Forecast by Application
 - 12.2.2 Global Sunloungers Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

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