

Global Vehicle Side Awning Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Vehicle Side Awning market size was valued at US\$ 401 million in 2025 and is forecast to a readjusted size of US\$ 619 million by 2032 with a CAGR of 6.2% during review period.

In 2025, global vehicle side awning sales were approximately 0.89 million sets, with an average selling price of about US\$438 per set. A vehicle side awning is a retractable outdoor shelter mounted to the side of a vehicle, roof crossbars, a roof platform, or a pickup bed rack. It typically consists of canopy fabric, load-bearing arms, telescopic supports, mounting rails, a storage housing, and fastening components. Products are commonly designed with straight pull-out, 180-degree wraparound, or 270-degree wraparound deployment structures and may use ground-supported legs or a freestanding cantilever system to create a stable sheltered area. They combine compact vehicle-mounted storage with rapid deployment to provide shade, rain protection, and temporary outdoor space for SUVs, pickup trucks, vans, and specialty vehicles used in camping, overlanding, outdoor recreation, and field operations.

The growing popularity of vehicle-based camping, overlanding, and outdoor recreation is increasing demand for portable shade, rain protection, and temporary activity space. The expanding installed base of SUVs, pickup trucks, and vans, together with rising adoption of roof racks, rooftop tents, and vehicle storage systems, is broadening the potential customer base.

Product upgrading is also supporting market growth. Wider adoption of 180-degree, 270-degree, and freestanding cantilever designs is improving deployment speed, coverage, stability, and weather resistance. Rigid housings, ripstop fabrics, modular wall

systems, and integrated lighting are encouraging consumers to upgrade from basic pull-out awnings to higher-value products.

In addition, expanding e-commerce channels and stronger Chinese OEM and ODM supply capabilities are improving product availability across different price levels. Cross-selling with rooftop tents, outdoor kitchens, portable power systems, and vehicle refrigerators is expected to further support demand.

Report Scope

This report is a detailed and comprehensive analysis for global Vehicle Side Awning market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Vehicle Side Awning market size and forecasts, in consumption value (\$ Million), sales quantity (Sets), and average selling prices (US\$/Set), 2021-2032

Global Vehicle Side Awning market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Sets), and average selling prices (US\$/Set), 2021-2032

Global Vehicle Side Awning market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Sets), and average selling prices (US\$/Set), 2021-2032

Global Vehicle Side Awning market shares of main players, shipments in revenue (\$ Million), sales quantity (Sets), and ASP (US\$/Set), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Vehicle Side Awning

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Vehicle Side Awning market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include ARB Corporation Limited, Ironman 4x4 Pty Ltd, Charles Parsons Group, 23ZERO, Oztent Australia Pty Ltd, Bushwakka Adventure Gear, Destination4WD, Boss Aluminium Pty Ltd, Outdoor Supacentre Pty Ltd, Spotlight Retail Group, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Vehicle Side Awning market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Straight Pull-Out Awning

180-Degree Wraparound Awning

270-Degree Wraparound Awning

Other

Market segment by Housing Type

Soft Bag Housing

Rigid Case Housing

Other

Market segment by Support Configuration

Ground-Leg Supported Awning

Freestanding Cantilever Awning

Other

Market segment by Application

Passenger Vehicles

Pickup Trucks

Vans

Other

Major players covered

ARB Corporation Limited

Ironman 4x4 Pty Ltd

Charles Parsons Group

23ZERO

Oztent Australia Pty Ltd

Bushwakka Adventure Gear

Destination4WD

Boss Aluminium Pty Ltd

Outdoor Supacentre Pty Ltd

Spotlight Retail Group

Camp King Industries

The OCAM Group Pty Ltd

Drifta Camping and 4WD

Kingsley Enterprises Pty Ltd

Super Retail Group Limited

Clarus Corporation

Gathr Outdoors, Inc.

The Wheel Group Holdings, LLC

Overland Vehicle Systems

ROAM Adventure Co.

Kammok

Rough Country, LLC

Kinsmen Hardware LLC

Overland Pros

FreeSpirit Recreation

Taruca Adventure Gear

ALL-TOP USA

OPENROAD INDUSTRIAL INC.

Dometic Group AB

Thule Group AB

horntools GmbH

WINCH INDUSTRY GmbH

CAMPWERK GmbH

Fiamma S.p.A.

CAPAVENTURE EQUIPAMENTOS PARA LAZER E TEMPOS LIVRES, LDA.

EDGE Software Solutions S.R.L.

Eastern Polymer Group Public Company Limited

Kemflo International Co., Ltd.

Alu-Cab

Eezi-Awn

The Bush Company

Quick Pitch

Bundutec

Howling Moon

Ostrich Wing Awnings

Echo 4x4

iKamper Co., Ltd.

NCM Networks Co., Ltd.

Dongguan Lonman Auto Accessories Manufacturing Co., Ltd.

Wild Land Outdoor Gear Ltd.

Ningbo YoungHunter Industrial and Trading Co., Ltd.

Yongkang Jinle Outdoor Supplies Co., Ltd.

Wuhan JasonBox Industry and Trade Co., Ltd.

Weipa Shanghai Qiche Peijian Youxian Gongsi

TANSU NO GEN Co., Ltd.

BLAST DESIGN

RoofDen Overland

AdventureX4x4

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

Chapter Outline

Chapter 1, to describe Vehicle Side Awning product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Vehicle Side Awning, with price, sales quantity, revenue, and global market share of Vehicle Side Awning from 2021 to 2026.

Chapter 3, the Vehicle Side Awning competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Vehicle Side Awning breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Vehicle Side Awning market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Vehicle Side Awning.

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