

Global Vehicle Side Awning Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Vehicle Side Awning market size is expected to reach \$ 619 million by 2032, rising at a market growth of 6.2% CAGR during the forecast period (2026-2032).

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 studies the global Vehicle Side Awning production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Vehicle Side Awning and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Vehicle Side Awning that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Vehicle Side Awning total production and demand, 2021-2032, (Sets)

Global Vehicle Side Awning total production value, 2021-2032, (USD Million)

Global Vehicle Side Awning production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Sets), (based on production site)

Global Vehicle Side Awning consumption by region & country, CAGR, 2021-2032 & (Sets)

U.S. VS China: Vehicle Side Awning domestic production, consumption, key domestic manufacturers and share

Global Vehicle Side Awning production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Sets)

Global Vehicle Side Awning production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Sets)

Global Vehicle Side Awning production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Sets)

This report profiles key players in the global Vehicle Side Awning market based on the following parameters - company overview, production, value, 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Vehicle Side Awning market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Sets) and average price (US\$/Set) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Vehicle Side Awning Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Vehicle Side Awning Market, Segmentation by Type:

Straight Pull-Out Awning

180-Degree Wraparound Awning

270-Degree Wraparound Awning

Other

Global Vehicle Side Awning Market, Segmentation by Housing Type:

Soft Bag Housing

Rigid Case Housing

Other

Global Vehicle Side Awning Market, Segmentation by Support Configuration:

Ground-Leg Supported Awning

Freestanding Cantilever Awning

Other

Global Vehicle Side Awning Market, Segmentation by Application:

Passenger Vehicles

Pickup Trucks

Vans

Other

Companies Profiled:

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

Key Questions Answered:

1. How big is the global Vehicle Side Awning market?
2. What is the demand of the global Vehicle Side Awning market?
3. What is the year over year growth of the global Vehicle Side Awning market?
4. What is the production and production value of the global Vehicle Side Awning market?
5. Who are the key producers in the global Vehicle Side Awning market?
6. What are the growth factors driving the market demand?

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