

Camping Equipment Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032

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Abstracts

The Global Camping Equipment Market was valued at USD 18.7 billion in 2023 and is projected to grow at a CAGR of 6.5% from 2024 to 2032. The rising trend of outdoor recreation and adventure activities is fueling the demand for camping gear. As individuals increasingly seek experiences in nature, they are embarking on more frequent camping trips, necessitating high-quality equipment. Of late, there has been a notable surge in demand for camping gear crafted from recycled and sustainable materials. Heightened awareness of environmental issues is steering consumers towards products that lessen their ecological footprint.

Moreover, the infusion of technology into camping gear like GPS-enabled devices, solar-powered chargers, and smart tents featuring built-in climate control is becoming more prevalent. The burgeoning trend of glamping has spurred a heightened demand for upscale camping gear, seamlessly blending luxury and comfort with the great outdoors. The market segments based on product type include tents, furniture, backpacks, sleeping bags, cooking systems, and more. Backpacks, commanding a market value of USD 5.6 billion in 2023, are projected to soar to USD 10 billion by 2032. Features driving this demand include spacious storage, organized compartments, hydration reservoir sleeves, easy-access pockets, and ergonomic designs ensuring comfort during extended treks.

Additionally, ventilation and padding are prioritized for prolonged use. The camping equipment market categorizes products based on price into low, mid, and high ranges. Mid-range camping gear dominated in 2023, capturing 45% of the market share and showing promising growth. These mid-tier products often boast enhanced features and superior materials compared to their lower-priced counterparts.

Shoppers are particularly attracted to these upgrades, be it superior insulation in sleeping bags or enhanced ventilation in tents, always seeking a harmonious balance

between quality and cost. North America, with a camping equipment market valued at approximately USD 4.9 billion in 2023, is on track to reach USD 8.8 billion by 2032. The region is witnessing a surge in outdoor pursuits like hiking, backpacking, and camping, driven by a thirst for adventure and a desire to escape urban confines. Furthermore, the mental health advantages of immersing oneself in nature are gaining recognition. Camping not only offers a tech-free respite but also serves as a stress-relief avenue, drawing in health-conscious individuals aiming to enhance their well-being.

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