

Camping Furniture Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 – 2032

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Abstracts

The Global Camping Furniture Market was valued at USD 4.8 billion in 2023 and is projected to grow at a CAGR of 7% from 2024 to 2032. The increasing popularity of outdoor recreation and adventure activities fuels the demand for camping gear. As more people seek immersive experiences in nature, the need for high-quality camping furniture has risen alongside the frequency of camping trips. However, with the market's expansion comes intensified competition as numerous brands and products crowd the space. This market saturation can lead to price competition, making it difficult for new entrants to establish a foothold.

For established companies, maintaining product quality is essential, as consumers expect durable, reliable, and comfortable furniture for their outdoor adventures. Poorly made products or product failures can result in negative reviews, which could harm a brand's reputation. The market is segmented by product type, including chairs, stools, tables, cots, hammocks, and others. In 2023, cots held a significant market share, valued at USD 2 billion, and are forecasted to grow to USD 3.8 billion by 2032. Camping cots are favored for their ability to provide elevated and comfortable sleeping surfaces. Features like built-in padding, adjustable height, and easy setup are highly attractive to campers who prioritize comfort and convenience during their outdoor experiences. In terms of materials, the market is categorized into wood, metal, plastic, textiles, and others. Wood held the dominant share in 2023, accounting for 41% of the market. Consumers appreciate the natural and rustic appeal of wood, particularly those seeking a traditional camping experience.

Wooden furniture's warmth and texture enhance comfort and aesthetics, making it popular among outdoor enthusiasts who prefer a natural setting. In addition, high-quality wood offers the stability and durability needed for sturdy furniture such as tables and chairs. North America dominated the camping furniture market, generating USD 1.3

billion in revenue in 2023, with expectations to reach USD 2.3 billion by 2032. The growing interest in outdoor activities like camping, hiking, and backpacking has contributed significantly to this growth. Consumers are increasingly drawn to the mental health benefits of spending time in nature, including the opportunity to disconnect from technology and reduce stress, attracting health-conscious individuals who seek well-being through outdoor activities.

Contents

Report Content

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definitions
- 1.2 Base estimates & calculations
- 1.3 Forecast calculations
- 1.4 Data sources
 - 1.4.1 Primary
 - 1.4.2 Secondary
 - 1.4.2.1 Paid sources
 - 1.4.2.2 Public sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis, 2021-2032

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
 - 3.1.1 Factor affecting the value chain
 - 3.1.2 Profit margin analysis
 - 3.1.3 Disruptions
 - 3.1.4 Future outlook
 - 3.1.5 Manufacturers
 - 3.1.6 Distributors
- 3.2 Supplier landscape
- 3.3 Profit margin analysis
- 3.4 Raw material analysis
- 3.5 Key news & initiatives
- 3.6 Regulatory landscape
- 3.7 Impact forces
 - 3.7.1 Growth drivers
 - 3.7.1.1 Increased interest in outdoor activities
 - 3.7.1.2 Health and wellness trends
 - 3.7.1.3 Advancements in technology
 - 3.7.1.4 Rise in domestic travel

- 3.7.2 Industry pitfalls & challenges
 - 3.7.2.1 Market saturation
 - 3.7.2.2 Product quality and durability
- 3.8 Growth potential analysis
- 3.9 Porter's analysis
- 3.10 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2023

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive positioning matrix
- 4.4 Strategic outlook matrix

CHAPTER 5 MARKET ESTIMATES & FORECAST, BY PRODUCT, 2021-2032 (USD BILLION) (MILLION UNITS)

- 5.1 Key trends
- 5.2 Chairs and stools
- 5.3 Tables
- 5.4 Cots
- 5.5 Hammocks
- 5.6 Others

CHAPTER 6 MARKET ESTIMATES & FORECAST, BY MATERIAL, 2021-2032 (USD BILLION) (MILLION UNITS)

- 6.1 Key trends
- 6.2 Metal
- 6.3 Wood
- 6.4 Plastic
- 6.5 Textile
- 6.6 Others

CHAPTER 7 MARKET ESTIMATES & FORECAST, BY PRICE RANGE, 2021-2032 (USD BILLION) (MILLION UNITS)

- 7.1 Key trends
- 7.2 Low

7.3 Mid

7.4 High

CHAPTER 8 MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL, 2021-2032 (USD BILLION) (MILLION UNITS)

8.1 Key trends

8.2 Online

8.2.1 E-commerce

8.2.2 Company websites

8.3 Offline

8.3.1 Supermarkets

8.3.2 Specialty stores

8.3.3 Others (Departmental Stores. Etc.)

CHAPTER 9 MARKET ESTIMATES & FORECAST, BY REGION, 2021-2032 (USD BILLION) (MILLION UNITS)

9.1 Key trends

9.2 North America

9.2.1 U.S.

9.2.2 Canada

9.3 Europe

9.3.1 UK

9.3.2 Germany

9.3.3 France

9.3.4 Italy

9.3.5 Spain

9.3.6 Russia

9.3.7 Rest of Europe

9.4 Asia Pacific

9.4.1 China

9.4.2 India

9.4.3 Japan

9.4.4 South Korea

9.4.5 Australia

9.4.6 Rest of Asia Pacific

9.5 Latin America

9.5.1 Brazil

9.5.2 Mexico

9.5.3 Rest of Latin America

9.6 MEA

9.6.1 South Africa

9.6.2 Saudi Arabia

9.6.3 UAE

9.6.4 Rest of MEA

CHAPTER 10 COMPANY PROFILES

10.1 ALPS Mountaineering

10.2 Big Agnes, Inc.

10.3 Black Diamond Equipment

10.4 Camp Chef

10.5 Coleman Company, Inc.

10.6 Eureka!

10.7 GCI Outdoor

10.8 Helinox

10.9 Kelty

10.10 Kijaro

10.11 Mountain Safety Research

10.12 Ozark Trail

10.13 QuikShade

10.14 REI Co-op

10.15 Texpport

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