

# Sleeping Bag Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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## Abstracts

The Global Sleeping Bag Market was valued at USD 3.8 billion in 2024 and is estimated to grow at a CAGR of 6.8% to reach USD 7.1 billion by 2034. The growth is driven by an increasing interest in outdoor activities such as hiking, camping, and trekking, particularly following the pandemic. Social media platforms have also played a significant role in promoting outdoor lifestyles, encouraging individuals to invest in high-quality gear. Additionally, advancements in camping facilities and the development of more efficient, lightweight, and affordable sleeping bags have made outdoor recreation more accessible to a broader audience.

Consumers opt for eco-friendly products, with a growing preference for sleeping bags made from recycled or biodegradable materials. Manufacturers are responding by adopting sustainable production methods and incorporating innovative technologies, such as built-in heating systems, temperature-regulating fabrics, and Bluetooth-controlled warmth adjustments. The demand for compact and lightweight sleeping bags is also rising, especially among campers and backpackers who prioritize portability without compromising on warmth and durability.

In 2024, mummy-style sleeping bags led the global market, generating USD 1.4 billion in revenue, and are forecasted to double in value, reaching USD 2.8 billion by 2034. Their ergonomic shape, which reduces dead air space and maximizes thermal efficiency, continues to drive adoption in extreme climates and outdoor adventures. These bags are also designed with ultralight materials, appealing to hikers, trekkers, and backpackers seeking compact and easy-to-carry gear that does not compromise warmth or performance. As demand grows for technically advanced and performance-driven outdoor products, the popularity of mummy sleeping bags is expected to rise.

The residential segment represented 49.3% share in 2024 and is projected to achieve USD 1.8 billion by 2034. Sleeping bags are no longer confined to the outdoors; they are now being increasingly adopted for indoor activities like sleepovers, casual lounging, or as practical solutions for limited-space living arrangements. Their portability, affordability, and ease of storage make them a favored alternative to conventional bedding, especially in urban homes where maximizing space has become essential.

United States Sleeping Bag Market held an 87.3% share in 2024, and will grow at a CAGR of 7.4% through 2034. The U.S. benefits from a deeply rooted outdoor lifestyle culture supported by a vast network of national parks, hiking trails, and organized outdoor events. Rising disposable incomes allow consumers to invest in premium gear while increasing awareness of sustainability influences buying decisions. As a result, demand for eco-friendly and ethically sourced sleeping bags continues to grow, pushing brands to innovate in materials and manufacturing processes to meet evolving consumer expectations.

Key players in the Global Sleeping Bag Industry include Big Agnes, Coleman, Feathered Friends, Kelty, L.L.Bean, Marmot, Mountain Hardwear, NEMO Equipment, Rab, REI Co-op, Sea to Summit, Sierra Designs, Therm-a-Rest, The North Face, and Western Mountaineering. These companies are focusing on product innovation, sustainability, and expanding their market presence to meet the evolving demands of consumers. To strengthen their market position, companies in the sleeping bag industry are adopting several key strategies. They invest in R&D to create innovative products incorporating advanced technologies, such as temperature-regulating fabrics and built-in heating systems. Sustainability is also a major focus, with manufacturers using recycled and biodegradable materials to appeal to environmentally conscious consumers.

### **Companies Mentioned**

Big Agnes, Coleman, Feathered Friends, Kelty, L.L.Bean, Marmot, Mountain Hardwear, NEMO Equipment, Rab, REI Co-op, Sea to Summit, Sierra Designs, Therm-a-Rest, The North Face, Western Mountaineering

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