

Airsoft Guns Market Size, Share & Trend Analysis Report By Product (Handgun, Rifle, Shotgun, Muzzle Loading), By Distribution Channel (Online, Offline), By Region, And Segment Forecasts, 2023 - 2030

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Abstracts

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Airsoft Guns Market Growth & Trends

The global airsoft guns market size is expected to reach USD 3,522.2 million by 2030 and expand at a CAGR of 7.8% from 2023 to 2030, according to a new report by Grand View Research, Inc. Mounting consumer demand for airsoft sports events is pouring several associations to conduct airsoft leagues all over the globe. For instance, the International Practical Shooting Confederation (IPSC) conducts an international competition for airsoft shooting. Each year, participants from more than 105 nations actively take part in this competition. They have about 200K members across the globe who are into generating awareness about this event, thus driving the market for airsoft guns.

An increasing number of enthusiastic along with adventurous high net-worth individuals are increasing expenditure on airsoft guns which drives the market growth. Though, people are increasingly becoming more conscious of the damage caused by the abuse of these gadgets, which is restraining the growth of the market. The COVID-19 pandemic has had a negative impact on the growth of the market. Most leading brands experienced a decline in sales due to the pandemic.

Various major airsoft events and activities were postponed or cancelled during the pandemic which resulted in a decline in the demand for airsoft guns in 2020. The

growing adoption of online channel sales makes the market grow at a steady pace again from the last two quarters of 2020. The handguns segment dominated the market with a market share of over 40.0% in 2021. This is owing to a rise in the demand among customers for them. These lightweight, user-friendly toys are easy-to-use and need no user manual, as such, they are a widely held option by children and adults. Therefore, it is mostly used all over the world and generated large revenue in 2021.

North America acquired the largest revenue share in the airsoft guns market in 2021. This is due to rising consumer inclination for adventure activities and increases in disposable income in the region. By considering the market demand, several companies are offering fields and airsoft guns for rent, where everyone can enjoy the adventure activity. For instance, U.S.-based company, AirsoftC3, LLC is one of the main hosts of indoor as well as outdoor airsoft games that offers field, bb guns, airsoft guns, and protective gear for rent. Thus, North America generated the largest revenue in 2021.

A growing number of rifle companies in advanced countries, such as the U.S., the UK, Germany, France, and Italy have played a significant role in boosting the use of airsoft guns. Companies are running multiple airsoft gun activities and events to bring people into the team.

Airsoft Guns Market Report Highlights

The Middle East and Africa are expected to dominate the market over the forecast period from 2023 to 2030. Varying consumer behaviors toward adventure sports activity, along with rising disposable income, particularly among the youth working population, in countries such as Saudi Arabia and UAE, is likely to increase the market growth in the region

The rifle segment is projected to grow with the fastest CAGR of 8.4% in the forecast period. This is owing to the majority of game experts advising players to use these rifles as they help in providing improved overall shooting accuracy

The online segment is projected to register the fastest CAGR of 8.2% in the forecast period. A growing number of social media drives about the thrill of these sports events will surge the demand for airsoft guns over the online channel over the next few years

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Product Outlook
- 2.3. Distribution Channel Outlook
- 2.4. Regional Outlook
- 2.5. Competition Outlook

CHAPTER 3. AIRSOFT GUNS MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Lineage Outlook
- 3.2. Industry Value Chain Analysis
 - 3.2.1. Raw Material Outlook
 - 3.2.2. Manufacturing and Technology Outlook
 - 3.2.3. Profit Margin Analysis
- 3.3. Market Dynamics
 - 3.3.1. Market Driver Analysis
 - 3.3.2. Market Restraint Analysis
 - 3.3.3. Market Opportunities
 - 3.3.4. Market Challenges
- 3.4. Industry Analysis - Porter's Five Forces Analysis
- 3.5. Market Entry Strategies

CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS

- 4.1. Demographics Analysis
- 4.2. Consumer Trends and Preferences
- 4.3. Factors Affecting Buying Decision
- 4.4. Consumer Product Adoption
- 4.5. Key Observations & Findings

CHAPTER 5. AIRSOFT GUNS MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

- 5.1. Product Movement Analysis & Market Share, 2022 & 2030
- 5.2. Handgun
 - 5.2.1. Handgun airsoft guns market estimates and forecast, 2017 - 2030 (USD Million)
- 5.3. Rifle
 - 5.3.1. Rifle airsoft guns market estimates and forecast, 2017 - 2030 (USD Million)
- 5.4. Shotgun
 - 5.4.1. Shotgun airsoft guns market estimates and forecast, 2017 - 2030 (USD Million)
- 5.5. Muzzle Loading
 - 5.5.1. Muzzle Loading airsoft guns market estimates and forecast, 2017 - 2030 (USD Million)

CHAPTER 6. AIRSOFT GUNS MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

- 6.1. Distribution Channel Movement Analysis & Market Share, 2022 & 2030
- 6.2. Online
 - 6.2.1. Airsoft guns market estimates and forecast through online distribution channel, 2017 - 2030 (USD Million)
- 6.3. Offline
 - 6.3.1. Airsoft guns market estimates and forecast through offline distribution channel, 2017 - 2030 (USD Million)

CHAPTER 7. AIRSOFT GUNS MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

- 7.1. Regional Movement Analysis & Market Share, 2022 & 2030
- 7.2. North America
 - 7.2.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.2.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.2.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.2.4. U.S.

7.2.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.2.4.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.2.4.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.2.5. Canada

7.2.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.2.5.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.2.5.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.2.6. Mexico

7.2.6.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.2.6.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.2.6.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.3. Europe

7.3.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.3.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.3.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.3.4. U.K.

7.3.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.3.4.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.3.4.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.3.5. Germany

7.3.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.3.5.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.3.5.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.3.6. France

7.3.6.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.3.6.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.3.6.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.3.7. Italy

- 7.3.7.1. Market estimates and forecast, 2017 - 2030 (USD Million)
- 7.3.7.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)
- 7.3.7.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
- 7.3.8. Spain
 - 7.3.8.1. Market estimates and forecast, 2017 - 2030 (USD Million)
 - 7.3.8.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)
 - 7.3.8.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
- 7.4. Asia Pacific
 - 7.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)
 - 7.4.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)
 - 7.4.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
 - 7.4.4. China
 - 7.4.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)
 - 7.4.4.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)
 - 7.4.4.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
 - 7.4.5. Japan
 - 7.4.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)
 - 7.4.5.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)
 - 7.4.5.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
 - 7.4.6. India
 - 7.4.6.1. Market estimates and forecast, 2017 - 2030 (USD Million)
 - 7.4.6.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)
 - 7.4.6.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
 - 7.4.7. New Zealand
 - 7.4.7.1. Market estimates and forecast, 2017 - 2030 (USD Million)
 - 7.4.7.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)
 - 7.4.7.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)
 - 7.4.8. Thailand
 - 7.4.8.1. Market estimates and forecast, 2017 - 2030 (USD Million)
 - 7.4.8.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)
 - 7.4.8.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.5. Central & South America

7.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.5.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.5.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.5.4. Brazil

7.5.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.5.4.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.5.4.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.6. Middle East & Africa

7.6.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.6.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.6.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.6.4. South Africa

7.6.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)

7.6.4.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.6.4.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

CHAPTER 8. COMPETITIVE ANALYSIS

8.1. Recent developments & impact analysis, by key market participants

8.2. Company Categorization

8.3. Participant's Overview

8.4. Financial Performance

8.5. Product Benchmarking

8.6. Company Market Share Analysis, 2022 (%)

8.7. Company Heat Map Analysis

8.8. Strategy Mapping

8.9. List of key companies analyzed in this section include:

8.9.1. VALKEN SPORTS

8.9.2. Colt's Manufacturing Company, LLC

8.9.3. ICS Airsoft, Inc.

8.9.4. Crosman Corporation

8.9.5. Lancer Tactical Inc.

8.9.6. Kriss USA

8.9.7. G&G ARMAMENT TAIWAN LTD.

8.9.8. Ballistic Breakthru Gunnery Corporation

8.9.9. A&K Airsoft

8.9.10. Tokyo Marui

List Of Tables

LIST OF TABLES

Table 1 Airsoft Guns Market - Key Market Driver Analysis

Table 2 Airsoft Guns Market - Key Market Restraint Analysis

Table 3 Airsoft Guns market estimates & forecast, by Product (USD Million)

Table 4 Airsoft Guns market estimates & forecast, by distribution channel (USD Million)

Table 5 U.S. macro-economic outlay

Table 6 Canada macro-economic outlay

Table 7 Mexico macro-economic outlay

Table 8 Germany macro-economic outlay

Table 9 U.K. macro-economic outlay

Table 10 France macro-economic outlay

Table 11 Italy macro-economic outlay

Table 12 Spain macro-economic outlay

Table 13 China macro-economic outlay

Table 14 India macro-economic outlay

Table 15 Japan macro-economic outlay

Table 16 New Zealand macro-economic outlay

Table 17 Thailand macro-economic outlay

Table 18 Brazil macro-economic outlay

Table 19 South Africa macro-economic outlay

Table 20 Recent developments & impact analysis, by key market participants

Table 21 Company market share, 2022

Table 22 Company heat map analysis

List Of Figures

LIST OF FIGURES

- Fig. 1 Airsoft guns market segmentation
- Fig. 2 Information procurement
- Fig. 3 Primary research pattern
- Fig. 4 Primary research approaches
- Fig. 5 Primary research process
- Fig. 6 Market snapshot
- Fig. 7 Segment snapshot
- Fig. 8 Competitive landscape Snapshot
- Fig. 9 Global airsoft guns market size, 2017 to 2030 (USD Million)
- Fig. 10 Airsoft guns market: Value chain analysis
- Fig. 11 Airsoft guns market: Profit-margin analysis
- Fig. 12 Airsoft guns market: Dynamics
- Fig. 13 Airsoft guns market: Porter's five forces analysis
- Fig. 14 Factors influencing buying decisions for airsoft guns
- Fig. 15 Airsoft guns market, by Product: Key takeaways
- Fig. 16 Airsoft guns market, by Product: Market share, 2022 & 2030
- Fig. 17 Handgun airsoft guns market estimates & forecasts, 2017 - 2030 (USD Million)
- Fig. 18 Rifle airsoft guns market estimates & forecasts, 2017 - 2030 (USD Million)
- Fig. 19 Shotgun airsoft guns market estimates & forecasts, 2017 - 2030 (USD Million)
- Fig. 20 Muzzle loading airsoft guns market estimates & forecasts, 2017 - 2030 (USD Million)
- Fig. 21 Airsoft guns market, by distribution channel: Key takeaways
- Fig. 22 Airsoft guns market, by distribution channel: Market share, 2022 & 2030
- Fig. 23 Airsoft guns market estimates & forecasts, through offline channel, 2017 - 2030 (USD Million)
- Fig. 24 Airsoft guns market estimates & forecasts, through online channel, 2017 - 2030 (USD Million)
- Fig. 25 Airsoft guns market revenue, by region, 2022 & 2030 (USD Million)
- Fig. 26 Regional marketplace: Key takeaways
- Fig. 27 North America airsoft guns market estimates & forecast, 2017- 2030 (USD Million)
- Fig. 28 U.S. airsoft guns market estimates & forecast, 2017 - 2030 (USD Million)
- Fig. 29 Canada airsoft guns market estimates & forecast, 2017 - 2030 (USD Million)
- Fig. 30 Mexico airsoft guns market estimates & forecast, 2017 - 2030 (USD Million)
- Fig. 31 Europe airsoft guns market estimates & forecast, 2017- 2030 (USD Million)

- Fig. 32 Germany airsoft guns market estimates & forecast, 2017 - 2030 (USD Million)
- Fig. 33 U.K. airsoft guns market estimates & forecast, 2017 - 2030 (USD Million)
- Fig. 34 France airsoft guns market estimates & forecast, 2017 - 2030 (USD Million)
- Fig. 35 Italy airsoft guns market estimates & forecast, 2017 - 2030 (USD Million)
- Fig. 36 Spain airsoft guns market estimates & forecast, 2017 - 2030 (USD Million)
- Fig. 37 Asia Pacific airsoft guns market estimates & forecast, 2017- 2030 (USD Million)
- Fig. 38 China airsoft guns market estimates & forecast, 2017 - 2030 (USD Million)
- Fig. 39 India airsoft guns market estimates & forecast, 2017 - 2030 (USD Million)
- Fig. 40 Japan airsoft guns market estimates & forecast, 2017 - 2030 (USD Million)
- Fig. 41 New Zealand airsoft guns market estimates & forecast, 2017 - 2030 (USD Million)
- Fig. 42 Thailand airsoft guns market estimates & forecast, 2017 - 2030 (USD Million)
- Fig. 43 Middle East & Africa airsoft guns market estimates & forecast, 2017- 2030 (USD Million)
- Fig. 44 South Africa airsoft guns market estimates & forecast, 2017 - 2030 (USD Million)
- Fig. 45 Central and South America airsoft guns market estimates & forecast, 2017- 2030 (USD Million)
- Fig. 46 Brazil airsoft guns market estimates & forecast, 2017 - 2030 (USD Million)
- Fig. 47 Company market share analysis, 2022
- Fig. 48 Strategic framework of airsoft guns market

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