

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

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