

# **Europe Glamping Market Size, Share & Trends Analysis Report By Accommodation (Cabins & Pods, Tents, Yurts, Treehouses), By Age Group (18-32 Years, 33-50 Years, 51-65 Years, Above 65 Years), By Country, And Segment Forecasts, 2025 - 2030**

<https://marketpublishers.com/r/EAB823A6FE23EN.html>

Date: October 2024

Pages: 80

Price: US\$ 3,950.00 (Single User License)

ID: EAB823A6FE23EN

## **Abstracts**

This report can be delivered to the clients within 3 Business Days

### **Europe Glamping Market Growth & Trends**

The Europe glamping market size is expected to reach USD 2176.0 million by 2030, registering a CAGR of 8.5% from 2025 to 2030, according to a new report by Grand View Research, Inc. Growing popularity of tourism coupled with consumer willingness to spend on modern amenities while camping is anticipated to fuel the market growth. In addition, growing ethical consumerism and consumer awareness with respect to the new trend of glamping is anticipated to further fuel the demand. Moreover, the increasing popularity of staycations among campers, solo travelers, and families is projected to positively fuel the market growth.

Glamping continues to grow as a market that meets the changing needs of holidaymakers in terms of sustainability, experience, and luxury. This development is offering strong opportunities for hotels. By expanding a hotel with glamping tents, hotel owners are creating more capacity and additional income at lower costs, likely favoring the growth of the market. For instance, in May 2021, The Hoxton, a U.K.-based boutique hotel, launched Camp Hox, a series of curated camper van experiences across Europe.

Tents are expected to witness significant market penetration on account of the increasing number of weddings and parties on the beachside. Consumers prefer beach weddings

which allow all their guests to camp out on the beach thus making the whole experience enjoyable. Nowadays, corporates also have been hosting beach events which are inclusive of the night-stay in tents thus allowing employees to witness the exotic view. These factors are expected to have a positive impact on tent glamping over the forecast period.

Travelers nowadays have been looking for outdoor experiences that are memorable, luxurious, and close to nature. They are willing to try new things without putting a lot of thought into the cost. Glamping is a balanced combination of all these features. Rising number of consumers looking for outdoor activities and close-to-nature experiences is expected to open new opportunities for the glamping market over the forecast period.

France held the largest market share in 2021 and is estimated to continue to grow over the forecasted period. Major tour operators and online glamping service providers have focused on introducing different accommodation types to attract consumers. This is also supporting the market growth in the region. High interest of consumers of all ages, especially among 18- to 50-year-olds is projected to boost the regional market growth.

## Europe Glamping Market Report Highlights

In 2024, cabins and pods led the accommodation category with a dominant share of 45.32%, primarily due to the enhanced safety features these accommodations offer, including lockable windows and doors, spacious kitchens and living areas, and private bathrooms.

The demand for glamping tents is anticipated to grow with a CAGR of 8.6% from 2025 to 2030. The glamping industry is poised for substantial growth in the tent accommodation segment, encompassing options such as bell tents, luxury tents, tented cabins, and safari tents.

In 2024, the demand for glamping among the age group 18 to 32 years accounted for a market share of 41.66%.

The demand among the age group 33 to 50 years is poised to register a CAGR of 8.6% from 2025 to 2030.

## 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 Snapshot
- 2.2. Segment Snapshot
- 2.3. Competitive Landscape Snapshot

### CHAPTER 3. EUROPE GLAMPING MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Lineage Outlook
  - 3.1.1. Parent Market Outlook
  - 3.1.2. Related Market Outlook
- 3.2. Penetration and Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
  - 3.3.1. Booking Channel Analysis and Trends
  - 3.3.2. Seasonality Trends and Analysis
- 3.4. Market Dynamics
  - 3.4.1. Market Driver Analysis
  - 3.4.2. Market Restraint Analysis
  - 3.4.3. Market Opportunities
  - 3.4.4. Market Challenges
- 3.5. Industry Analysis Tools
  - 3.5.1. Porter's Five Forces Analysis
- 3.6. Market Entry Strategies

## **CHAPTER 4. EUROPE GLAMPING MARKET: CONSUMER BEHAVIOR ANALYSIS**

- 4.1. Demographic Analysis
- 4.2. Consumer Trends & Preferences
- 4.3. Factors Affecting Buying Decisions
- 4.4. Consumer Service Adoption
- 4.5. Observations & Recommendations

## **CHAPTER 5. EUROPE GLAMPING MARKET: ACCOMMODATION ESTIMATES & TREND ANALYSIS**

- 5.1. Europe Glamping Market, By Accommodation : Key Takeaways
- 5.2. Accommodation Movement Analysis & Market Share, 2024 & 2030
- 5.3. Market Estimates & Forecasts, By Accommodation , 2018 - 2030 (USD Million)
  - 5.3.1. Cabins and Pods
    - 5.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 5.3.2. Tents
    - 5.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 5.3.3. Yurts
    - 5.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 5.3.4. Treehouses
    - 5.3.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 5.3.5. Others
    - 5.3.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 6. EUROPE GLAMPING MARKET: AGE GROUP ESTIMATES & TREND ANALYSIS**

- 6.1. Europe Glamping Market, By Age Group: Key Takeaways
- 6.2. Age Group Movement Analysis & Market Share, 2024 & 2030
- 6.3. Market Estimates & Forecasts, by Age Group, 2018 - 2030 (USD Million)
  - 6.3.1. 18-32 Years
    - 6.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 6.3.2. 33-50 Years
    - 6.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 6.3.3. 51-65 Years
    - 6.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
  - 6.3.4. Above 65 Years

#### 6.3.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 7. EUROPE GLAMPING MARKET: COUNTRY ESTIMATES & TREND ANALYSIS**

### 7.1. Europe Glamping Market: Country Outlook

### 7.2. Country Marketplaces: Key Takeaways

### 7.3. Market Estimates & Forecasts, by Country, 2018 - 2030 (USD Million)

#### 7.3.1. UK

##### 7.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)

#### 7.3.2. Germany

##### 7.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)

#### 7.3.3. France

##### 7.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)

#### 7.3.4. Italy

##### 7.3.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)

#### 7.3.5. Spain

##### 7.3.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)

#### 7.3.6. Netherlands

##### 7.3.6.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 8. EUROPE GLAMPING MARKET: 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. Service Benchmarking

### 8.6. Company Market Share Analysis, 2024 (%)

### 8.7. Company Heat Map Analysis, 2024

### 8.8. Strategy Mapping

### 8.9. Company Profile

#### 8.9.1. Feather Down Farms

##### 8.9.1.1. Company Overview

##### 8.9.1.2. Financial Performance

##### 8.9.1.3. Service Portfolios

##### 8.9.1.4. Strategic Initiatives

#### 8.9.2. Huttopia

##### 8.9.2.1. Company Overview

- 8.9.2.2. Financial Performance
- 8.9.2.3. Service Portfolios
- 8.9.2.4. Strategic Initiatives
- 8.9.3. Arena Campsites
  - 8.9.3.1. Company Overview
  - 8.9.3.2. Financial Performance
  - 8.9.3.3. Service Portfolios
  - 8.9.3.4. Strategic Initiatives
- 8.9.4. Canopy & Stars
  - 8.9.4.1. Company Overview
  - 8.9.4.2. Financial Performance
  - 8.9.4.3. Service Portfolios
  - 8.9.4.4. Strategic Initiatives
- 8.9.5. Under Canvas
  - 8.9.5.1. Company Overview
  - 8.9.5.2. Financial Performance
  - 8.9.5.3. Service Portfolios
  - 8.9.5.4. Strategic Initiatives
- 8.9.6. Killarney Glamping
  - 8.9.6.1. Company Overview
  - 8.9.6.2. Financial Performance
  - 8.9.6.3. Service Portfolios
  - 8.9.6.4. Strategic Initiatives
- 8.9.7. Wigwam Holidays Ltd.
  - 8.9.7.1. Company Overview
  - 8.9.7.2. Financial Performance
  - 8.9.7.3. Service Portfolios
  - 8.9.7.4. Strategic Initiatives
- 8.9.8. Bond Fabrications
  - 8.9.8.1. Company Overview
  - 8.9.8.2. Financial Performance
  - 8.9.8.3. Service Portfolios
  - 8.9.8.4. Strategic Initiatives
- 8.9.9. Long Valley Yurts
  - 8.9.9.1. Company Overview
  - 8.9.9.2. Financial Performance
  - 8.9.9.3. Service Portfolios
  - 8.9.9.4. Strategic Initiatives
- 8.9.10. Texel Yurt's

- 8.9.10.1. Company Overview
- 8.9.10.2. Financial Performance
- 8.9.10.3. Service Portfolios
- 8.9.10.4. Strategic Initiatives

## I would like to order

Product name: Europe Glamping Market Size, Share & Trends Analysis Report By Accommodation (Cabins & Pods, Tents, Yurts, Treehouses), By Age Group (18-32 Years, 33-50 Years, 51-65 Years, Above 65 Years), By Country, And Segment Forecasts, 2025 - 2030

Product link: <https://marketpublishers.com/r/EAB823A6FE23EN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/EAB823A6FE23EN.html>