

# Glamping Market Size, Share & Trends Analysis Report By Accommodation (Cabins & Pods, Tents, Treehouses), By Age Group (18-32 Years, 33-50 Years), By Region (APAC, North America), And Segment Forecasts, 2022 - 2030

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## Abstracts

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### Glamping Market Growth & Trends

The global glamping market size is anticipated to reach USD 5.94 billion by 2030, registering a CAGR of 10.9% over the forecast period, according to a new report by Grand View Research, Inc. With continuous modification in service offerings and expansions, the market is expected to witness a prominent acceptance among tourists who prefer to stay closer to home over foreign vacations. Also, staycations are becoming increasingly popular and are expected to continue growing further through Airbnb and various other advertising campaigns supported by the governments across all regions. While de-stressing and relaxation are considered to be the main factors propelling the market growth, the need for a healthy lifestyle along with eco-tourism has created high demand for an active outdoors r?gime.

This, in turn, will have a positive impact on the market over the forecast period. Most consumers prefer spending a huge sum of money on immersive experiences as opposed to material possessions. Ethical awareness as well as rising demand for greater ethical conscientiousness from brands is expected to fuel industry growth from 2022 to 2030. Millennials nowadays seek adventurous, personal as well as local experiences wherever they go and are also willing to pay to get that emotionally evocative understanding, thus high target population is expected to have a positive

impact on the market over the forecast period. In addition, another trend observed in the market is that in the past, staycations were only employed for celebratory purposes.

However, over the past few years, families, groups of individuals, etc. need to pamper themselves on their days off from work. Another reason for the increase in staycations is that people today prefer nearby getaways for long weekends, which is why consumers prefer holidaying within city limits. Moreover, the growing inclination of young consumers towards prioritizing their travel experiences over materialistic possessions, particularly among millennials, has made glamping a trending camping option. Millennials and Gen X constitute a driving force for the market. According to the KOA report, leisure traveler participation in glamping by generations comprised 48% of millennials and 28% of Gen X in North America in 2019.

Although the impact of COVID-19 on disposable income over the forecast period is not known, it is seen to have not much of a change on the industry. Glamping is a fairly low-cost leisure offering within the tourism industry and thus remains attractive to a large percentage. Moreover, traditional hospitality offerings including hotels, restaurants, and resorts have had a destructive impact due to COVID-19, whereas the glamping and camping industries witnessed a higher demand as they offer socially distant, hygienic, and scheduled breaks away from the city. With no common areas or front desk, no bars or restaurants, operators like Hipcamp, Getaway, and Tentrr offer tents or secluded cabins that are well-positioned to capture this demand.

In addition, glamping service providers are also focusing on partnering with hotels and resorts to popularize and generate greater profits. For instance, Glampique's services are a perfect solution for business-to-business glamping deals. However, getting planning permission to start a glamping site is one of the challenges faced by numerous owners. Land use permission to build glamping sites may take up to a year and is a very lengthy procedure. This is one of the major challenges that discourage people from starting their own glamping business; particularly in the U.S.A., a few planning authorities simply don't relate glamping as a business or the benefits of luxury camping as an environmentally conscious way to use a piece of land or building and diversify or boost a local economy.

## Glamping Market Report Highlights

Rising preference for contemporary tents, pods, and cabins amidst nature is expected to be one of the key reasons driving the market over the forecast

period

The cabins and pods segment accounted for the largest revenue share in 2021 and is expected to grow at a steady CAGR over the forecast period

Cabin and pods accommodation has been the most preferred glamping type due to amenities, such as safe door and window locks. With outdoor activities becoming more popular, travel enthusiasts get highly attracted by luxury services offered by the glamping service providers

The 18-32 years age group segment will register the fastest CAGR over the forecast period. The rising trend of travel & tourism in the millennial generation category is fueling the segment growth

Europe held the largest revenue share of over 35.00% in 2021. The market started as a niche segment in Europe; however, it has been gaining traction over the past few years due to rising consumer awareness about the benefits of glamping

## 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. Accommodation Outlook
- 2.3. Age Group Outlook
- 2.4. Competitive Insights

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

- 3.1. Market Introduction
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
  - 3.3.1. Retail Chain Analysis
  - 3.3.2. Profit Margin Analysis
- 3.4. Market Dynamics
  - 3.4.1. Market Driver Analysis
  - 3.4.2. Market Restraint Analysis
  - 3.4.3. Industry Challenges
  - 3.4.4. Industry Opportunities
- 3.5. Business Environment Analysis
  - 3.5.1. Industry Analysis - Porter's
    - 3.5.1.1. Supplier Power
    - 3.5.1.2. Buyer Power

- 3.5.1.3. Substitution Threat
- 3.5.1.4. Threat from New Entrant
- 3.5.1.5. Competitive Rivalry
- 3.6. Roadmap of Glamping Market
- 3.7. Market Entry Strategies
- 3.8. Impact of COVID-19 on the Glamping Market

## **CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS**

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

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

- 5.1. Accommodation Movement Analysis & Market Share, 2018 & 2025
- 5.2. Cabins and Pods
  - 5.2.1. Market estimates and forecast, 2017 - 2030 (USD Million)
- 5.3. Tents
  - 5.3.1. Market estimates and forecast, 2017 - 2030 (USD Million)
- 5.4. Yurts
  - 5.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)
- 5.5. Treehouse
  - 5.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)
- 5.6. Others
  - 5.6.1. Market estimates and forecast, 2017 - 2030 (USD Million)

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

- 6.1. Age Group Movement Analysis & Market Share, 2018 & 2025
- 6.2. 18-32 years
  - 6.2.1. Market estimates and forecast, 2017 - 2030 (USD Million)
- 6.3. 33-50 years
  - 6.3.1. Market estimates and forecast, 2017 - 2030 (USD Million)
- 6.4. 51-65 years
  - 6.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)

## 6.5. Above 65 years

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

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

### 7.1. Regional Movement Analysis & Market Share, 2018 & 2025

#### 7.2. North America

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

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

##### 7.2.3. Market estimates and forecast, by age group, 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 accommodation, 2017 - 2030 (USD Million)

###### 7.2.4.3. Market estimates and forecast, by age group, 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 accommodation, 2017 - 2030 (USD Million)

##### 7.3.3. Market estimates and forecast, by age group, 2017 - 2030 (USD Million)

##### 7.3.4. Italy

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

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

###### 7.3.4.3. Market estimates and forecast, by age group, 2017 - 2030 (USD Million)

##### 7.3.5. U.K.

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

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

###### 7.3.5.3. Market estimates and forecast, by age group, 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 accommodation, 2017 - 2030 (USD Million)

##### 7.4.3. Market estimates and forecast, by age group, 2017 - 2030 (USD Million)

##### 7.4.4. India

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

###### 7.4.4.2. Market estimates and forecast, by accommodation, 2017 - 2030 (USD Million)

###### 7.4.4.3. Market estimates and forecast, by age group, 2017 - 2030 (USD Million)

##### 7.4.5. Australia

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

7.4.5.2. Market estimates and forecast, by accommodation, 2017 - 2030 (USD Million)

7.4.5.3. Market estimates and forecast, by age group, 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 accommodation, 2017 - 2030 (USD Million)

7.5.3. Market estimates and forecast, by age group, 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 accommodation, 2017 - 2030 (USD Million)

7.5.4.3. Market estimates and forecast, by age group, 2017 - 2030 (USD Million)

7.6. Middle East & Africa (MEA)

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

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

7.6.3. Market estimates and forecast, by age group, 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 accommodation, 2017 - 2030 (USD Million)

7.6.4.3. Market estimates and forecast, by age group, 2017 - 2030 (USD Million)

## **CHAPTER 8. COMPETITIVE ANALYSIS**

8.1. Key global players, recent developments & their impact on the industry

8.2. Key Company/Competition Categorization (Key innovators, Market leaders, Emerging players)

8.3. Vendor Landscape

8.3.1. Key company market share analysis, 2021

## **CHAPTER 9. COMPANY PROFILES**

9.1. The Last Best Beef LLC

9.1.1. Company Overview

9.1.2. Financial Performance

9.1.3. Product Benchmarking

9.1.4. Strategic Initiatives

9.2. Under Canvas

- 9.2.1. Company Overview
- 9.2.2. Financial Performance
- 9.2.3. Product Benchmarking
- 9.2.4. Strategic Initiatives
- 9.3. Collective Retreats
  - 9.3.1. Company Overview
  - 9.3.2. Financial Performance
  - 9.3.3. Product Benchmarking
  - 9.3.4. Strategic Initiatives
- 9.4. Tentr
  - 9.4.1. Company Overview
  - 9.4.2. Financial Performance
  - 9.4.3. Product Benchmarking
  - 9.4.4. Strategic Initiatives
- 9.5. Eco Retreats
  - 9.5.1. Company Overview
  - 9.5.2. Financial Performance
  - 9.5.3. Product Benchmarking
  - 9.5.4. Strategic Initiatives
- 9.6. Baillie Lodges
  - 9.6.1. Company Overview
  - 9.6.2. Financial Performance
  - 9.6.3. Product Benchmarking
  - 9.6.4. Strategic Initiatives
- 9.7. Nightfall Camp Pty Ltd
  - 9.7.1. Company Overview
  - 9.7.2. Financial Performance
  - 9.7.3. Product Benchmarking
  - 9.7.4. Strategic Initiatives
- 9.8. Tanja Lagoon Camp
  - 9.8.1. Company Overview
  - 9.8.2. Financial Performance
  - 9.8.3. Product Benchmarking
  - 9.8.4. Strategic Initiatives
- 9.9. Wildman Wilderness Lodge
  - 9.9.1. Company Overview
  - 9.9.2. Financial Performance
  - 9.9.3. Product Benchmarking
  - 9.9.4. Strategic Initiatives



## 9.10. Paperbark Camp

9.10.1. Company Overview

9.10.2. Financial Performance

9.10.3. Product Benchmarking

9.10.4. Strategic Initiatives

## List Of Tables

### LIST OF TABLES

1. The average cost of setting up a glamping site for one ready-to-assemble dome structure
2. Glamping market - Driving factor market analysis.
3. America's largest music festivals
4. Glamping market - Restraint factor market analysis
5. Cabins & pods glamping market estimates and forecast, 2017 - 2030 (USD Million)
6. Tents market estimates and forecast, 2017 - 2030 (USD Million)
7. Yurts market estimates and forecast, 2017 - 2030 (USD Million)
8. Treehouse market estimates and forecast, 2017 - 2030 (USD Million)
9. Others market estimates and forecast, 2017 - 2030 (USD Million)
10. Glamping market estimates and forecast in 18-32 years age group, 2017 - 2030 (USD Million)
11. Glamping market estimates and forecast in 33-50 years age group, 2017 - 2030 (USD Million)
12. Glamping market estimates and forecast in 51-65 years age group, 2017 - 2030 (USD Million)
13. Glamping market estimates and forecast in above 65 years age group, 2017 - 2030 (USD Million)
14. North America glamping market estimates and forecast, 2017 - 2030 (USD Million)
15. North America glamping market estimates and forecast, by accommodation type, 2017 - 2030 (USD Million)
16. North America glamping market estimates and forecast, by age group, 2017 - 2030 (USD Million)
17. U.S. glamping market estimates and forecast, 2017 - 2030 (USD Million)
18. U.S. glamping market estimates and forecast, by accommodation type, 2017 - 2030 (USD Million)
19. U.S. glamping market estimates and forecast, by age group, 2017 - 2030 (USD Million)
20. Europe glamping market estimates and forecast, 2017 - 2030 (USD Million)
21. Europe glamping market estimates and forecast, by accommodation type, 2017 - 2030 (USD Million)
22. Europe glamping market estimates and forecast, by age group, 2017 - 2030 (USD Million)
23. Italy glamping market estimates and forecast, 2017 - 2030 (USD Million)
24. Italy glamping market estimates and forecast, by accommodation type, 2017 - 2030

(USD Million)

25. Italy glamping market estimates and forecast, by age group, 2017 - 2030 (USD Million)
26. U.K. glamping market estimates and forecast, 2017 - 2030 (USD Million)
27. U.K. glamping market estimates and forecast, by accommodation type, 2017 - 2030 (USD Million)
28. U.K. glamping market estimates and forecast, by age group, 2017 - 2030 (USD Million)
29. Asia Pacific glamping market estimates and forecast, 2017 - 2030 (USD Million)
30. Asia Pacific glamping market estimates and forecast, by accommodation type, 2017 - 2030 (USD Million)
31. Asia Pacific glamping market estimates and forecast, by age group, 2017 - 2030 (USD Million)
32. Australia glamping market estimates and forecast, 2017 - 2030 (USD Million)
33. Australia glamping market estimates and forecast, by accommodation type, 2017 - 2030 (USD Million)
34. Australia glamping market estimates and forecast, by age group, 2017 - 2030 (USD Million)
35. India glamping market estimates and forecast, 2017 - 2030 (USD Million)
36. India glamping market estimates and forecast, by accommodation type, 2017 - 2030 (USD Million)
37. India glamping market estimates and forecast, by age group, 2017 - 2030 (USD Million)
38. Middle East & Africa glamping market estimates and forecast, 2017 - 2030 (USD Million)
39. Middle East & Africa glamping market estimates and forecast, by accommodation type, 2017 - 2030 (USD Million)
40. Middle East & Africa glamping market estimates and forecast, by age group, 2017 - 2030 (USD Million)
41. South Africa glamping market estimates and forecast, 2017 - 2030 (USD Million)
42. South Africa glamping market estimates and forecast, by accommodation type, 2017 - 2030 (USD Million)
43. South Africa glamping market estimates and forecast, by age group, 2017 - 2030 (USD Million)
44. Central & South America glamping market estimates and forecast, 2017 - 2030 (USD Million)
45. Central & South America glamping market estimates and forecast, by accommodation type, 2017 - 2030 (USD Million)
46. Central & South America glamping market estimates and forecast, by age group,

2017 - 2030 (USD Million)

47. Brazil glamping market estimates and forecast, 2017 - 2030 (USD Million)

48. Brazil glamping market estimates and forecast, by accommodation type, 2017 - 2030 (USD Million)

49. Brazil glamping market estimates and forecast, by age group, 2017 - 2030 (USD Million)

50. Company categorization

## List Of Figures

### LIST OF FIGURES

1. Glamping market segmentation
2. Information procurement
3. Primary research pattern
4. Primary research approaches
5. Primary research process
6. Glamping market - Accommodation type growth
7. Glamping market - Value chain analysis
8. Glamping market - Sales channels
9. Average spend on staycation in the UK, 2011 - 2019 (GBP)
10. Glamping market: Porter's Five Forces Analysis
11. Roadmap of glamping market
12. Leisure traveler participation in glamping by generation in North America, 2019 (%)
13. Glamping market: Accommodation share (%) analysis, 2021 & 2030
14. Glamping market: Age group share (%) analysis, 2021 & 2030
15. Glamping market: Regional share (%) analysis, 2021 & 2030
16. Glamping market: Company market share, 2020 (%)

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