

Camping Tent Market Report by Tent Type (Tunnel Tent, Dome Tent, Geodesic Tent, and Others), Tent Capacity (One Person, Two Persons, Three Or More Persons), End Use (Recreational Activities, Military and Civil, and Others), Distribution Channel (Specialty Sporting Goods Stores, Supermarkets and Hypermarkets, Online Stores, and Others), and Region 2024-2032

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Abstracts

The global camping tent market size reached US\$ 3.0 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 5.1 Billion by 2032, exhibiting a growth rate (CAGR) of 5.7% during 2024-2032. The increasing interest in outdoor activities and adventure tourism, the improved availability of diverse and high-quality options, strategic partnerships between manufacturers and tourism agencies, and the growing influence of extreme sports and adventure shows represent some of the factors that are propelling the market.

Camping tents serve as portable shelters designed to offer outdoor enthusiasts a protective cover against various environmental conditions. These tents come in an array of shapes, sizes, and materials, accommodating diverse camping needs and preferences. Primarily constructed from materials like polyester, polyethylene, or nylon, camping tents are engineered to provide durability, water-resistance, and thermal insulation. The working mechanism of a camping tent involves a frame structure, usually made of lightweight yet sturdy materials like aluminum or fiberglass, that supports the tent fabric. This fabric is coated or laminated with waterproof and UV-resistant compounds, ensuring that campers remain protected from the elements.

The global market is primarily driven by the increasing interest in outdoor activities and adventure tourism. In line with this, the improved availability of diverse and high-quality options is providing an impetus to the market. Moreover, strategic partnerships between manufacturers and tourism agencies are acting as a significant growth-inducing factor for the market growth. In addition to this, innovative technologies like weather-resistant materials and solar-powered tents are broadening market appeal. Besides this, sustainability efforts, including eco-friendly and recyclable materials, are creating lucrative opportunities in the market. Apart from this, growing consumer awareness about the mental and physical health benefits of spending time outdoors is propelling the market. Some of the other factors contributing to market growth include increased disposable income, advancements in tent design, easy availability across online and offline channels, and extensive product variety to suit different camping needs.

Camping Tent Market Trends/Drivers:

Rising adoption of smart technologies

One pivotal driver shaping the camping tent market is the integration of smart technologies into tent designs. With the advent of the Internet of Things (IoT) and other technological advancements, tents are no longer just simple shelters. Modern tents now incorporate features like solar panels for electricity, USB ports for device charging, and even Wi-Fi capabilities. These features enhance the overall camping experience, making it more convenient, safe, and enjoyable. With these technological integrations, campers can stay connected even in remote locations, ensuring safety and peace of mind. The advancements have received substantial backing in the form of investments for research and development, with companies focusing on delivering added value to their consumers. This initiative has led to a significant growth in consumer interest, particularly among the tech-savvy younger generation.

Growing influence of extreme sports and adventure shows

Television's increasing coverage of extreme sports and adventure activities has an undeniable impact on consumer behavior, notably in the camping tent market. These shows, often filmed in rugged and unpredictable environments, serve as both entertainment and indirect marketing platforms for outdoor gear manufacturers. Beyond simply broadcasting outdoor adventures, these programs demonstrate the real-world performance and reliability of high-quality tents in adverse conditions. They serve as trusted recommendations, pushing viewers towards purchasing tents that can withstand various environmental challenges. The role of these shows goes beyond mere

entertainment; they also educate the viewers about the types of equipment needed for different outdoor experiences, thus raising the bar for quality and expectations. This has resulted in a dual benefit: while amplifying consumer interest in outdoor activities, these shows also promote the demand for reliable and functional camping tents.

Rising trend of Customization and Personalization

Customization and personalization are quickly becoming key determinants in consumer purchasing decisions across various sectors, and the camping tent market is no exception. With diversified consumer needs and preferences, brands are moving away from the traditional one-size-fits-all approach. They are now offering an extensive array of customization options to cater to individual needs. Whether it's the tent's dimensions to fit specific numbers of occupants or color schemes that match personal aesthetics, or even additional features like extra storage compartments and specially-designed floor materials, the options are plentiful. Brands are leveraging this focus on customization not just to make immediate sales but to build long-term relationships with their customers. This strategy serves the dual purpose of maintaining competitiveness and significantly contributing to the growth of the market on a global level.

Camping Tent Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global camping tent market report, along with forecasts at the global and regional levels for 2024-2032. Our report has categorized the market based on tent type, tent capacity, end use, and distribution channel.

Breakup by Tent Type:

- Tunnel Tent
- Dome Tent
- Geodesic Tent
- Others

Tunnel tent represents the largest market segment

The report has provided a detailed breakup and analysis of the market based on the tent type. This includes tunnel tent, dome tent, geodesic tent, and others. According to the report, tunnel tent represented the largest segment.

Tunnel tents have become a major segment in the global tent market due to their

spaciousness and ease of set-up. These tents offer more headroom and storage, making them suitable for family camping or longer expeditions. The structure of tunnel tents is generally more stable, which makes them popular in extreme weather conditions. Innovations like inflatable beams instead of poles have made these tents even more user-friendly. Manufacturers are incorporating advanced materials to make these tents lighter and more durable, thereby driving the demand in this segment.

On the other hand, dome and geodesic tents form a minor segment in the camping tent market. They are popular for their ease of assembly and disassembly. These tents are generally lightweight, making them convenient for short trips and trekking. However, they often lack the space and durability required for extended camping trips, which limits their market growth.

Breakup by Tent Capacity:

One Person

Two Persons

Three or More Persons

Three or more persons accounts for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the tent capacity. This includes one person, two persons and three or more persons. According to the report, three or more persons represented the largest segment.

The segment for camping tents designed for three or more persons is majorly driven by an increase in family and group camping activities. The trend toward experiencing outdoor recreational activities as a family or group necessitates larger tent space, thus boosting the market for bigger camping tents. Another factor contributing to its growth is the multifunctional use of such tents; they can serve as sleeping or living quarters, providing a more comfortable camping experience. Technological advancements in manufacturing lightweight and durable tents have also contributed to the growing popularity of this segment. Finally, the rise of organized camping sites that accommodate larger tents also plays a significant role in fueling this market segment.

On the other hand, smaller tents designed for one or two persons are seeing minor growth compared to their larger counterparts. These tents are mostly popular among solo travelers and hikers who require compact, lightweight, and easily portable options. Despite their convenience, the market for these tents is somewhat limited due to the

growing trend of group and family camping activities. However, these tents are seeing an increase in demand for specialized outdoor activities like trekking and mountaineering.

Breakup by End Use:

Recreational Activities

Military and Civil

Others

Recreational activities represents the largest market segment

The report has provided a detailed breakup and analysis of the market based on the end use. This includes recreational activities, military and civil, and others. According to the report, recreational activities represented the largest segment.

The recreational activities segment is a major driver for the global camping tent market. With the increase in interest in outdoor activities and adventure sports, the demand for high-quality camping tents has grown exponentially. The rise of eco-tourism, along with the growing popularity of music festivals and other outdoor events that require camping, also contributes to the demand. Family camping is another major factor, as people seek to spend quality time in nature. Government initiatives to promote domestic tourism also provide a boost to this segment.

On the other hand, military and civil needs contribute to the camping tent market significantly. Tents serve as temporary bases or medical facilities in military operations, making their quality and durability paramount. On the civil side, tents are used in disaster relief efforts, refugee camps, and various forms of public events. The increase in natural disasters, combined with a rise in civil protests and gatherings, drives the demand for this segment. Government contracts and tenders for camping tents also play a significant role in boosting this market.

Breakup by Distribution Channel:

Specialty Sporting Goods Stores

Supermarkets and Hypermarkets

Online Stores

Others

Specialty sporting goods stores accounts for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes specialty sporting goods stores, supermarkets and hypermarkets, online stores and others. According to the report, specialty sporting goods stores represented the largest segment.

Specialty sporting goods stores have emerged as a major driving force in the camping tent market, largely due to the range of high-quality, specialized camping gear they offer. These stores are seen as trustworthy by consumers because they often provide expert advice and in-depth product knowledge. The availability of various brands, as well as the opportunity to physically inspect the product, greatly contributes to customer trust and, consequently, sales. The rise of experiential retail within these stores, where customers can try out tents, also boosts this segment. Various seasonal promotions and discounts add to the stores' allure, driving growth in this segment.

On the other hand, supermarkets and hypermarkets, along with online stores, constitute a minor segment of the global camping tent market. The key factors driving this are the convenience of shopping and variety in product range. Despite the convenience, these platforms often lack specialized advice, which deters customers looking for high-quality, specialized tents. However, the rise in online reviews and tutorials is slowly helping these platforms gain some traction.

Breakup by Region:

North America

Europe

Asia Pacific

Middle East and Africa

Latin America

Europe exhibits a clear dominance, accounting for the largest camping tent market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America, Europe, Asia Pacific, Latin America and the Middle East and Africa. According to the report, Europe accounted for the largest market share.

Europe is a leading region in the global camping tent market due to the rising cultural inclination towards outdoor activities and camping has created a strong demand for all types of camping tents. The region is home to numerous camping sites, national parks, and outdoor recreational facilities that encourage camping activities.

Moreover, a well-established retail network of specialty sporting goods stores contributes to easy access to quality tents. The presence of key manufacturers in the region also ensures the availability of a wide range of products. E-commerce is another strong channel, with seamless delivery and easy return policies that make online shopping more convenient. Government initiatives to promote local tourism and outdoor activities further contribute to the market.

Furthermore, the inflating disposable income levels also allow consumers to spend more on high-quality, durable tents. Technological advancements in the tent materials and features are more rapidly adopted in this region, adding another dimension to market growth. Moreover, the diverse geography of Europe, ranging from deserts to mountains, allows for various types of camping activities, thus requiring different kinds of tents.

Competitive Landscape:

Leading players in the global camping tent market are innovating their product line to cater to diverse camping requirements. In addition to this, they are employing advanced materials to enhance durability and weather resistance. These companies actively collaborate with outdoor communities and influencers for real-world testing and valuable feedback. Moreover, they are optimizing e-commerce channels to facilitate easier customer access to products. Apart from this, they are upgrading their inventory management systems to match seasonal demand spikes. To tap into new markets, they are expanding regionally through partnerships and localized marketing. These companies are also implementing competitive pricing strategies to attract a broader customer base.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

AMG GROUP

Hilleberg

Newell Brands

Johnson Outdoors Inc.

Oase Outdoors
Big Agnes
Exxel Outdoors
NEMO Equipment
Sports Direct International
Simex Outdoor International
Skandika
Snugpak
VF Corporation

Recent Developments:

In August 2023, AMG Group announced a new distribution partnership with Bollé, a market leading brand for eyewear and helmets. From the 1st of September 2023, AMG group will become the official UK and Eire distributor for Bollé Sports. The move will see AMG Group significantly boost their portfolio of brands and streamline Bolle's market presence in the UK and Eire, bringing a clear channel focus to the brand.

In June 2023, Newell Brands presented at the 2023 dbAccess Global Consumer Conference in Paris. Chris Peterson, President and Chief Executive Officer, and Mark Erceg, Chief Financial Officer, provided an update on the company's strategic priorities, capital allocation framework and Evergreen Targets.

In March 2023, Johnson Outdoors Inc. announced that it has entered into a definitive agreement to sell the Eureka! Military and Commercial Tents product lines of its Camping business segment to Rekord Group, a global company that specializes in commercial, event and military tents and structures.

Key Questions Answered in This Report

1. How big is the global camping tent market?
2. What is the expected growth rate of the global camping tent market during 2024-2032?
3. What are the key factors driving the global camping tent market?
4. What has been the impact of COVID-19 on the global camping tent market?
5. What is the breakup of the global camping tent market based on the tent type?
6. What is the breakup of the global camping tent market based on the tent capacity?
7. What is the breakup of the global camping tent market based on the end use?
8. What is the breakup of the global camping tent market based on the distribution channel?
9. What are the key regions in the global camping tent market?
10. Who are the key players/companies in the global camping tent market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL CAMPING TENT MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Tent Type
- 5.5 Market Breakup by Tent Capacity
- 5.6 Market Breakup by End Use
- 5.7 Market Breakup by Distribution Channel
- 5.8 Market Breakup by Region
- 5.9 Market Forecast

6 MARKET BREAKUP BY TENT TYPE

- 6.1 Tunnel Tent
 - 6.1.1 Market Trends

- 6.1.2 Market Forecast
- 6.2 Dome Tent
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Geodesic Tent
 - 6.3.1 Market Trends
 - 6.3.2 Market Forecast
- 6.4 Others
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast

7 MARKET BREAKUP BY TENT CAPACITY

- 7.1 One Person
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Two Persons
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 Three or More Persons
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast

8 MARKET BREAKUP BY END USE

- 8.1 Recreational Activities
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Military and Civil
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
- 8.3 Others
 - 8.3.1 Market Trends
 - 8.3.2 Market Forecast

9 MARKET BREAKUP BY DISTRIBUTION CHANNEL

- 9.1 Specialty Sporting Goods Stores
 - 9.1.1 Market Trends

- 9.1.2 Market Forecast
- 9.2 Supermarkets and Hypermarkets
 - 9.2.1 Market Trends
 - 9.2.2 Market Forecast
- 9.3 Online Stores
 - 9.3.1 Market Trends
 - 9.3.2 Market Forecast
- 9.4 Others
 - 9.4.1 Market Trends
 - 9.4.2 Market Forecast

10 MARKET BREAKUP BY REGION

- 10.1 North America
 - 10.1.1 Market Trends
 - 10.1.2 Market Forecast
- 10.2 Europe
 - 10.2.1 Market Trends
 - 10.2.2 Market Forecast
- 10.3 Asia Pacific
 - 10.3.1 Market Trends
 - 10.3.2 Market Forecast
- 10.4 Middle East and Africa
 - 10.4.1 Market Trends
 - 10.4.2 Market Forecast
- 10.5 Latin America
 - 10.5.1 Market Trends
 - 10.5.2 Market Forecast

11 SWOT ANALYSIS

- 11.1 Overview
- 11.2 Strengths
- 11.3 Weaknesses
- 11.4 Opportunities
- 11.5 Threats

12 VALUE CHAIN ANALYSIS

13 PORTERS FIVE FORCES ANALYSIS

- 13.1 Overview
- 13.2 Bargaining Power of Buyers
- 13.3 Bargaining Power of Suppliers
- 13.4 Degree of Competition
- 13.5 Threat of New Entrants
- 13.6 Threat of Substitutes

14 PRICE ANALYSIS

15 COMPETITIVE LANDSCAPE

- 15.1 Market Structure
- 15.2 Key Players
- 15.3 Profiles of Key Players
 - 15.3.1 AMG GROUP
 - 15.3.2 Hilleberg
 - 15.3.3 Newell Brands
 - 15.3.4 Johnson Outdoors Inc.
 - 15.3.5 Oase Outdoors
 - 15.3.6 Big Agnes
 - 15.3.7 Exxel Outdoors
 - 15.3.8 NEMO Equipment
 - 15.3.9 Sports Direct International
 - 15.3.10 Simex Outdoor International
 - 15.3.11 Skandika
 - 15.3.12 Snugpak
 - 15.3.13 VF Corporation

List Of Tables

LIST OF TABLES

Table 1: Global: Camping Tent Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Camping Tent Market Forecast: Breakup by Tent Type (in Million US\$), 2024-2032

Table 3: Global: Camping Tent Market Forecast: Breakup by Tent Capacity (in Million US\$), 2024-2032

Table 4: Global: Camping Tent Market Forecast: Breakup by End Use (in Million US\$), 2024-2032

Table 5: Global: Camping Tent Market Forecast: Breakup by Distribution Channel (in Million US\$), 2024-2032

Table 6: Global: Camping Tent Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 7: Global: Camping Tent Market Structure

Table 8: Global: Camping Tent Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Camping Tent Market: Major Drivers and Challenges

Figure 2: Global: Camping Tent Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Camping Tent Market: Breakup by Tent Type (in %), 2023

Figure 4: Global: Camping Tent Market: Breakup by Tent Capacity (in %), 2023

Figure 5: Global: Camping Tent Market: Breakup by End Use (in %), 2023

Figure 6: Global: Camping Tent Market: Breakup by Distribution Channel (in %), 2023

Figure 7: Global: Camping Tent Market: Breakup by Region (in %), 2023

Figure 8: Global: Camping Tent Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 9: Global: Camping Tent Industry: SWOT Analysis

Figure 10: Global: Camping Tent Industry: Value Chain Analysis

Figure 11: Global: Camping Tent Industry: Porter's Five Forces Analysis

Figure 12: Global: Camping Tent (Tunnel Tent) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 13: Global: Camping Tent (Tunnel Tent) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 14: Global: Camping Tent (Dome Tent) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 15: Global: Camping Tent (Dome Tent) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 16: Global: Camping Tent (Geodesic Tent) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 17: Global: Camping Tent (Geodesic Tent) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 18: Global: Camping Tent (Other Tent Types) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 19: Global: Camping Tent (Other Tent Types) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 20: Global: Camping Tent (One Person) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 21: Global: Camping Tent (One Person) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 22: Global: Camping Tent (Two Persons) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 23: Global: Camping Tent (Two Persons) Market Forecast: Sales Value (in

Million US\$), 2024-2032

Figure 24: Global: Camping Tent (Three or More Persons) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 25: Global: Camping Tent (Three or More Persons) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 26: Global: Camping Tent (Recreational Activities) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 27: Global: Camping Tent (Recreational Activities) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 28: Global: Camping Tent (Military and Civil) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 29: Global: Camping Tent (Military and Civil) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 30: Global: Camping Tent (Other End Uses) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 31: Global: Camping Tent (Other End Uses) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 32: Global: Camping Tent Market: Sales through Specialty Sporting Goods Stores (in Million US\$), 2018 & 2023

Figure 33: Global: Camping Tent Market Forecast: Sales through Specialty Sporting Goods Stores (in Million US\$), 2024-2032

Figure 34: Global: Camping Tent Market: Sales through Supermarkets and Hypermarkets (in Million US\$), 2018 & 2023

Figure 35: Global: Camping Tent Market Forecast: Sales through Supermarkets and Hypermarkets (in Million US\$), 2024-2032

Figure 36: Global: Camping Tent Market: Sales through Online Stores (in Million US\$), 2018 & 2023

Figure 37: Global: Camping Tent Market Forecast: Sales through Online Stores (in Million US\$), 2024-2032

Figure 38: Global: Camping Tent Market: Sales through Other Distribution Channels (in Million US\$), 2018 & 2023

Figure 39: Global: Camping Tent Market Forecast: Sales through Other Distribution Channels (in Million US\$), 2024-2032

Figure 40: North America: Camping Tent Market: Sales Value (in Million US\$), 2018 & 2023

Figure 41: North America: Camping Tent Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 42: Europe: Camping Tent Market: Sales Value (in Million US\$), 2018 & 2023

Figure 43: Europe: Camping Tent Market Forecast: Sales Value (in Million US\$),

2024-2032

Figure 44: Asia Pacific: Camping Tent Market: Sales Value (in Million US\$), 2018 & 2023

Figure 45: Asia Pacific: Camping Tent Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 46: Middle East and Africa: Camping Tent Market: Sales Value (in Million US\$), 2018 & 2023

Figure 47: Middle East and Africa: Camping Tent Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 48: Latin America: Camping Tent Market: Sales Value (in Million US\$), 2018 & 2023

Figure 49: Latin America: Camping Tent Market Forecast: Sales Value (in Million US\$), 2024-2032

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