

Hiking Gear and Equipment Market Report by Product (Clothes, Footwear, Backpack, Equipment, and Others), Gender (Men, Women, Kids), Distribution Channel (Online, Offline), and Region 2024-2032

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Abstracts

The global hiking gear and equipment market size reached US\$ 6.8 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 10.9 Billion by 2032, exhibiting a growth rate (CAGR) of 5.2% during 2024-2032. The market is experiencing steady growth driven by the growing interest in outdoor recreation, increasing health and wellness trends, significant technological advancements, increasing sustainable practices, rapid urbanization, easy accessibility of hiking gears and equipment, and growing number of women participants in outdoor activities and adventures.

Hiking Gear and Equipment Market Analysis:

Market Growth and Size: The market is witnessing stable growth, driven by the increasing number of individuals adopting healthy and adventurous lifestyles.

Technological Advancements: Rapid technological advancements, such as the advent of GPS devices, mobile applications, wearable technology, and drone technology, have revolutionized the hiking gear and equipment market.

Industry Applications: The market is experiencing high demand from diverse industries, including adventure sports, tourism, and outdoor recreation.

Geographical Trends: North America leads the market, driven by the growing number of individuals participating in outdoor sports and adventure activities. Europe represents the second largest region driven by the rising awareness

about health and wellness trends.

Competitive Landscape: The market is characterized by intense competition with key players focusing on digital marketing techniques, introducing eco-friendly products, and enhancing design structure.

Challenges and Opportunities: The opportunities of the trekking gear and equipment market include the growing adoption of outdoor activities. Challenges lie in the fluctuating demands depending upon the changing seasons.

Future Outlook: The future of the hiking gear and equipment market looks promising, with the growing consumer awareness about the importance of recreational activities, fitness regimes, and healthy lifestyles.

Hiking Gear and Equipment Market Trends:

Rising Adoption of Outdoor Recreation

The hiking gear and equipment market is gaining traction due to the rising adoption of outdoor recreation activities globally. With rapid urbanization, and the increasing number of individuals leading sedentary lifestyles, the desire to participate in outdoor activities and reconnect with nature is constantly growing. This is also on account of the growing awareness about the health benefits associated with these activities.

Additionally, with the increasing penetration of social media and digital platforms, influencers and outdoor enthusiasts share their experiences online, thus influencing individuals globally to seek good quality hiking gear and equipment in order to improve their outdoor experiences. Other than this, governments and organizations worldwide are actively promoting environmental conservation, preserving cultural heritage and encouraging community engagement, consequently promoting outdoor recreation. Moreover, outdoor gear brands organize numerous outdoor events, festivals, and adventure races globally, in order to showcase their products, engage with consumers, and demonstrate latest developments in the products.

Rising Awareness about Health and Wellness Trends

Health and wellness trends are positively driving the market as individuals prioritize physical activity as part of a balanced lifestyle. Hiking offers opportunities to promote outdoor activities while enjoying nature. It offers a low-impact form of exercise that

strengthens muscles, promotes cardiovascular health, enhances mood, and reduces stress levels. Additionally, performing outdoor activities and engaging with nature offers numerous health benefits. It provides a therapeutic escape from technology and helps reconnect with natural surroundings. Other than this, with the sudden outbreak of the COVID-19 pandemic, the restrictions on indoor gatherings and travel, has grown, due to which individuals are opting for activities, such as hiking in order to seek safe and socially distanced outdoor opportunities. Hiking offers a way to relieve stress, stay active, and maintain overall mental and physical well-being. The growing adoption of outdoor activities is contributing to the hiking gear and equipment market growth as consumers demand for gears that offer durability, comforts, and versatility for their adventures.

Growing Sustainable Practices

Sustainability is gaining importance in the hiking gears and equipment market, on account of the increasing demand for eco-friendly products that reduce environmental impact and support responsible manufacturing procedures. The growing demand for hiking gear and equipment that is ethically sourced, manufactured using eco-friendly practices, and made from sustainable materials, can be attributed to the increasing awareness about climate change and environmental degradation. Manufacturers focus on the usage of recycled materials and environmentally friendly fabrics in place of synthetic components. Consequently, the incorporation of organic cotton, recycled plastics, and other sustainable materials in the industry has drastically increased. Additionally, companies are also practicing sustainable manufacturing procedures, such as waste reduction initiatives, energy-efficient production methods, and water conservation measures to minimize greenhouse gas emissions, and reduce their environmental footprint. Other than this, corporates are heavily focusing on their social responsibilities and ethical sourcing practices. They enter into partnerships with certified suppliers, engage in fair labor practices, and support local communities in order to promote social equity and ensure ethical supply chains.

Hiking Gear and Equipment Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global, regional, and country levels for 2024-2032. Our report has categorized the market based on product, gender and distribution channel.

Breakup by Product:

Clothes

Footwear

Backpack

Equipment

Others

Clothes accounts for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the product. This includes clothes, footwear, backpack, equipment, and others. According to the report, clothes represented the largest segment.

Clothing possesses a vital part of the hiking gear and equipment market. It contains a wide variety of apparel which offer protection, comfort, and performance during outdoor activities. These clothing include outer shells, base layers, mid-layers, and numerous accessories, such as socks, gloves, and hats. Factors such as advancements in fabric technology and increasing demand for moisture-wicking and quick-drying materials, are driving the market growth.

Footwear consists of numerous types of hiking boots, sandals, and trail shoes which offer support, stability, and traction on rugged terrain. Some of the key factors, driving the market for hiking footwear include significant advancements in footwear technology, increasing demand for lightweight and responsive designs, and rising awareness about the importance of proper foot protection and support during outdoor activities.

Backpacks offer organization, storage and carrying comfort for supplies, equipment, and personal belonging during outdoor activities to adventure enthusiasts. Significant advancements in backpack design and technology, growing demand for lightweight and ergonomic solutions, and increasing interest in multi-day and thru-hiking expeditions are factors driving the market. Key players include features, such as ventilates back panels, adjustable suspension systems, and organization compartments to ensure stability, comfort, and functionality for users.

Hiking equipment possess numerous gear and accessories made to improve comfort,

convenience, and comfort for individuals. Some of the most common hiking equipment is sleeping bags, tents, cooking gear, navigation devices, and safety equipment, such as emergency shelters and first aid kits. Key players are extensively working toward innovations in areas such as design, functionality, and design to cater to the modern needs of hikers.

Breakup by Gender:

Men

Women

Kids

Men holds the largest share in the industry

A detailed breakup and analysis of the market based on the gender have also been provided in the report. This includes men, women, and kids. According to the report, men accounted for the largest market share.

The men's hiking gear market represents the largest segment of the overall hiking gear and equipment industry. Men actively participate in outdoor activities, such as camping, backpacking, and hiking, thus driving the demand for good quality gear, manufactured to satisfy their specific needs and preferences. Some of the most common products in men's hiking gear include backpacks, functional clothing, footwear, tents, and accessories, manufactured to withstand rugged terrain and adverse weather conditions.

With the rapidly growing segment of the women's hiking gear and equipment industry, there is a surge in the demand for women's specific hiking gear that caters to the anatomical and performance needs of female hikers. Some of the most common products in this segment include apparel, backpacks, accessories with numerous features, such as adjustable straps, specialized padding, and tailored fits.

The kid's hiking gear market caters to the younger outdoor enthusiasts and families seeking to promote adventure and outdoor activities in the lives of their children. Kids' hiking gear encompasses a range of products, including clothing, footwear, backpacks, and accessories, adapted to fit smaller bodies and provide age-appropriate functionality and comfort.

Breakup by Distribution Channel:

Online

Offline

Offline represents the leading market segment

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes online and offline. According to the report, offline represented the largest segment.

Offline distribution channels, such as departmental stores, specialty outdoor retailers, and brick-and-mortar stores, play a vital role in the hiking gear and equipment market. These physical outlets allow consumers the opportunity to test the products firsthand, try on gear, and receive personalized from knowledgeable staff. Additionally, these channels offer immediate gratification through on-the-spot purchased, removing the need to wait for shipping.

Online distribution channels are extremely popular due to their accessibility, convenience, and wide product selection. Individuals are able to browse and purchase highkicking gears from E-commerce platforms, sitting in the comfort of their homes. These retailers also offer a global reach, enabling consumers to access a wide range of hiking gear and equipment from brands globally.

Breakup by Region:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

North America leads the market, accounting for the largest hiking gear and equipment market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America accounted for the largest market share.

North America accounts for a significant portion of the global hiking gear and equipment market, driven by a strong culture of outdoor recreation and a large population of outdoor enthusiasts. The region boasts diverse landscapes, including national parks, forests, and mountain ranges, which attract millions of hikers and campers each year. Additionally, the presence of established outdoor gear brands, specialty retailers, and e-commerce platforms contribute to the growth of the market in North America.

The Asia Pacific region is experiencing rapid growth in the hiking gear and equipment market, fueled by rising disposable incomes, urbanization, and a growing interest in outdoor activities. Countries such as China, Japan, and South Korea are witnessing a rise in outdoor recreation participation, driven by increased awareness about health and wellness benefits, as well as a desire for adventure and exploration.

Europe is a mature market for hiking gear and equipment, characterized by a rich outdoor culture, well-developed infrastructure, and a diverse range of outdoor destinations. Countries such as Germany, France, and the Nordic countries have a strong tradition of outdoor recreation, with hiking, camping, and mountaineering being popular activities among residents and tourists alike.

Latin America is emerging as a promising market for hiking gear and equipment, fueled by a growing interest in outdoor activities, rising disposable incomes, and improving access to outdoor destinations. Countries such as Brazil, Argentina, and Chile boast diverse landscapes, including rainforests, mountains, and coastal regions, which offer ample opportunities for hiking, trekking, and camping.

The Middle East and Africa represent a niche market for hiking gear and equipment, characterized by a growing interest in outdoor activities, increasing tourism, and investment in outdoor infrastructure. Countries such as the United Arab Emirates, South Africa, and Kenya are witnessing a rise in outdoor recreation participation, driven by

factors such as urbanization, changing lifestyles, and a desire for adventure.

Leading Key Players in the Hiking Gear and Equipment Industry:

Companies in the hiking gear and equipment industry are actively involved in strategic initiatives to keep up with the competition. Some of these initiatives include extensive investments in research and development (R&D) activities, rapid expansion of their distribution channels, and market research through acquisitions, partnerships, and e-commerce platforms to expand their consumer base. Moreover, there is a growing emphasis on brand building, marketing campaigns, and consumer engagement initiatives to strengthen brand loyalty and differentiate products in a crowded marketplace. Overall, key players in the market are focused on driving innovation, expanding market presence, and enhancing brand value to sustain growth and leadership in the hiking gear and equipment industry.

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

Amer Sports Oyj

AMG Group Ltd.

Black Diamond Equipment, Ltd. (Clarus Corp.)

Equinox Industries Ltd.

Marmot Mountain LLC (Newell Brands)

Montbell Co. Ltd.

Mountain Hardwear (Columbia Sportswear)

Sierra Designs

Tatonka GmbH

VF Corporation

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

Latest News:

August, 2020: Mountain Hardwear (Columbia Sportswear) launched a new collection of hiking jackets, which displays Columbia's commitment for quality and innovation. The product line demonstrates cutting-edge materials and technologies designed to improve performance and comfort in rugged outdoor conditions.

September, 2020: Black Diamond Equipment, Ltd. introduced a collection of hiking packs with anti-theft technology. The integration of advanced security featured into the packs, leads to the safety and peace of mind of the hikers.

June, 2022: Marmot Mountain LLC (Newell Brands Contigo) introduced a wide range of cooking systems including dual-sip tumbler, beverage containers, stainless steel can cooler and tumbler, wine tumbler, and others.

Key Questions Answered in This Report:

How has the global hiking gear and equipment market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global hiking gear and equipment market?

What is the impact of each driver, restraint, and opportunity on the global hiking gear and equipment market?

What are the key regional markets?

Which countries represent the most attractive hiking gear and equipment market?

What is the breakup of the market based on the product?

Which is the most attractive product in the hiking gear and equipment market?

What is the breakup of the market based on the gender?

Which is the most attractive gender in the hiking gear and equipment market?

What is the breakup of the market based on the distribution channel?

Which is the most attractive distribution channel in the hiking gear and equipment market?

What is the competitive structure of the market?

Who are the key players/companies in the global hiking gear and equipment market?

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