

Global Camping Blankets Market Growth 2025-2031

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Abstracts

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The global Camping Blankets market size is predicted to grow from US\$ 223 million in 2025 to US\$ 330 million in 2031; it is expected to grow at a CAGR of 6.7% from 2025 to 2031.

A camping blanket is a multifunctional blanket designed specifically for camping activities. It usually has the characteristics of warmth, moisture resistance, and comfort. It is mainly used to provide a comfortable resting surface when camping. People can spread it on the ground, sit or lie on it to avoid direct contact with the moisture and coolness of the ground, prevent dampness and coldness, and at the same time, it can also isolate the unevenness of the ground to a certain extent, increasing the comfort of rest. In addition, it can also be used in outdoor picnics, park leisure and other scenes to provide people with a clean and comfortable sitting and lying space. It can also be used as a blanket when the temperature is low at night to keep warm. The surface material usually uses soft and skin-friendly fabrics, such as cotton and plush materials, which are comfortable to touch, can give people a warm and soft feeling, and increase the comfort of use. Some camping blankets also use waterproof and windproof fabrics as the surface layer, such as polyester fiber coated fabrics, so that it can maintain good performance in humid or windy environments, preventing moisture penetration and heat loss.

With the growing enthusiasm for outdoor activities around the world, the market size of camping blankets has shown a trend of continuous expansion. In Europe and the United States, due to the high popularity of camping culture, the market demand for camping blankets has been relatively strong, and with the continuous entry of new consumer groups, the market size continues to expand. Some international outdoor brands have a high reputation and market share in the camping blanket market, such as Yeti Cooler,

Patagonia, LL Bean in the United States, etc. These brands usually have strong R&D capabilities, focus on product quality and design, occupy an important position in the high-end market, and their product prices are relatively high. The target customers are mainly consumers who have high requirements for quality and brand. There are also many brands in China participating in the competition in the camping blanket market, such as Naturehike, Blackdeer, MobiGarden, etc. These brands have certain advantages in cost-effectiveness, can meet the needs of most domestic consumers, and are constantly improving in product design and quality, gradually emerging in the market, and some brands are also actively expanding overseas markets.

LP Information, Inc. (LPI) ' newest research report, the "Camping Blankets Industry Forecast" looks at past sales and reviews total world Camping Blankets sales in 2024, providing a comprehensive analysis by region and market sector of projected Camping Blankets sales for 2025 through 2031. With Camping Blankets sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Camping Blankets industry.

This Insight Report provides a comprehensive analysis of the global Camping Blankets landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Camping Blankets portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Camping Blankets market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Camping Blankets and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Camping Blankets.

This report presents a comprehensive overview, market shares, and growth opportunities of Camping Blankets market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Waterproof

Non-waterproof

Segmentation by Application:

Offline Sales

Online Sales

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Yeti Cooler

Patagonia

Sorison

LL Bean

Kelty

Kammok

Rumpl

Blackdeer

Pendleton

Naturehike

Nemo

SnugPak

Snow Peak

Big Agnes

Filson

Nomadix

Key Questions Addressed in this Report

What is the 10-year outlook for the global Camping Blankets market?

What factors are driving Camping Blankets market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Camping Blankets market opportunities vary by end market size?

How does Camping Blankets break out by Type, by Application?

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