

# Adventure Sports And Activities - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

<https://marketpublishers.com/r/ACC05FF3EB10EN.html>

Date: July 2024

Pages: 150

Price: US\$ 4,750.00 (Single User License)

ID: ACC05FF3EB10EN

## Abstracts

The Adventure Sports And Activities Market size is estimated at USD 236.03 billion in 2024, and is expected to reach USD 290.77 billion by 2029, growing at a CAGR of 4.25% during the forecast period (2024-2029).

The adventure sports and activities market is expanding quickly due to rising disposable incomes, improving health and fitness consciousness, and increasing demand for adventure travel. Trekking, hiking, bungee jumping, skydiving, rock climbing, kayaking, and other sports are all included in this industry. There is a rising trend of travelers seeking unique and thrilling experiences, which has led to a surge in adventure tourism. People are increasingly looking for activities that allow them to explore natural landscapes, challenge themselves, and create lasting memories. Adventure sports and activities provide an exciting way to stay fit, exercise physically, and experience the thrill of outdoor adventures.

Advances in technology have made adventure sports safer and more accessible. Improved safety equipment, better training programs, and enhanced infrastructure have boosted confidence among participants and attracted more people to try these activities. The growth of social media platforms and influencer marketing have played a significant role in promoting adventure sports and activities. Stunning visuals and captivating stories shared by influencers inspire and encourage others to try these experiences for themselves. Many governments recognize the potential of adventure tourism and invest in developing tourism infrastructure, such as adventure parks, hiking trails, and recreational facilities, further driving market growth.

## Adventure Sports And Activities Market Trends

## Water-Based Sports and Activities Witnessing Fastest Growth

Water sports have witnessed remarkable growth in recent years, fueled by several key factors. There has been a surge in interest and awareness regarding water sports tourism among travelers. More people seek thrilling and adrenaline-pumping experiences; water sports provide an ideal avenue for such adventures. The growing popularity of water sports, such as surfing, diving, kayaking, and jet skiing, has contributed to the overall growth of this sector. In addition to classic sightseeing and beach activities, water sports tourism provides an exciting new experience. With exciting activities, it offers a chance to discover the breathtaking natural beauty of lakes, rivers, and oceans. This aligns with the evolving tastes of tourists seeking exciting and engaging trips.

The emergence of social media platforms has significantly aided the expansion of water sports tourism. Many travelers encourage others to seek comparable experiences by sharing their water sports adventures on social media sites like Facebook, Instagram, and YouTube. The popularity and exposure of water sports tourism have increased because of this social media effect, drawing more enthusiasts to partake and explore. Technological advancements have made water sports more accessible and appealing to a wider audience. Improved equipment, such as advanced surfboards, paddleboards, and diving gear, has enhanced safety and ease of participation. Furthermore, the advent of online booking platforms and mobile applications has made it easier for travelers to discover and book water sports experiences, removing barriers to entry.

## Asia Pacific is the Fastest-Growing Region

The Asia-Pacific region has recently witnessed a surge in the demand for adventure sports. People in the region are becoming increasingly interested in trying out outdoor and adventure sports. This corresponds to increasing awareness of the region's beautiful landscapes and adventure possibilities, a yearning for new experiences, and an emphasis on health and fitness. Several Asia-Pacific nations have seen increased general economic development and disposable income, giving people more money to spend on leisure activities.

As more adventure sports businesses, tour operators, training facilities, and equipment suppliers are established, the adventure sports sector in the Asia-Pacific is growing.

Adventure sports are now more enticing and accessible to a larger group of individuals because of this increase. In the Asia-Pacific, there has been a surge in the construction of infrastructure and facilities for adventure sports. Some examples are building adventure parks, zip lines, rock climbing gyms, and enhancing outdoor adventure sites. As the "Adventure Capital of the World," New Zealand, for example, is home to various adventure sports and activities, including jet boating, hiking, mountain biking, and bungee jumping. New Zealand's success in this area can be attributed to its early awareness of adventure tourism and its investments in infrastructure and safety laws.

### Adventure Sports And Activities Industry Overview

The adventure sports and activities market is highly fragmented, with several players offering a variety of adventure sports and activities. It is a dynamic and evolving industry with a mix of small, independent operators and larger, established companies competing for market share. Some prominent players include Mountain Travel Sobek, ROW Adventures, Cox & Kings, Austin Adventures, and Intrepid Group Ltd.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

## Contents

### 1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

### 2 RESEARCH METHODOLOGY

### 3 EXECUTIVE SUMMARY

### 4 MARKET DYNAMICS AND INSIGHTS

- 4.1 Market Overview
- 4.2 Market Drivers
  - 4.2.1 Increasing Consumer Interest in Adventure Tourism
  - 4.2.2 Growing Focus on Health and Wellness
- 4.3 Market Restraints
  - 4.3.1 High Risk and Safety Concerns
  - 4.3.2 Fluctuating Weather Patterns
- 4.4 Market Opportunities
  - 4.4.1 Technological Advancements and Accessibility
  - 4.4.2 Community Building Opportunities
- 4.5 Value Chain Analysis
- 4.6 Industry Attractiveness: Porter's Five Forces Analysis
  - 4.6.1 Threat of New Entrants
  - 4.6.2 Bargaining Power of Buyers
  - 4.6.3 Bargaining Power of Suppliers
  - 4.6.4 Threat of Substitutes
  - 4.6.5 Intensity of Competitive Rivalry
- 4.7 Insights into Technological Advancements in the Industry
- 4.8 Impact of COVID-19 on the Market

### 5 MARKET SEGMENTATION

- 5.1 By Activity Type
  - 5.1.1 Land-Based
    - 5.1.1.1 Hiking
    - 5.1.1.2 Rock Climbing

- 5.1.1.3 Mountain Biking
- 5.1.2 Water-Based
  - 5.1.2.1 Kayaking
  - 5.1.2.2 Snorkeling
  - 5.1.2.3 Scuba Diving
- 5.1.3 Air-Based
  - 5.1.3.1 Skydiving
  - 5.1.3.2 Paragliding
  - 5.1.3.3 Bungee Jump
- 5.2 By Traveler Type
  - 5.2.1 Solo
  - 5.2.2 Group
- 5.3 By Geography
  - 5.3.1 North America
    - 5.3.1.1 United States
    - 5.3.1.2 Canada
    - 5.3.1.3 Mexico
    - 5.3.1.4 Rest of North America
  - 5.3.2 Europe
    - 5.3.2.1 United Kingdom
    - 5.3.2.2 Germany
    - 5.3.2.3 France
    - 5.3.2.4 Russia
    - 5.3.2.5 Italy
    - 5.3.2.6 Spain
    - 5.3.2.7 Rest of Europe
  - 5.3.3 Asia-Pacific
    - 5.3.3.1 India
    - 5.3.3.2 China
    - 5.3.3.3 Japan
    - 5.3.3.4 Australia
    - 5.3.3.5 Rest of Asia-Pacific
  - 5.3.4 South America
    - 5.3.4.1 Brazil
    - 5.3.4.2 Argentina
    - 5.3.4.3 Rest of South America
  - 5.3.5 Middle-East and Africa
    - 5.3.5.1 United Arab Emirates
    - 5.3.5.2 South Africa

### 5.3.5.3 Rest of Middle-East and Africa

## **6 COMPETITIVE LANDSCAPE**

### 6.1 Market Concentration Overview

### 6.2 Company Profiles

#### 6.2.1 Mountain Travel Sobek

#### 6.2.2 ROW Adventures

#### 6.2.3 Cox & Kings

#### 6.2.4 Austin Adventures

#### 6.2.5 Intrepid Group Ltd.

#### 6.2.6 G Adventures

#### 6.2.7 Lindblad Expeditions

#### 6.2.8 TUI Group

#### 6.2.9 Butterfield and Robinson Inc.

#### 6.2.10 Recreational Equipment\*

## **7 FUTURE MARKET TRENDS**

## **8 DISCLAIMER AND ABOUT US**

## I would like to order

Product name: Adventure Sports And Activities - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

Product link: <https://marketpublishers.com/r/ACC05FF3EB10EN.html>

Price: US\$ 4,750.00 (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/ACC05FF3EB10EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

