

# Vietnam Outdoor Tent Industry Research Report 2025-2034

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## Abstracts

An outdoor tent is a foldable, portable temporary residence that is widely used in various outdoor activities, such as camping, hiking, self-driving tours, mountaineering expeditions, and emergency shelters. It consists of tent cloth, tent poles, ground cloth, windproof ropes, etc. It has multiple functions such as wind and rain protection, sun protection, heat preservation, and mosquito isolation. It is an indispensable basic equipment in outdoor life. With the diversification of people's leisure and travel methods, the rise of healthy living concepts, and the booming development of the camping economy, the outdoor tent market has shown a rapid growth trend in recent years.

The outdoor tent industry chain is mainly composed of three links: upstream raw material supply, midstream product design and manufacturing, and downstream sales and services. According to CRI analysis, the upstream link mainly includes raw material supply. The key raw materials required for outdoor tents include functional fabrics such as polyester and nylon, as well as fiberglass poles, aluminum alloy poles or carbon fiber materials used to support the structure. The midstream link is the core of the industry chain, including the structural design, function optimization and finished product manufacturing of the tent. At this stage, some companies adopt OEM or ODM models for production, and more and more independent brands have established their own production systems. The downstream link covers sales and terminal services, which is an important channel connecting products and consumers.

The global outdoor tent market has shown a rapid growth trend in recent years, mainly due to the gradual popularization of leisure travel, healthy lifestyles and camping culture. According to CRI analysis, tents for personal use dominate the market, mainly meeting the needs of personal or family outdoor travel, camping, hiking and other activities. With the increase in outdoor cafes, restaurants and various outdoor activities

and events, the demand for commercial tents is also expanding. The European and American markets are the main consumer markets, and consumers have high requirements for the quality and function of tents. The Asia-Pacific market is growing rapidly, and its consumers pay more attention to cost performance.

The local manufacturing capacity of Vietnam's outdoor tent industry has improved, and the industry has grown significantly. According to CRI analysis, Vietnam has attracted many companies to invest and set up factories with its low labor costs, government policy support and growing market demand, which has promoted the development of the tent industry. Vietnam's outdoor tent production companies are mainly foreign-funded enterprises, with a small number of local companies. Vietnam's tent production bases are mainly concentrated in some representative areas. For example, some foreign-funded enterprises in Quang Tri Province, Quang Nam Province and Hai Duong Province in Vietnam have set up outdoor tent production factories and used local low-cost labor and tax incentives to reduce production costs.

Vietnam's outdoor tents are actively exploring overseas international markets. With advantages such as low labor costs, Vietnam is expected to gradually become an emerging export base for the outdoor tent industry. According to CRI analysis, Vietnam's outdoor tent exports exceeded US\$100 million in 2024, and the main export markets include the United States, Japan, South Korea, Spain and France. Among them, the United States is the largest export destination for Vietnamese outdoor tents, accounting for about 25%, followed by South Korea and Spain.

CRI predicts that with the improvement of technology, the popularization of outdoor activities and the deepening of camping culture, Vietnam's outdoor tent industry is expected to usher in a broader development space. CRI recommends that global outdoor tent manufacturers and related investment companies conduct timely research on the Vietnamese market and prepare for the layout of the Vietnamese outdoor tent market. CRI's Shanghai, China and Hanoi, Vietnam offices will help foreign companies enter the Vietnamese outdoor tent production market.

### **Topics covered:**

Overview of the Outdoor Tent Industry in Vietnam

The Economic and Policy Environment of Outdoor Tent Industry in Vietnam

The Market Size of Outdoor Tent Industry in Vietnam (2025-2034)

Analysis of Major Outdoor Tent Industry Manufacturers in Vietnam

Main Driving Forces and Market Opportunities of Outdoor Tent Industry in Vietnam

What are the main driving forces, challenges and opportunities of Outdoor Tent industry in Vietnam during the forecast period of 2025-2034?

Which companies are the main players in Vietnam's Outdoor Tent industry market and what are their competitive advantages?

What is the expected revenue of Vietnam's Outdoor Tent industry market during the forecast period of 2025-2034?

Which part of Vietnam's Outdoor Tent industry market is expected to dominate the market in 2034?

What are the main disadvantages facing Vietnam's Outdoor Tent industry?

How can foreign capital enter Vietnam's Outdoor Tent industry?

### **Products Mentioned**

Outdoor products, tents, outdoor tents, camping tents, tent production, outdoor equipment

### **Companies Mentioned**

CampTec Vietnam Mountaineering Equipment

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