

# **Outdoor Education Market Forecasts to 2032 – Global Analysis By Program Type (Adventure-Based Learning, Environmental & Sustainability Education, Experiential Learning & Personal Development, Wilderness Therapy & Survival Skills, and Forest Schools & Early Childhood Outdoor Programs), Age Group, Delivery Mode, End User, and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Outdoor Education Market is accounted for \$32.7 billion in 2025 and is expected to reach \$60.2 billion by 2032, growing at a CAGR of 9.1% during the forecast period. The outdoor education includes programs that use nature-based activities to develop academic knowledge, life skills, and environmental awareness. It covers school camps, adventure learning, ecological studies, and leadership programs. Growth is driven by concerns over student wellbeing, demand for experiential learning, focus on soft skill development, government support for environmental education, and parental interest in balanced development beyond classroom-based instruction.

According to UNESCO, there is a global initiative to make environmental education a core curriculum component in all 193 Member States by 2025.

### **Market Dynamics:**

Driver:

Corporate focus on team-building, leadership, and employee well-being

Organizations are increasingly moving away from traditional seminar-based training in favor of experiential outdoor programs that foster authentic leadership and team cohesion. These initiatives leverage nature-based challenges to improve employee mental health, reduce burnout, and build resilience in high-pressure work environments. Additionally, companies recognize that physically engaging activities often lead to higher retention of soft skills compared to classroom settings. Furthermore, this trend is supported by the rising allocation of HR budgets toward holistic wellness and collaborative professional development strategies.

Restraint:

High cost of programs

The costs associated with specialized equipment, certified instructors, safety insurance, and residential facility maintenance often make these programs inaccessible for smaller organizations and lower-income school districts. Moreover, logistical expenses such as transportation to remote natural sites and the provision of specialized catering further inflate the price point. Consequently, many potential participants are forced to opt for cheaper, digital-based alternatives. This economic hurdle limits the market's reach, confining premium outdoor learning primarily to affluent private institutions and well-funded corporations.

Opportunity:

Development of urban and school-yard based outdoor programs

Providers can save money on travel and lodging by using local parks, green schoolyards, and botanical gardens. These localized initiatives allow for the integration of environmental education into daily curricula rather than treating it as an occasional luxury. Additionally, such programs address the growing demand for "green time" in densely populated areas, promoting physical activity and biodiversity awareness. Furthermore, public-private partnerships are increasingly funding these urban interventions to improve community health and student engagement levels.

Threat:

Budget cuts in public education reducing field trip and program funding

When government funding becomes limited, schools typically prioritize core academic

testing and classroom infrastructure over "elective" experiential learning. Moreover, international aid cuts and shifting political priorities have led to a decrease in subsidies for environmental and adventure-based educational projects. This financial volatility creates an unpredictable environment for service providers who rely on long-term school contracts. Furthermore, the rising cost of living may pressure families to withdraw support for paid educational excursions.

### **Covid-19 Impact:**

The COVID-19 pandemic profoundly disrupted the outdoor education market, as lockdowns and travel restrictions forced the immediate suspension of residential programs and field trips. However, the subsequent recovery phase highlighted the vital importance of outdoor spaces for safe, socially distanced learning. The pandemic shifted public perception, emphasizing the critical link between nature and mental health after prolonged periods of isolation. This newfound appreciation has led to a long-term strategic shift, with many institutions now permanently integrating outdoor components to mitigate future health risks and improve student well-being.

The adventure-based learning segment is expected to be the largest during the forecast period

The adventure-based learning segment is expected to account for the largest market share during the forecast period because it appeals to a broad demographic seeking high-impact, experiential growth. Activities such as trekking, rock climbing, and wilderness survival training provide tangible challenges that build confidence and problem-solving skills in ways that traditional education cannot. Moreover, the increasing popularity of "educational tourism" among youth and millennials has solidified this segment's dominance.

The corporate sector segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the corporate sector segment is predicted to witness the highest growth rate as businesses globally prioritize human capital development and employee retention. Organizations are rapidly adopting outdoor retreats as a strategic tool to navigate the complexities of hybrid work and team fragmentation. By investing in nature-based leadership training, companies can effectively foster innovation and interpersonal trust among diverse workforces. Additionally, as companies focus more on Environmental, Social, and Governance (ESG) goals, they are more likely to back

outdoor programs that help the environment and improve personal well-being.

### **Region with largest share:**

During the forecast period, the North America region is expected to hold the largest market share due to its established infrastructure for recreational learning and high levels of disposable income. The United States and Canada possess a vast network of national parks and specialized outdoor centers that cater to both educational institutions and corporate clients. Moreover, a strong cultural emphasis on summer camps and youth scouting programs provides a stable foundation for market demand. Additionally, North American corporations are among the highest spenders on luxury team-building retreats, further cementing the region's top position in the market.

### **Region with highest CAGR:**

Over the forecast period, the Europe region is anticipated to exhibit the highest CAGR, driven by progressive government policies that favor outdoor pedagogy and environmental literacy. European countries, particularly in Scandinavia and the DACH region, have long pioneered "forest schools" and are now scaling these models across the continent. Additionally, the European Union's focus on sustainability and climate action is fueling increased funding for nature-based educational projects. Furthermore, the rapid growth of the educational tourism sector in Southern and Eastern Europe is attracting international students and professionals, significantly boosting regional market expansion.

### **Key players in the market**

Some of the key players in Outdoor Education Market include Outward Bound International, National Outdoor Leadership School, PGL Travel Ltd., Inspiring Learning Ltd., Rock UK Adventure Centres Limited, The Kingswood Trust, EF Education First Ltd., WorldStrides, LLC, Rustic Pathways, Inc., Putney Student Travel, Inc., G Adventures Inc., Intrepid Group Pty Limited, Lindblad Expeditions Holdings, Inc., Recreational Equipment, Inc., Decathlon S.A., and Patagonia, Inc.

### **Key Developments:**

In December 2025, PGL's Schools & Groups News Hub published "Why outdoor learning matters in secondary education," highlighting curriculum linked outcomes from residential trips and the expansion of 2026/27 bookings.

In November 2025, Outward Bound International completed the Outward Bound Global Character Project, a multi year research initiative (with Penn State, University of Utah, and Clemson) examining how outdoor experiential learning cultivates character across programs worldwide.

#### Program Types Covered:

Adventure-Based Learning

Environmental & Sustainability Education

Experiential Learning & Personal Development

Wilderness Therapy & Survival Skills

Forest Schools & Early Childhood Outdoor Programs

#### Age Groups Covered:

Early Childhood (Ages 0-6)

School-Age Children (Ages 7-12)

Teenagers/Adolescents (Ages 13-18)

Young Adults & Higher Education (Ages 19-25)

Adults & Corporate Professionals

#### Delivery Modes Covered:

Residential/Overnight Programs

Non-Residential/Day Programs

Hybrid/Blended Learning

**End Users Covered:**

Public & Private Schools (K-12)

Higher Education Institutions

Government & Non-Profit Organizations (NGOs)

Corporate Sector

Private Individuals & Families

**Regions Covered:**

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

## Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

## South America

Argentina

Brazil

Chile

Rest of South America

## Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

**What our report offers:**

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

**Free Customization Offerings:**

All the customers of this report will be entitled to receive one of the following free customization options:

**Company Profiling**

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

**Regional Segmentation**

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

**Competitive Benchmarking**

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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