

# **Hammock Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Spreader bar, Conventional), By Material (Cotton, Polypropylene, Others), By Distribution Channel (Online, Offline), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Hammock Market is projected to expand from USD 434.54 Million in 2025 to USD 688.41 Million by 2031, registering a CAGR of 7.97%. A hammock is characterized as a suspended bed or sling, typically constructed from netting, rope, or fabric, anchored between two points to allow for resting, sleeping, or swinging. Key factors propelling this market growth include a substantial increase in recreational camping and a growing consumer focus on upgrading outdoor living spaces at home. These trends are effectively evolving hammocks from specialized survival equipment into staple leisure items for patios and backyards.

To demonstrate the rising demand for exterior home improvements, recent industry statistics indicate strong consumer interest. According to the International Casual Furnishings Association, 59% of consumers intended to purchase new outdoor accessories or furniture in 2025. Despite this favorable outlook, the market faces a significant obstacle regarding seasonal demand variations, which can severely limit revenue during colder seasons and create complex inventory management issues for manufacturers.

## **Market Driver**

The increasing global participation in outdoor recreational activities and camping serves

as a primary catalyst for the hammock market, driven by consumers seeking portable wilderness sleeping arrangements. This enthusiasm directly amplifies the demand for durable, lightweight hammocks that provide greater versatility than conventional tents. Highlighting this scale, RVBusiness reported in 'Dyrt Report Shows 81M Camped in 2024' in January 2025 that 81.1 million Americans camped in 2024, including 5.8 million first-time participants. This surge of outdoor enthusiasts generates ongoing revenue for manufacturers creating compact hammock systems tailored for various terrains.

Concurrently, the rapid growth of the eco-tourism and luxury glamping sectors is reshaping value perceptions by pivoting preferences toward aesthetically pleasing, premium leisure items. This trend favors comfort, leading manufacturers to engineer high-end hammocks appropriate for domestic patios and upscale resorts. Emphasizing the profitability of this segment, Kampgrounds of America noted in their April 2025 'Camping & Outdoor Hospitality Report' that glamping households had the highest daily spending, averaging \$251. This expenditure on elevated experiences corresponds with broader industry robustness; Backpacker.com reported in August 2025 that a record 58.6 percent of the U.S. population engaged in outdoor recreation in 2024, driving sales across both lifestyle and utilitarian categories.

## **Market Challenge**

The Global Hammock Market encounters a major obstacle arising from seasonal demand fluctuations, creating a volatile boom-and-bust cycle for retailers and manufacturers. Because hammocks are inherently tied to fair-weather pursuits like patio relaxation and camping, consumer interest declines sharply as temperatures fall, making these products largely unnecessary in many areas during colder months. This stark contrast forces companies to navigate difficult inventory strategies, balancing the necessity of high stock levels during peak summer periods against the danger of holding surplus, non-revenue-generating stock throughout the winter.

Reliance on favorable weather conditions directly restricts market potential by narrowing the effective selling window to only a portion of the year. The impact of this reduced activity is highlighted by recent industry metrics tracking the core user base. According to 'Kampgrounds of America' in '2024,' approximately only one out of four active camping households engaged in winter camping. This statistic suggests that the majority of the target demographic effectively leaves the outdoor market during the winter season, leading to significant revenue gaps that hinder consistent annual growth.

## Market Trends

The adoption of recycled and sustainable fabric materials is fundamentally transforming manufacturing as brands move away from virgin synthetic fibers to reduce environmental footprints. Companies are increasingly incorporating eco-friendly textiles, such as bluesign-approved nylon and post-consumer recycled polyester, to satisfy stricter global sustainability standards and attract environmentally conscious buyers. This transition toward circular supply chains is supported by production data; according to the Textile Exchange's 'Materials Market Report 2025' from October 2025, the global volume of recycled polyester production rose to roughly 9.3 million tonnes in 2024. Manufacturers utilize these certified materials to introduce 'green' product lines that lower carbon emissions while maintaining the tensile strength required for safety.

The proliferation of ultralight technical fabrics for backpacking is accelerating as solo adventurers seek high-performance, weight-saving sleep systems to replace heavier traditional shelters. This trend fuels the creation of hammock setups using advanced materials like Dyneema composite fibers and silicone-impregnated ripstop nylon, which provide excellent strength-to-weight ratios for long-distance treks. The growing demand for such compact equipment correlates with the rise of solitary recreationists; 'The Dyr' noted in their March 2025 '2025 Camping Report' that 30.6% of campers camped alone for at least one night in 2024. Consequently, designers are concentrating on minimizing pack weight to serve this growing segment of self-reliant backcountry travelers needing specialized lightweight suspension solutions.

## Key Market Players

Recreational Equipment, Inc.

Eagles Nest Outfitters, Inc.

The Hammock Source

Liaoning Lucky Johnny Trading Co., Ltd

La Siesta Inc.

Foxelli

Lawson Hammock

Inca Hammocks

Grand Trunk

Wise Owl Outfitters

## Report Scope

In this report, the Global Hammock Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Hammock Market, By Type

Spreader bar

Conventional

Hammock Market, By Material

Cotton

Polypropylene

Others

Hammock Market, By Distribution Channel

Online

Offline

Hammock Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Hammock Market.

## **Available Customizations:**

Global Hammock Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## **Company Information**

Detailed analysis and profiling of additional market players (up to five).

## Contents

### 1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
  - 1.2.1. Markets Covered
  - 1.2.2. Years Considered for Study
  - 1.2.3. Key Market Segmentations

### 2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### 3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

### 4. VOICE OF CUSTOMER

### 5. GLOBAL HAMMOCK MARKET OUTLOOK

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Type (Spreader bar, Conventional)
  - 5.2.2. By Material (Cotton, Polypropylene, Others)
  - 5.2.3. By Distribution Channel (Online, Offline)
  - 5.2.4. By Region

- 5.2.5. By Company (2025)
- 5.3. Market Map

## **6. NORTH AMERICA HAMMOCK MARKET OUTLOOK**

- 6.1. Market Size & Forecast
  - 6.1.1. By Value
- 6.2. Market Share & Forecast
  - 6.2.1. By Type
  - 6.2.2. By Material
  - 6.2.3. By Distribution Channel
  - 6.2.4. By Country
- 6.3. North America: Country Analysis
  - 6.3.1. United States Hammock Market Outlook
    - 6.3.1.1. Market Size & Forecast
      - 6.3.1.1.1. By Value
    - 6.3.1.2. Market Share & Forecast
      - 6.3.1.2.1. By Type
      - 6.3.1.2.2. By Material
      - 6.3.1.2.3. By Distribution Channel
  - 6.3.2. Canada Hammock Market Outlook
    - 6.3.2.1. Market Size & Forecast
      - 6.3.2.1.1. By Value
    - 6.3.2.2. Market Share & Forecast
      - 6.3.2.2.1. By Type
      - 6.3.2.2.2. By Material
      - 6.3.2.2.3. By Distribution Channel
  - 6.3.3. Mexico Hammock Market Outlook
    - 6.3.3.1. Market Size & Forecast
      - 6.3.3.1.1. By Value
    - 6.3.3.2. Market Share & Forecast
      - 6.3.3.2.1. By Type
      - 6.3.3.2.2. By Material
      - 6.3.3.2.3. By Distribution Channel

## **7. EUROPE HAMMOCK MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value

- 7.2. Market Share & Forecast
  - 7.2.1. By Type
  - 7.2.2. By Material
  - 7.2.3. By Distribution Channel
  - 7.2.4. By Country
- 7.3. Europe: Country Analysis
  - 7.3.1. Germany Hammock Market Outlook
    - 7.3.1.1. Market Size & Forecast
      - 7.3.1.1.1. By Value
    - 7.3.1.2. Market Share & Forecast
      - 7.3.1.2.1. By Type
      - 7.3.1.2.2. By Material
      - 7.3.1.2.3. By Distribution Channel
  - 7.3.2. France Hammock Market Outlook
    - 7.3.2.1. Market Size & Forecast
      - 7.3.2.1.1. By Value
    - 7.3.2.2. Market Share & Forecast
      - 7.3.2.2.1. By Type
      - 7.3.2.2.2. By Material
      - 7.3.2.2.3. By Distribution Channel
  - 7.3.3. United Kingdom Hammock Market Outlook
    - 7.3.3.1. Market Size & Forecast
      - 7.3.3.1.1. By Value
    - 7.3.3.2. Market Share & Forecast
      - 7.3.3.2.1. By Type
      - 7.3.3.2.2. By Material
      - 7.3.3.2.3. By Distribution Channel
  - 7.3.4. Italy Hammock Market Outlook
    - 7.3.4.1. Market Size & Forecast
      - 7.3.4.1.1. By Value
    - 7.3.4.2. Market Share & Forecast
      - 7.3.4.2.1. By Type
      - 7.3.4.2.2. By Material
      - 7.3.4.2.3. By Distribution Channel
  - 7.3.5. Spain Hammock Market Outlook
    - 7.3.5.1. Market Size & Forecast
      - 7.3.5.1.1. By Value
    - 7.3.5.2. Market Share & Forecast
      - 7.3.5.2.1. By Type

7.3.5.2.2. By Material

7.3.5.2.3. By Distribution Channel

## **8. ASIA PACIFIC HAMMOCK MARKET OUTLOOK**

### 8.1. Market Size & Forecast

8.1.1. By Value

### 8.2. Market Share & Forecast

8.2.1. By Type

8.2.2. By Material

8.2.3. By Distribution Channel

8.2.4. By Country

### 8.3. Asia Pacific: Country Analysis

#### 8.3.1. China Hammock Market Outlook

8.3.1.1. Market Size & Forecast

8.3.1.1.1. By Value

8.3.1.2. Market Share & Forecast

8.3.1.2.1. By Type

8.3.1.2.2. By Material

8.3.1.2.3. By Distribution Channel

#### 8.3.2. India Hammock Market Outlook

8.3.2.1. Market Size & Forecast

8.3.2.1.1. By Value

8.3.2.2. Market Share & Forecast

8.3.2.2.1. By Type

8.3.2.2.2. By Material

8.3.2.2.3. By Distribution Channel

#### 8.3.3. Japan Hammock Market Outlook

8.3.3.1. Market Size & Forecast

8.3.3.1.1. By Value

8.3.3.2. Market Share & Forecast

8.3.3.2.1. By Type

8.3.3.2.2. By Material

8.3.3.2.3. By Distribution Channel

#### 8.3.4. South Korea Hammock Market Outlook

8.3.4.1. Market Size & Forecast

8.3.4.1.1. By Value

8.3.4.2. Market Share & Forecast

8.3.4.2.1. By Type

- 8.3.4.2.2. By Material
- 8.3.4.2.3. By Distribution Channel
- 8.3.5. Australia Hammock Market Outlook
  - 8.3.5.1. Market Size & Forecast
    - 8.3.5.1.1. By Value
  - 8.3.5.2. Market Share & Forecast
    - 8.3.5.2.1. By Type
    - 8.3.5.2.2. By Material
    - 8.3.5.2.3. By Distribution Channel

## **9. MIDDLE EAST & AFRICA HAMMOCK MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Type
  - 9.2.2. By Material
  - 9.2.3. By Distribution Channel
  - 9.2.4. By Country
- 9.3. Middle East & Africa: Country Analysis
  - 9.3.1. Saudi Arabia Hammock Market Outlook
    - 9.3.1.1. Market Size & Forecast
      - 9.3.1.1.1. By Value
    - 9.3.1.2. Market Share & Forecast
      - 9.3.1.2.1. By Type
      - 9.3.1.2.2. By Material
      - 9.3.1.2.3. By Distribution Channel
  - 9.3.2. UAE Hammock Market Outlook
    - 9.3.2.1. Market Size & Forecast
      - 9.3.2.1.1. By Value
    - 9.3.2.2. Market Share & Forecast
      - 9.3.2.2.1. By Type
      - 9.3.2.2.2. By Material
      - 9.3.2.2.3. By Distribution Channel
  - 9.3.3. South Africa Hammock Market Outlook
    - 9.3.3.1. Market Size & Forecast
      - 9.3.3.1.1. By Value
    - 9.3.3.2. Market Share & Forecast
      - 9.3.3.2.1. By Type

9.3.3.2.2. By Material

9.3.3.2.3. By Distribution Channel

## **10. SOUTH AMERICA HAMMOCK MARKET OUTLOOK**

10.1. Market Size & Forecast

10.1.1. By Value

10.2. Market Share & Forecast

10.2.1. By Type

10.2.2. By Material

10.2.3. By Distribution Channel

10.2.4. By Country

10.3. South America: Country Analysis

10.3.1. Brazil Hammock Market Outlook

10.3.1.1. Market Size & Forecast

10.3.1.1.1. By Value

10.3.1.2. Market Share & Forecast

10.3.1.2.1. By Type

10.3.1.2.2. By Material

10.3.1.2.3. By Distribution Channel

10.3.2. Colombia Hammock Market Outlook

10.3.2.1. Market Size & Forecast

10.3.2.1.1. By Value

10.3.2.2. Market Share & Forecast

10.3.2.2.1. By Type

10.3.2.2.2. By Material

10.3.2.2.3. By Distribution Channel

10.3.3. Argentina Hammock Market Outlook

10.3.3.1. Market Size & Forecast

10.3.3.1.1. By Value

10.3.3.2. Market Share & Forecast

10.3.3.2.1. By Type

10.3.3.2.2. By Material

10.3.3.2.3. By Distribution Channel

## **11. MARKET DYNAMICS**

11.1. Drivers

11.2. Challenges

## **12. MARKET TRENDS & DEVELOPMENTS**

- 12.1. Merger & Acquisition (If Any)
- 12.2. Product Launches (If Any)
- 12.3. Recent Developments

## **13. GLOBAL HAMMOCK MARKET: SWOT ANALYSIS**

## **14. PORTER'S FIVE FORCES ANALYSIS**

- 14.1. Competition in the Industry
- 14.2. Potential of New Entrants
- 14.3. Power of Suppliers
- 14.4. Power of Customers
- 14.5. Threat of Substitute Products

## **15. COMPETITIVE LANDSCAPE**

- 15.1. Recreational Equipment, Inc.
  - 15.1.1. Business Overview
  - 15.1.2. Products & Services
  - 15.1.3. Recent Developments
  - 15.1.4. Key Personnel
  - 15.1.5. SWOT Analysis
- 15.2. Eagles Nest Outfitters, Inc.
- 15.3. The Hammock Source
- 15.4. Liaoning Lucky Johnny Trading Co., Ltd
- 15.5. La Siesta Inc.
- 15.6. Foxelli
- 15.7. Lawson Hammock
- 15.8. Inca Hammocks
- 15.9. Grand Trunk
- 15.10. Wise Owl Outfitters

## **16. STRATEGIC RECOMMENDATIONS**

## **17. ABOUT US & DISCLAIMER**

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