

Glamping Market is Projected to Grow Exponentially: to Reach US\$ 7.11 billion by 2031, Report

The global Glamping Market Size was valued at \$2.68 billion in 2021, is projected to reach \$7.11 billion by 2031, growing at a CAGR of 10.5% from 2022 to 2031.

WILMINGTON, NEW CASTLE, DE, UNITED STATES, January 8, 2025 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Glamping Market Size, Share, Competitive Landscape and Trend Analysis Report](#), by

Application, By Age Group, By Size, By End User, By Distribution Channel, By Product Type : Global Opportunity Analysis and Industry Forecast, 2021-2031". The research provides a current evaluation of the global market landscape, highlighting recent trends, key drivers, and the overall market environment. The study examines the main factors influencing industry expansion,

analyzing both its growth drivers and restraints.

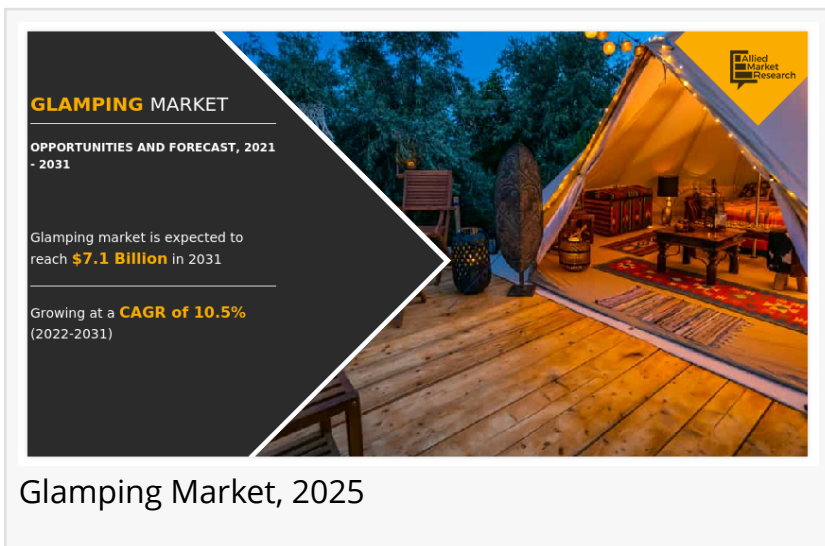
Additionally, it sheds light on factors expected to offer promising opportunities for development of industry in the future.

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Glamping has been proven to reduce stress and improve

mental and physical health. In addition, families, communities, and individuals must indulge in self-care on their days off. However, millennials prefer glamping due to its various benefits, such as living in nature with attractive views. Moreover, rising disposable income, nuclear family coupled with increasing preference for outdoor travel are expected to boost the market during the forecast period.



Glamping Market, 2025

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Roshan Deshmukh

Glamping is available in various accommodations such as, camping pods and cabins, yurts, tents, treehouses, boats and floating homes, and airstream caravan, all these accommodations are different and provide travelers with a unique and luxurious camping experience. The hectic lifestyle surges the demand for glamping, a surge in the number of concerts and large-scale music festivals organized every other week in various regions of the world is anticipated to be one of the most influential aspects driving the market. Moreover, vacationers today seek for outdoor activities that are elegant, close to nature, and memorable

Glamping trend is growing rapidly and impacting consumers inclination toward purchasing new and innovative products in the market. Rise in interest of people toward glamping boosts the sales of glamping products across the globe. Companies can operate their business in highly competitive market by launching new products or updated versions of existing products. Partnership, collaboration, and agreement with key stakeholders are key strategies to sustain in the market. In the recent past, many leading players opted for product launch or partnership strategies to strengthen their foothold in the market.

The global glamping market is segmented into accommodation, application, age group, size, end user, distribution channel, and region. On the basis of accommodation, the market is classified into camping pods and cabins, yurts, tents, treehouses, and others. Among these, the camping pods and cabins segment occupied the major share of the market in 2021, and is projected to maintain its dominance during the forecast period. The growth of the camping pods and cabins segment is attributed to its advance features like safety, the availability of amenities, and lockable doors and windows.

By size, the market is segregated into 2-Person, 4-Person, Others. The 4- person segment is anticipated to grow at the highest rate during the forecast period, owing to increase in trend of group travels in the glamping market. The other size is estimated to perform good in the forecast period.

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Depending on age group, the market is bifurcated into 18-32 years, 33-50 years, 51-65 years, above 65 years. Among these, the age group of 18-32 occupied the major share of the market in 2021, and is projected to maintain its dominance during the forecast period. This is attributed to increase in preference for adventure and traveling in this age group as compared to others. Depending on the end consumer the segment is bifurcated into consumers, and events. The consumer is the major shareholder in end user segment owing to preference of travelers seek for outdoor activities that are elegant, close to nature.

By application, the market is segregated into family travel, and enterprise travel. The family traveler segment is anticipated to grow at the highest rate during the forecast period, owing to

increase in trend of outing with family. Moreover, rise in urbanization and nuclear family is expected to further drive the [Glamping Market Trends](#).

Region wise, North America dominated the market with largest share during the Glamping Market Forecast period. Glamping market and their different accommodations are the mostly enjoyed in North America, especially in U.S. and Canada. The growing preference for comfortable and luxurious traveling as well as increase in Glamping Market Demand for nature adventures are driving the growth of the glamping market in North America. In 2021, North America accounted for 42.3% in the global Glamping Market Share, and is expected to maintain its dominance during the forecast period.

The major players analyzed for global glamping industry are Hilleberg Ab., Johnson Outdoors Inc., The North Face Inc., AMG GROUP, Newell Brands Inc., Oase Outdoors, The Coleman Company, Simex Outdoor International, Kampa, Exxel Outdoors, Bushtec Safari (South Africa), Sawday's Canopy & Stars Ltd. (UK), Huttopia (France), Wigwam Holidays Ltd (UK), Arena Campsites (Europe).

Glamping is a growing market segment in the outdoor recreation industry.

Modern travelers are increasingly seeking unique and memorable experiences:

Glamping provides an opportunity to connect with nature without sacrificing comfort, catering to those who want to enjoy the outdoors without compromising on luxury.

Glamping is not limited to a specific demographic:

It appeals to a wide range of individuals, including couples looking for a romantic getaway, families seeking a different kind of vacation, and even corporate groups organizing team-building retreats.

Many glamping sites emphasize eco-friendly and sustainable practices:

This aligns with the growing awareness and concern for environmental issues among consumers. Sustainable glamping experiences can attract environmentally conscious travelers.

Glamping experiences often emphasize health and wellness:

providing opportunities for activities like hiking, yoga, and spa treatments. The focus on well-being can attract individuals looking for a holistic and rejuvenating escape.

The visual appeal of glamping sites and experiences:

is highly shareable on social media platforms. This word-of-mouth marketing through social media can contribute significantly to the growth of glamping, attracting new customers based on recommendations and stunning

visuals.

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The number of glamping sites worldwide has been steadily increasing. From luxury tents and yurts to treehouses and cabins, the variety of accommodations available contributes to the growth of glamping.

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- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the glamping market analysis from 2021 to 2031 to identify the prevailing glamping market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- Major countries in each region are mapped according to their revenue contribution to the global Glamping Market Growth.

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- Procure strategically important competitor information, analysis, and insights to formulate effective R&D strategies.
- Recognize emerging players with potentially strong product portfolio and create effective counter-strategies to gain competitive advantage.
- Classify potential new clients or partners in the target demographic.
- Develop tactical initiatives by understanding the focus areas of leading companies.
- Plan mergers and acquisitions meritoriously by identifying Top Manufacturer.
- Develop and design in-licensing and out-licensing strategies by identifying prospective partners with the most attractive projects to enhance and expand business potential and Scope.
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- Create regional and country strategies on the basis of local data and analysis.

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David Correa

Allied Market Research

+1 800-792-5285

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