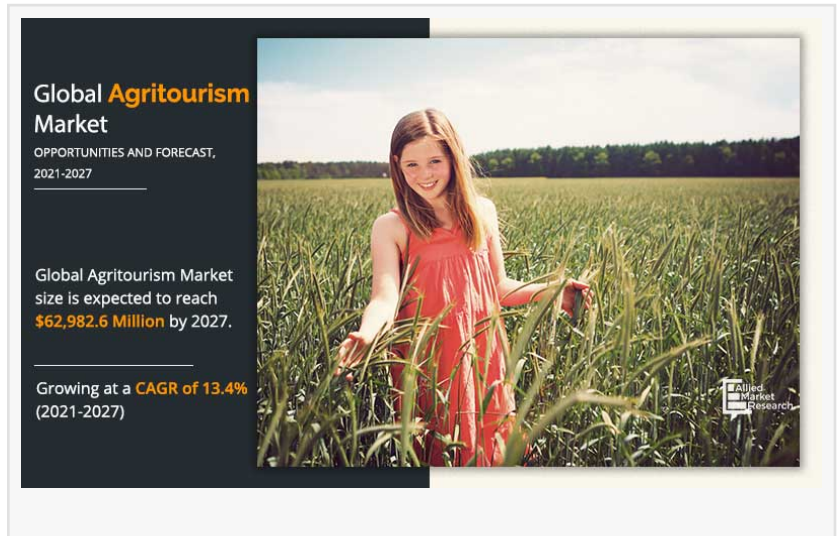


Agritourism Market Size Allows Agriculture Farms To Diversify and Has Potential edges for Rural Communities

Agritourism Market to Reach \$62.98 Billion by 2027

PORTLAND, PORTLAND, UNITED STATES, February 1, 2022

/EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Agritourism Market by Activity and Sales Channel: Opportunity Analysis and Industry Forecast, 2021–2027](#)," the global agritourism market size is expected to reach \$62,982.6 million by 2027 at a CAGR of 13.4% from 2021 to 2027.



Key findings of the study

- 1.The Agritourism market was valued at \$42,460.3million in 2019, and is estimated to reach \$62,982.6 million by 2027, growing at a CAGR of 13.4%
- 2 .By activity, the accommodations segment is estimated to witness the fastest growth, registering a CAGR of 18.0% during the forecast period.
3. In 2019, depending on sales channel, the travel agent segment was valued at \$28,678.3 million, accounting for 67.8% of the global agritourism market share.
- 4.In 2019, the Italy was the most prominent market in Europe, and is projected to reach \$3,351.1 million by 2027, growing at a CAGR of 12.6% during the forecast period.

Increase in travel and tourism industry, government initiatives toward agritourism, and increase in adoption of agri-allied business drive the growth of the global agritourism market. However, lack of awareness among tourists and improper commercialization of agritourism hamper the market growth. On the contrary, rise in health consciousness to support adoption of agritourism is expected to create lucrative opportunities for the market players in the future.

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Covid-19 scenario:

Since the Covid-19 outbreak, people have been restricted to stay at their homes to stop the spread of infection. Moreover, most of the countries' boundaries have been closed, which negatively affected the tourism business, especially agritourism.

However, the decrease in coronavirus affected people and development in Covid-19 vaccination is expected to help the agritourism industry get back on track.

The global agritourism market is segmented on the basis of activity, sales channel, and region. Based on activity, the market is divided into on-farm sales, outdoor recreation, agritainment, educational tourism, accommodations, and others. The on-farm sales segment dominated the market in 2019, accounting for nearly three-fifths of the market. However, the accommodations segment is expected to manifest the highest CAGR of 18.0% during the forecast period.

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On the basis of outdoor recreation, the market is classified into travel agent and direct. The travel agent segment held the largest share in 2019, contributing to more than two-thirds of the market. However, the direct segment is projected to register the highest CAGR of 14.0% during the forecast period.

The global agritourism market is analyzed across various regions such as North America, Europe, Asia-Pacific, and LAMEA. The market across Asia-Pacific is anticipated to portray the highest CAGR of 16.9% during the forecast period. However, the market across North America held the largest share in 2019, accounting for nearly two-fifths of the market.

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The global agritourism market report includes an in-depth analysis of the major market players including Agricultural Tour Operators International, Bay Farm Tours, Agrilys Voyages, Farm to Farm Tours, Blackberry Farm, LLC, Harvest Travel International, Greenmount Travel, Select Holidays, Field Farm Tours Limited, and Stita Group.

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