

# Glamping Market Expected to Generate \$7.11 Billion by 2031, Growing At a CAGR of 10.5% From 2022 to 2031

*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.*

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According to a new report published by Allied Market Research, titled, "[Glamping Market](#) 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 glamping market was valued at \$2.68 billion in 2021, and is estimated to reach \$7.11 billion by 2031, growing at a CAGR of 10.5% from 2022 to 2031.



Glamping Market 2021-2031

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Growing inclination of millennials and GenX toward camping is the major factor that drive the growth of the glamping market globally.”

*Roshan Deshmukh*

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The report provides a detailed analysis of the top investment pockets, top winning strategies, drivers & opportunities, market size & estimations, competitive landscape, and changing market trends.

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.

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).

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#### Key Benefits For Stakeholders:

- 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.

#### Reasons to buy:

- 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.
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David Correa

Allied Analytics LLP

+ +1-800-792-5285

[email us here](#)

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