

# Agritourism Market Anticipated to Surpass \$111 Billion by 2032 with 12.5% CAGR

*The global agritourism market size was valued at \$33.8 billion in 2022, is projected to reach \$111.1 billion by 2032, grow at a CAGR of 12.5% from 2023-2032.*

WILMINGTON, NEW CASTLE, DE,  
UNITED STATES, July 18, 2025

/EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Agritourism Market Size, Share, Competitive Landscape and Trend Analysis Report](#), by Sales Channel, by ACTIVITY : Global Opportunity Analysis and Industry

Forecast, 2023-2032." 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

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In 2022, by region, the North America region held the major share in 2022 and is expected to sustain its dominance during the forecast period.”

*Roshan Deshmukh*



Agritourism Market 2025

of industry in the future. The agritourism market size was valued at \$33.8 billion in 2022, and is estimated to reach \$111.1 billion by 2032, growing at a CAGR of 12.5% from 2023 to 2032.

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Agritourism is a subset of rural tourism. It is known by

various names, depending on the region and type of farming, such as agriculture tourism, agritourism, farm tourism, farm vacation tourism, wine tourism, as well as some related terms that are used interchangeably with agritourism or that are complementary to agritourism including nature tourism, rural tourism, alternative farming, wildlife enterprises, ecotourism, Agritainment, heritage tourism, Agri education, and value-added agriculture. It is generally

defined as visiting a working agricultural setting for leisure, recreation, or educational purposes.

Agritourism, a rapidly expanding sector, offers a unique fusion of agriculture and tourism. Its growth is propelled by several key industry trends and growth drivers. First, the desire for authentic experiences has led to increasing demand, with travelers seeking hands-on, farm-to-table encounters. Moreover, aligning with sustainability and eco-tourism trends, many agritourism destinations emphasize environmentally responsible practices, further attracting conscientious tourists. The rise of food tourism also significantly contributes to agritourism's success, allowing visitors to engage in culinary experiences, such as wine-tasting in vineyards or cheese-making on dairy farms. This sector's educational and recreational offerings cater to a diverse array of tourists, from families to retirees, fostering a deeper appreciation for agriculture.

According to agritourism market analysis, the agritourism market is segmented into activity, sales channel, and region. On the basis of activity, the agritourism market report is categorized into on-farm sales, outdoor recreation, agritainment, educational tourism, accommodations, and others. By sales channel, it is segregated into travel agents and direct. Region wise, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, the UK, France, Russia, Italy, Spain, and rest of Europe), Asia-Pacific (China, Japan, Australia, India, South Korea, and rest of Asia-Pacific) and LAMEA (Latin America, Middle East, Africa).

By activity, the market is classified into on-farm sales, outdoor recreation, agritainment, educational tourism, accommodations, and others. The on-farm sales segment accounted for a major Agritourism Market Share in 2022 and is expected to grow at a significant CAGR during the forecast period. This is attributed to the fact that agriculture universities and non-agricultural universities are progressively involved in providing agriculture related educational experience. Some courses in agriculture universities are compulsory subjects to study agritourism and compulsory for every agriculture college to arrange one tour to nearby agritourism center. This collectively attributes to upsurge the Agritourism Market demand through educational tourism segment.

By sales channel, the market is classified into travel agents and direct. The travel agents segment accounted for a major share of the agritourism market in 2022 and is expected to grow at a significant CAGR during the forecast period. Direct segment of the sales channel in Agritourism is gaining significant traction among the people. This is majorly attributed to growing use of internet, smartphones, and availability of the platforms where people can find information and booking facilities. Internet is actively used to promote agritourism sites through farm owner and agriculturist.

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Based on region, North America held the highest market share in terms of revenue in 2022, accounting for nearly half of the global Agritourism Market revenue. The wide penetration of agritourism services in the U.S., Canada, and Mexico is acting as a catalyst in creating dominance. The growing consumer demand for economical, nature-based, and sustainable tourism among tourists is acting as a crucial driving force for the market. First, there is a growth in the prevalence of gluten-related disorders, such as celiac disease, in the region. In addition, the LAMEA region is also expected to witness the fastest CAGR of 14.4% from 2023 to 2032 and is likely to dominate the market during the forecast period. Growth in disposable income and recovery in the economic stability of the African region countries are likely to upsurge the growth of the LAMEA agritourism market during the forecast period. Latin America and Africa are well occupied by a natural environment such as rivers and mountains.

The players operating in the [agritourism industry](#) have adopted product launch and business expansion as their key developmental strategies to expand their market share, increase profitability, and remain competitive in the market. The key players profiled in this report include Agricultural Tour Operators International, Agrilys Voyages, Bay Farm Tours, Blackberry Farm, LLC, Farm to Farm Tours, Greenmount Travel, Harvest Travel International, Field Farm Tours Limited, Select Holidays, and Stita Group.

#### Analyst Review:

According to the insights of the CXOs the global agritourism market is expected to witness robust growth during the forecast period. This is attributed to the farmers urged to adopt agri-allied business Farmers have been strongly urged to adopt agri-allied businesses to supplement their income. Agri-allied businesses are business activities that can be carried out along with farming, without investing a larger amount of money. It includes agritourism, animal husbandry, dairying, and fishing. Farmers are recommended by Agriculture organizations, farmer's welfare organizations, and the government to have agri-allied businesses along with farming, owing to the benefits associated as these businesses increase farm revenue instead of depending on one source, for example, a farmer keeping fish and growing maize is better than a farmer who grows maize only.

CXOs further added about the rise in health consciousness to support the adoption of agritourism. The pollution free environment, fresh foods, recreation activities, and other health benefits related with agritourism are encouraging people to actively opt for inbound and outbound agritourism. The on-farm farmer's markets, U-Pick operations, pumpkin picking patches, and various other operations associated with agritourism allow tourists to choose fresh fruits directly from farms, which attracts a large number of people toward agritourism.

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> This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the agritourism market analysis from 2022 to 2032 to identify the

prevailing agritourism 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.

> In-depth analysis of the agritourism market segmentation assists to determine the prevailing market opportunities.

> Major countries in each region are mapped according to their revenue contribution to the global market.

> Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

> The report includes the analysis of the regional as well as global agritourism market trends, key players, market segments, application areas, and market growth strategies.

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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.
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□ Diving Tourism Market Opportunity Analysis and Industry Forecast, 2023-2032

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David Correa

Allied Market Research

+ 1 800-792-5285

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