

Camping Equipment Market to Surge at 8.6% CAGR, Anticipated to Reach USD 51.8 Billion by 2032

Camping Equipment Market (2022 - 2032) Size, Share, Competitive Landscape and Trend Analysis Report, by Type, by Application, by Distribution Channel & Region.

WILMINGTON, DE, UNITED STATES, June 25, 2026 /EINPresswire.com/ -- According to the report, the [camping equipment market](#) was valued at \$23.3 billion in 2022 and is estimated to reach \$51.8 billion by 2032, exhibiting a CAGR of 8.6% from 2023 to 2032.



Camping equipment refers to the various tools, gear, and supplies specifically designed and utilized for outdoor camping activities. These items are essential for creating a comfortable and functional camping experience, enabling individuals or groups to set up temporary shelters, prepare meals, and address various needs while spending time in nature. Camping equipment encompasses a wide range of items, including tents, sleeping bags, cooking utensils, portable stoves, lanterns or flashlights, backpacks, camping chairs, sleeping pads, and other accessories tailored to the demands of outdoor living. The selection of camping equipment is influenced by factors such as the type of camping which includes backpacking, car camping, the season, and individual preferences, with an emphasis on providing convenience, safety, and enjoyment during the camping adventure.

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The growth of the [camping equipment industry](#) is majorly driven by many factors. The increased emphasis on sustainability and eco-friendly products, with consumers increasingly seeking camping gear that minimizes environmental impact. Moreover, the lightweight and compact gear have gained popularity, particularly among backpackers, as innovations in materials and design offer functionality without added weight. The integration of smart technology into

camping gear, such as solar-powered tents and portable power stations, is on the rise, enhancing convenience and connectivity during outdoor adventures. In addition, the emergence of "glamping" has led to a demand for high-end, luxurious camping equipment, including stylish tents and premium bedding. The shift towards online sales channels, a focus on health and wellness features in camping gear, and the trend of customization to meet individual preferences are also notable factors shaping the market. Furthermore, the ongoing innovations in materials, incorporating lighter yet durable fabrics and eco-friendly options, continue to influence the design and production of camping equipment.

The camping equipment is driven by Rise in active camper households in North America, Growth in inclination of millennial and Gen X toward camping, and Increase in number of recreational activities enthusiasts globally.

Camping equipment are widely used for convenience during camping. Furthermore, camping tents have gained popularity among the campers which has increased the Camping Equipment Market Demand. Various types of tents are available for their accommodation in the market. Commonly used camping tents are dome tent, tunnel tent, and geodesic tent. Rise in awareness regarding health & fitness, increase in number of campers, surge in initiatives from tourism associations to promote camping activities, and increase in youth population are the major factors that drive the growth of the global camping equipment market.

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Since 2014, the popularity of recreational vehicle (RVs) has increased among the campers for the purpose of the accommodation during the camping. In addition, camping tent is affordable and adventurous as compared to the RVs, which entices campers to purchase innovative tents for camping purpose. Manufacturers focus on meeting demand from Indian and Chinese campers according to their environmental needs and camping requirements. Asia-Pacific is expected to offer huge opportunity for camping equipment market in the region. However, increase in interest of campers for novel tents supports the global growth of the Camping Equipment Market Size.

However, counterfeiting of camping equipment, such as tent, is a key restraining factor of the market. On the contrary, surge in youth population, improvement in lifestyle, and rise in disposable income of people in developing countries are anticipated to offer immense opportunities for the market players. These market players are promoting camping activity among the people through social media and advertisements to attract customers in the market.

People prefer camping and are willing to purchase necessary camping equipment such as tent, bags, cooking utensils, and others, which supplements the growth of the camping equipment market globally and has affected Camping Equipment Market Trends. E-Commerce or online

store is a huge platform growing at a tremendous rate worldwide. Consumers from every age including generation X, millennial, or generation Z like to shop from different e-stores.

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Online shopping is more convenient as compared to physical shopping stores due to the rise in number of retailers focusing on e-commerce making it convenient for consumers to find anything easily on online store over physical stores. Thus, the growth in digital world and increase in percentage of population inclining toward online shopping across the countries are expected to provide a great opportunity for the camping equipment manufacturers to sell their existing as well as novel camping equipment products through online platform, also contributing in increasing consumer awareness about their products and making them easily available to consumers, thus increasing the Camping Equipment Market Growth. Hence, this fact is anticipated to propel the growth of the camping equipment market during the forecast period, affecting the Camping Equipment Market Share.

The camping equipment market is segmented into type, application, distribution channel, and region on the basis of Camping Equipment Market Analysis. On the basis of type, the market is categorized into camping furniture, camping bag packs, tents, cooking system & cookware, and camping gears & accessories. On the basis of application, the market is bifurcated into personal and commercial. On the basis of distribution channel, it is fragmented into business to business, hypermarkets/supermarkets, specialty stores, online retailers, and others. Region-wise, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (UK, Germany, France, Italy, Spain, Russia, and rest of Europe), Asia-Pacific (China, India, Japan, Australia & New Zealand, South Korea, ASEAN and rest of Asia-Pacific), and LAMEA (Brazil, Argentina, South Africa, MENA and rest of LAMEA).

Based on region, the North America segment held the highest market share in 2022, accounting for more than four-fifth of the camping equipment industry revenue and is estimated to maintain its leadership status throughout the forecast period. Camping engagement has consistently risen among millennials and Generation Z, surpassing that of the general population. Moreover, camping have witnessed an increase among the older demographic in 2020. The camper demographic is becoming more diverse, representing various age groups and communities. In 2020, non-white groups constituted 60% of first-time campers. Interestingly, 79% of those who initiated camping in a tent in 2020 continued to prefer tent camping, while only 31% of those who started in a cabin or glamping accommodation continued with that preference. This trend indicates a growing interest in camping across the general population, contributing to increased demand for camping equipment in the region.

Leading Market Players: -

AMG-GROUP

BIG AGNES, INC.
DOMETIC GROUP AB
EXXEL OUTDOORS, LLC
HILLEBERG THE TENTMAKER AB
JOHNSON OUTDOORS INC.
NEWELL BRANDS INC.
OASE OUTDOORS APS
SIMEX OUTDOOR INTERNATIONAL GMBH
VF CORPORATION

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