

US Camping and Caravanning - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029

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Report description:

The US Camping and Caravanning Market size is estimated at USD 19.62 billion in 2024, and is expected to reach USD 33.82 billion by 2029, growing at a CAGR of 11.5% during the forecast period (2024-2029).

The COVID-19 pandemic significantly impacted the US camping and caravanning market. While many other sectors of the travel and tourism industry were negatively impacted by the pandemic, camping, and RVing saw a surge in popularity due to their unique advantages in those environments. One of the primary reasons for the increased camping and RVing was that these activities allowed people to travel and enjoy the outdoors while maintaining social distancing and other safety precautions. Camping and RVing provided a way to escape crowded cities and public transportation and reduced exposure to the virus. Many people who may previously flown or taken a cruise chose to take road trips in RVs or camping instead.

The US camping and caravanning market is a significant sector of the travel and tourism industry, with a wide range of options for outdoor enthusiasts. This market includes tent camping, RV camping, glamping (luxury camping), and van life. National parks, state parks, and private campgrounds offer camping and RVing opportunities. Many of these locations offer a range of amenities such as hookups, showers, and recreational facilities. Overall, the US camping and caravanning market is a vibrant and growing sector of the travel and tourism industry, offering a diverse range of options for travelers who want to experience the great outdoors. The market is driven by a growing interest in outdoor activities, a desire for flexible and affordable travel options, and the continued popularity of RVing among Americans.

US Camping & Caravanning Market Trends

Rise of RV and Van Life in the United States is Driving the Market

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Recently, the popularity of RV and van life grew significantly as people seek to travel and explore while maintaining a sense of home comfort. It led to increased sales of RVs, campervans, and camper trailers. RVs and vans provide the flexibility and mobility to travel and explore without being tied down to a specific location. It is especially appealing to younger generations who value experiences and adventure. They can be more cost-effective than traditional travel and accommodations, particularly long-term travel. It made an appealing option for retirees and digital nomads.

The social media rise also played a significant role in the popularity of RV and van life. Popular influencers and bloggers shared their experiences and showcased the benefits of this lifestyle, inspiring others to follow suit. As a result of these factors, the RV industry experienced significant growth in recent years, with sales increasing by double digits in some years. This trend also led to the emergence of new companies specializing in van conversions and rentals. It also helped develop new technologies and innovations to make RV and van life more comfortable and sustainable.

Increased Disposable Income is Driving the Market

The increase in disposable income significantly impacted the US camping and caravanning market. As disposable income increased, more people could afford the equipment and accommodations necessary for camping and caravanning. People with more disposable income can invest in higher-quality camping equipment, such as tents, sleeping bags, and backpacks. It led to an increase in the availability of high-end camping gear and accessories. The increased disposable income also increased sales of expensive RVs and trailers. These larger, more luxurious vehicles can cost tens of thousands of dollars and offer many of the comforts of home while on the road.

Glamping (glamorous camping) became increasingly popular as disposable income increased. Glamping accommodations offer a high-end camping experience with luxurious bedding, air conditioning, and private bathrooms. People with more disposable income can travel more frequently and for longer periods. It led to increased demand for camping and caravanning accommodations as people looked for ways to explore new destinations and spend time in the great outdoors. Overall, the increase in disposable income positively impacted the US camping and caravanning market. It allowed people to invest in higher-quality equipment and accommodations, leading to a greater demand for camping and caravanning experiences.

US Camping & Caravanning Industry Overview

The US camping and caravanning market is relatively fragmented. While some large players in the market, such as RV manufacturers and camping gear retailers, many small and medium-sized businesses are also operating in this industry. Additionally, the market is diverse, including various camping and RV options, such as tent camping, RV camping, and glamping.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

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3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS AND INSIGHTS

- 4.1 Market Overview
- 4.2 Market Drivers
- 4.3 Market Restraints
- 4.4 Industry Value Chain Analysis
- 4.5 Industry Attractiveness - Porter's Five Forces Analysis
 - 4.5.1 Bargaining Power of Suppliers
 - 4.5.2 Bargaining Power of Buyers
 - 4.5.3 Threat of New Entrants
 - 4.5.4 Threat of Substitutes
 - 4.5.5 Intensity of Competitive Rivalry
- 4.6 Insights on Key Trends and Recent Developments in the Market
- 4.7 Impact of COVID-19 on the Market

5 MARKET SEGMENTATION

- 5.1 By Destination Type
 - 5.1.1 State or National Park Campgrounds
 - 5.1.2 Privately Owned Campgrounds
 - 5.1.3 Public or Privately Owned Land Other Than a Campground
 - 5.1.4 Backcountry, National Forest or Wilderness Areas
 - 5.1.5 Parking Lots
 - 5.1.6 Others
- 5.2 By Type of Camper
 - 5.2.1 Car Camping
 - 5.2.2 RV Camping
 - 5.2.3 Backpacking
 - 5.2.4 Others
- 5.3 By Distribution Channel
 - 5.3.1 Direct Sales
 - 5.3.2 Online Travel Agencies
 - 5.3.3 Traditional Travel Agencies

6 COMPETITIVE LANDSCAPE

- 6.1 Market Concentration Overview
- 6.2 Company Profiles
 - 6.2.1 Thor Industries
 - 6.2.2 Winnebago Industries
 - 6.2.3 Camping World Holdings
 - 6.2.4 Kampgrounds of America (KOA)
 - 6.2.5 Thousand Trails
 - 6.2.6 Road Bear RV
 - 6.2.7 Forest River
 - 6.2.8 Grand Design RV
 - 6.2.9 Newmar
 - 6.2.10 Coachmen RV*

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7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 DISCLAIMER AND ABOUT US

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