

Global Glamping Market Report and Forecast 2024-2032

Market Report | 2024-06-20 | 209 pages | EMR Inc.

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Report description:

Global Glamping Market Report and Forecast 2024-2032

Market outlook

According to the report by Expert Market Research (EMR), the glamping market size reached a value of USD 3.10 billion in 2023. Aided by the increasing demand for unique travel experiences and the growing applications of luxury camping in various tourism sectors, the market is projected to further grow at a CAGR of 10.3% between 2024 and 2032 to reach a value of USD 7.49 billion by 2032.

Glamping, a blend of 'glamorous' and 'camping', refers to a style of camping with amenities and, in some cases, resort-style services not usually associated with traditional camping. Glamping has gained significant popularity to experience the great outdoors without sacrificing comfort. It includes a variety of accommodations such as luxury tents, treehouses, cabins, and yurts, offering unique and immersive experiences for travellers.

The increasing consumer preference for unique travel experiences is driving the glamping market growth. With the rising trend of experiential travel, there has been a significant shift towards the adoption of glamping, as it provides a unique blend of nature and luxury. Additionally, the growing awareness of the mental and physical health benefits associated with spending time in nature has further contributed to the increasing popularity of glamping.

The expanding applications of glamping in various tourism sectors also play a significant role in propelling the market. In the adventure tourism sector, glamping offers an attractive option for travellers seeking both excitement and comfort. The wellness tourism sector utilises glamping to provide serene and luxurious environments for wellness retreats and yoga camps. Moreover, the eco-tourism sector benefits from glamping in promoting sustainable travel and environmental conservation.

Further, the growing focus on sustainable and eco-friendly travel solutions has led to an increased demand for glamping. With the rise of environmentally conscious travellers and the need to reduce the carbon footprint of travel, glamping providers are increasingly focusing on developing sustainable and eco-friendly accommodations. This trend is expected to boost the glamping market expansion in the coming years, consequently driving up the glamping market share.

North America is a significant market for glamping, driven by the high demand for unique travel experiences and the presence of numerous glamping sites. The region's focus on outdoor activities and adventure travel is also supporting market growth.

The Asia-Pacific region is expected to witness significant growth in the glamping market, owing to the increasing disposable

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incomes, growing interest in experiential travel, and the rising popularity of eco-friendly tourism. Countries such as Australia, Japan, and China are major contributors to the market growth in this region. The market is growing steadily, driven by the abundant natural landscapes and the increasing demand for unique travel experiences. The region's focus on promoting eco-tourism and sustainable travel is also supporting market growth.

As per the glamping market analysis, the Middle East and Africa region is experiencing growing demand for glamping, particularly in destinations with unique natural attractions. The region's emphasis on luxury travel and adventure tourism is boosting the adoption of glamping.

Market Segmentation □

The market can be divided based on type, age group, size, and region

Market Breakup by Type

- Cabins and Pods
- Tents
- Treehouses
- Yurts
- Others

Market Breakup by Age Group

- 18 to 32 years
- 33 to 50 years
- 51 to 65 years
- Above 65 years

Market Breakup by Size

- 4-Person
- 2-Person
- Others

Market Breakup by Region

- North America
- Europe
- Middle East and Africa
- Asia Pacific
- Latin America

Competitive landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in glamping market. some of the major players explored in the report by expert market research are as follows:

- Nightfall Camp Pty Ltd.
- Under Canvas Inc.
- Huttopia SA
- Teapot Lane Glamping Ltd.
- Tentrr, Inc.
- Coastal Wilderness Ventures (Tanja Lagoon Camp)
- Sawday's Canopy & Stars Ltd.
- Wigwam Holidays Ltd.
- Hidden Valley Holidays Ltd.
- Others

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Table of Contents:

- 1 Preface
- 2 Report Coverage - Key Segmentation and Scope
- 3 Report Description
 - 3.1 Market Definition and Outlook
 - 3.2 Properties and Applications
 - 3.3 Market Analysis
 - 3.4 Key Players
- 4 Key Assumptions
- 5 Executive Summary
 - 5.1 Overview
 - 5.2 Key Drivers
 - 5.3 Key Developments
 - 5.4 Competitive Structure
 - 5.5 Key Industrial Trends
- 6 Market Snapshot
 - 6.1 Global
 - 6.2 Regional
- 7 Opportunities and Challenges in the Market
- 8 Global Glamping Market Analysis
 - 8.1 Key Industry Highlights
 - 8.2 Global Glamping Historical Market (2018-2023)
 - 8.3 Global Glamping Market Forecast (2024-2032)
 - 8.4 Global Glamping Market by Type
 - 8.4.1 Cabins and Pods
 - 8.4.1.1 Historical Trend (2018-2023)
 - 8.4.1.2 Forecast Trend (2024-2032)
 - 8.4.2 Tents
 - 8.4.2.1 Historical Trend (2018-2023)
 - 8.4.2.2 Forecast Trend (2024-2032)
 - 8.4.3 Treehouses
 - 8.4.3.1 Historical Trend (2018-2023)
 - 8.4.3.2 Forecast Trend (2024-2032)
 - 8.4.4 Yurts
 - 8.4.4.1 Historical Trend (2018-2023)
 - 8.4.4.2 Forecast Trend (2024-2032)
 - 8.4.5 Others
 - 8.5 Global Glamping Market by Age Group

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- 8.5.1 18 to 32 years
 - 8.5.1.1 Historical Trend (2018-2023)
 - 8.5.1.2 Forecast Trend (2024-2032)
- 8.5.2 33 to 50 years
 - 8.5.2.1 Historical Trend (2018-2023)
 - 8.5.2.2 Forecast Trend (2024-2032)
- 8.5.3 51 to 65 years
 - 8.5.3.1 Historical Trend (2018-2023)
 - 8.5.3.2 Forecast Trend (2024-2032)
- 8.5.4 Above 65 years
 - 8.5.4.1 Historical Trend (2018-2023)
 - 8.5.4.2 Forecast Trend (2024-2032)
- 8.6 Global Glamping Market by Size
 - 8.6.1 4-Person
 - 8.6.1.1 Historical Trend (2018-2023)
 - 8.6.1.2 Forecast Trend (2024-2032)
 - 8.6.2 2-Person
 - 8.6.2.1 Historical Trend (2018-2023)
 - 8.6.2.2 Forecast Trend (2024-2032)
 - 8.6.3 Others
- 8.7 Global Glamping Market by Region
 - 8.7.1 North America
 - 8.7.1.1 Historical Trend (2018-2023)
 - 8.7.1.2 Forecast Trend (2024-2032)
 - 8.7.2 Europe
 - 8.7.2.1 Historical Trend (2018-2023)
 - 8.7.2.2 Forecast Trend (2024-2032)
 - 8.7.3 Asia Pacific
 - 8.7.3.1 Historical Trend (2018-2023)
 - 8.7.3.2 Forecast Trend (2024-2032)
 - 8.7.4 Latin America
 - 8.7.4.1 Historical Trend (2018-2023)
 - 8.7.4.2 Forecast Trend (2024-2032)
 - 8.7.5 Middle East and Africa
 - 8.7.5.1 Historical Trend (2018-2023)
 - 8.7.5.2 Forecast Trend (2024-2032)
- 9 North America Glamping Market Analysis
 - 9.1 United States of America
 - 9.1.1 Historical Trend (2018-2023)
 - 9.1.2 Forecast Trend (2024-2032)
 - 9.2 Canada
 - 9.2.1 Historical Trend (2018-2023)
 - 9.2.2 Forecast Trend (2024-2032)
- 10 Europe Glamping Market Analysis
 - 10.1 United Kingdom
 - 10.1.1 Historical Trend (2018-2023)
 - 10.1.2 Forecast Trend (2024-2032)

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- 10.2 Germany
 - 10.2.1 Historical Trend (2018-2023)
 - 10.2.2 Forecast Trend (2024-2032)
- 10.3 France
 - 10.3.1 Historical Trend (2018-2023)
 - 10.3.2 Forecast Trend (2024-2032)
- 10.4 Italy
 - 10.4.1 Historical Trend (2018-2023)
 - 10.4.2 Forecast Trend (2024-2032)
- 10.5 Others
- 11 Asia Pacific Glamping Market Analysis
 - 11.1 China
 - 11.1.1 Historical Trend (2018-2023)
 - 11.1.2 Forecast Trend (2024-2032)
 - 11.2 Japan
 - 11.2.1 Historical Trend (2018-2023)
 - 11.2.2 Forecast Trend (2024-2032)
 - 11.3 India
 - 11.3.1 Historical Trend (2018-2023)
 - 11.3.2 Forecast Trend (2024-2032)
 - 11.4 ASEAN
 - 11.4.1 Historical Trend (2018-2023)
 - 11.4.2 Forecast Trend (2024-2032)
 - 11.5 Australia
 - 11.5.1 Historical Trend (2018-2023)
 - 11.5.2 Forecast Trend (2024-2032)
 - 11.6 Others
- 12 Latin America Glamping Market Analysis
 - 12.1 Brazil
 - 12.1.1 Historical Trend (2018-2023)
 - 12.1.2 Forecast Trend (2024-2032)
 - 12.2 Argentina
 - 12.2.1 Historical Trend (2018-2023)
 - 12.2.2 Forecast Trend (2024-2032)
 - 12.3 Mexico
 - 12.3.1 Historical Trend (2018-2023)
 - 12.3.2 Forecast Trend (2024-2032)
 - 12.4 Others
- 13 Middle East and Africa Glamping Market Analysis
 - 13.1 Saudi Arabia
 - 13.1.1 Historical Trend (2018-2023)
 - 13.1.2 Forecast Trend (2024-2032)
 - 13.2 United Arab Emirates
 - 13.2.1 Historical Trend (2018-2023)
 - 13.2.2 Forecast Trend (2024-2032)
 - 13.3 Nigeria
 - 13.3.1 Historical Trend (2018-2023)

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- 13.3.2 Forecast Trend (2024-2032)
- 13.4 South Africa
 - 13.4.1 Historical Trend (2018-2023)
 - 13.4.2 Forecast Trend (2024-2032)
- 13.5 Others
- 14 Market Dynamics
 - 14.1 SWOT Analysis
 - 14.1.1 Strengths
 - 14.1.2 Weaknesses
 - 14.1.3 Opportunities
 - 14.1.4 Threats
 - 14.2 Porter's Five Forces Analysis
 - 14.2.1 Supplier's Power
 - 14.2.2 Buyer's Power
 - 14.2.3 Threat of New Entrants
 - 14.2.4 Degree of Rivalry
 - 14.2.5 Threat of Substitutes
 - 14.3 Key Indicators for Demand
 - 14.4 Key Indicators for Price
- 15 Competitive Landscape
 - 15.1 Market Structure
 - 15.2 Company Profiles
 - 15.2.1 Nightfall Camp Pty Ltd.
 - 15.2.1.1 Company Overview
 - 15.2.1.2 Product Portfolio
 - 15.2.1.3 Demographic Reach and Achievements
 - 15.2.1.4 Certifications
 - 15.2.2 Under Canvas Inc.
 - 15.2.2.1 Company Overview
 - 15.2.2.2 Product Portfolio
 - 15.2.2.3 Demographic Reach and Achievements
 - 15.2.2.4 Certifications
 - 15.2.3 Huttopia SA
 - 15.2.3.1 Company Overview
 - 15.2.3.2 Product Portfolio
 - 15.2.3.3 Demographic Reach and Achievements
 - 15.2.3.4 Certifications
 - 15.2.4 Teapot Lane Glamping Ltd.
 - 15.2.4.1 Company Overview
 - 15.2.4.2 Product Portfolio
 - 15.2.4.3 Demographic Reach and Achievements
 - 15.2.4.4 Certifications
 - 15.2.5 Tentrr, Inc.
 - 15.2.5.1 Company Overview
 - 15.2.5.2 Product Portfolio
 - 15.2.5.3 Demographic Reach and Achievements
 - 15.2.5.4 Certifications

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- 15.2.6 Coastal Wilderness Ventures (Tanja Lagoon Camp)
 - 15.2.6.1 Company Overview
 - 15.2.6.2 Product Portfolio
 - 15.2.6.3 Demographic Reach and Achievements
 - 15.2.6.4 Certifications
 - 15.2.7 Sawday's Canopy & Stars Ltd.
 - 15.2.7.1 Company Overview
 - 15.2.7.2 Product Portfolio
 - 15.2.7.3 Demographic Reach and Achievements
 - 15.2.7.4 Certifications
 - 15.2.8 Wigwam Holidays Ltd.
 - 15.2.8.1 Company Overview
 - 15.2.8.2 Product Portfolio
 - 15.2.8.3 Demographic Reach and Achievements
 - 15.2.8.4 Certifications
 - 15.2.9 Hidden Valley Holidays Ltd.
 - 15.2.9.1 Company Overview
 - 15.2.9.2 Product Portfolio
 - 15.2.9.3 Demographic Reach and Achievements
 - 15.2.9.4 Certifications
 - 15.2.10 Others
- 16 Key Trends and Developments in the Market

List of Key Figures and Tables

1. Global Glamping Market: Key Industry Highlights, 2018 and 2032
2. Global Glamping Historical Market: Breakup by Type (USD Billion), 2018-2023
3. Global Glamping Market Forecast: Breakup by Type (USD Billion), 2024-2032
4. Global Glamping Historical Market: Breakup by Age Group (USD Billion), 2018-2023
5. Global Glamping Market Forecast: Breakup by Age Group (USD Billion), 2024-2032
6. Global Glamping Historical Market: Breakup by Size (USD Billion), 2018-2023
7. Global Glamping Market Forecast: Breakup by Size (USD Billion), 2024-2032
8. Global Glamping Historical Market: Breakup by Region (USD Billion), 2018-2023
9. Global Glamping Market Forecast: Breakup by Region (USD Billion), 2024-2032
10. North America Glamping Historical Market: Breakup by Country (USD Billion), 2018-2023
11. North America Glamping Market Forecast: Breakup by Country (USD Billion), 2024-2032
12. Europe Glamping Historical Market: Breakup by Country (USD Billion), 2018-2023
13. Europe Glamping Market Forecast: Breakup by Country (USD Billion), 2024-2032
14. Asia Pacific Glamping Historical Market: Breakup by Country (USD Billion), 2018-2023
15. Asia Pacific Glamping Market Forecast: Breakup by Country (USD Billion), 2024-2032
16. Latin America Glamping Historical Market: Breakup by Country (USD Billion), 2018-2023
17. Latin America Glamping Market Forecast: Breakup by Country (USD Billion), 2024-2032
18. Middle East and Africa Glamping Historical Market: Breakup by Country (USD Billion), 2018-2023
19. Middle East and Africa Glamping Market Forecast: Breakup by Country (USD Billion), 2024-2032
20. Global Glamping Market Structure

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