

Camping Equipment Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Toys, Sports, Wellness & Luggage (Consumer Goods & Services)
> **Source:** https://www.mordorintelligence.com/industry-reports/camping-equipment-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 22.08 billion
Projected Forecast (2031)	USD 22.08 billion
Growth Rate (CAGR)	5.92 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

! [Major players in Camping Equipment industry] (images/chart_2.png)

! [Camping Equipment Market Size] (images/chart_3.png)

! [Camping Equipment Market Share by Product Type, 2025] (images/chart_4.png)

! [Camping Equipment Market Share by Distribution Channel, 2025] (images/chart_5.png)

! [Camping Equipment Market Growth Rate by Region] (images/chart_6.png)

! [Camping Equipment Market Concentration] (images/chart_7.png)

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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2021 - 2031 |
Market Size (2026) | USD 22.08 Billion |
Market Size (2031) | USD 29.49 Billion |
Growth Rate (2026 - 2031) | 5.92 % |
Fastest Growing Market | Asia Pacific |
Largest Market | North America |
Market Concentration | Low |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Camping Equipment Market Analysis by Mordor Intelligence The camping equipment market size in 2026 is estimated at USD 22.08 billion, growing from 2025 value of USD 20.85 billion with 2031 projections showing USD 29.49 billion, growing at 5.92% CAGR over 2026-2031. Product innovation is accelerating, with lightweight materials, solar-enabled gear, and eco-certified fabrics driving premiumization, while digital channels steadily erode brick-and-mortar dominance. Demand is also broadening geographically as the Asia-Pacific region's rising middle class reshapes a market that has historically been concentrated in North America and Europe. Growing patent activity signals both faster innovation cycles and higher barriers to entry.

Key Report Takeaways* By product type, backpacks led with a 28.12% market share in the camping equipment segment in 2025, while camping furniture is projected to register a 7.76% CAGR through 2031.

* By application, personal use accounted for 76.05% of the camping equipment market size in 2025 and is projected to expand at an 7.74% CAGR through 2031.

* By distribution channel, offline retail held 67.45% share of the camping equipment market size in 2025, while online retail is set to grow at an 8.16% CAGR through 2031.

* By geography, North America accounted for 38.52% of the camping equipment market size in 2025, whereas the Asia-Pacific region is forecast to post a 7.34% CAGR by 2031.

Key Market Trends

Market Trends and Insights Drivers Impact Analysis of Camping Equipment Market* Driver | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline | Rising participation in outdoor recreation and wellness tourism | +1.2% | Global, strongest in North America and Asia-Pacific | Medium term (2-4 years) | Surge in domestic travel and "staycations" | +1.0% | North America and Europe, spillover to Asia-Pacific | Short term (≤ 2 years) | Innovation in lightweight and compact gear | +0.8% | Global, led by North America and Europe | Long term (≥ 4 years) | Government support for national parks and outdoor infrastructure | +0.9% | North America, Europe, emerging Asia-Pacific | Long term (≥ 4 years) | Expansion of e-commerce and direct-to-consumer brands | +1.3% | Global, highest in North America and Europe | Short term (≤ 2 years) | Expansion of eco-friendly and sustainable product lines | +0.7% | Europe and North America, growing in Asia-Pacific | Medium term (2-4 years) | Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The camping equipment market is fragmented, with the top five players, Johnson Outdoors, VF Corporation, Decathlon, Big Agnes, and Solo Brands, dominating technical segments, while basic products such as budget tents and sleeping bags face low barriers to entry. Specialist brands in ultralight backpacking and integrated cooking systems leverage material science expertise and patent portfolios, creating concentration in high-performance categories. Strategic approaches diverge between vertical integration, exemplified by Johnson Outdoors and VF Corporation, which involves owned manufacturing and supply-chain control, and asset-light or hybrid models, such as Decathlon, which combines in-house design with contract manufacturing to enable rapid iteration at lower capital intensity.

White-space opportunities exist in smart camping equipment, solar-integrated tents, IoT-enabled coolers, and app-connected stoves, although adoption remains under 5%, limited by 40–60% price premiums and consumer skepticism regarding the reliability of electronics in harsh environments. Emerging direct-to-consumer disruptors such as Cotopaxi and Hyperlite Mountain Gear have scaled to nine-figure revenues by bypassing wholesale channels, leveraging social media influencers, and building community-driven engagement.

Technology adoption is accelerating as brands deploy AI-driven recommendation engines to suggest gear configurations based on purchase history, location, and social activity, increasing average order values. Innovation intensity is reflected in USPTO data: 340 camping-equipment patents were filed in 2024, a 15% increase over 2023, with roughly half targeting weight reduction and packability. ISO 23537 (sleeping bags) and ISO 10966 (tents) establish quality benchmarks, yet voluntary compliance allows low-quality imports to compete on price while authentic brands incur certification costs of USD 10,000–50,000 per product line.

Camping Equipment Industry Leaders* Johnson Outdoor Inc.

- * Big Agnes, Inc.

- * Solo Brands Inc.

- * Decathlon S.A.

- * VF Corp. (The North Face)

- * *Disclaimer: Major Players sorted in no particular order

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Scope Methodology P Space

For this study, the camping equipment market is defined as the value of products bought for overnight and extended outdoor stays, covering core gear that supports shelter, sleep, cooking, carrying, comfort, lighting, and hydration.

Scope exclusions: We exclude camping travel services, RV and vehicle purchases, and non-camping apparel and footwear, even when they are used outdoors.

Segmentation Container

- * By Product Type* Tents

- * Sleeping Bags and Pads

- * Cooking Systems and Cookware

- * Backpacks

- * Furniture

- * Lighting and Power

- * Coolers and Hydration

- * Accessories (Navigation, Safety, and Repair kits)

- * By Application* Personal Use

- * Commercial (Rental, Tour Operators, and Campgrounds)

- * By Distribution Channel* Online Retail Channel

- * Offline Retail Channel

- * By Geography* North America* United States

- * Canada

- * Mexico

- * Rest of North America

- * Europe* Germany

- * United Kingdom
- * Italy
- * France
- * Spain
- * Netherlands
- * Poland
- * Belgium
- * Sweden
- * Rest of Europe

- * Asia-Pacific* China
- * India
- * Japan
- * Australia
- * Indonesia
- * South Korea
- * Thailand
- * Singapore
- * Rest of Asia-Pacific

- * South America* Brazil
- * Argentina
- * Colombia
- * Chile
- * Peru
- * Rest of South America

- * Middle East and Africa* South Africa
- * Saudi Arabia
- * United Arab Emirates
- * Nigeria
- * Egypt
- * Morocco
- * Turkey
- * Rest of Middle East and Africa

Frequently Asked Questions

How large is the camping equipment market in 2026 and what growth is expected?

The market is valued at USD 22.08 billion in 2026 and is projected to reach USD 29.49 billion by 2031, growing at a 5.92% CAGR.

Which product type holds the biggest share?

Backpacks led in 2025 with 28.12% camping equipment market share.

What is driving faster growth in Asia-Pacific?

Rising middle-class incomes, government campground investments, and social-media exposure are pushing the region toward a 7.34% CAGR through 2031.

Why is online retail gaining traction?

Direct-to-consumer brands, flexible payment solutions, and omnichannel services are propelling online sales at an 8.16% CAGR to 2031.

How are brands addressing sustainability concerns?

They are eliminating PFAS, expanding recycled-material use, seeking third-party eco-certifications, and piloting resale programs that extend product lifecycles.