Looking At the Emerging Glamping Market in China

In the post-pandemic era, glamping (Glamorous+Camping) has become one of the hottest trends, attracting more travelers and attracting a broader customer demographic. Aside from the appearance of nature (and the draw this represents for those in urban centers), the combinations of glamor and luxury translate well to social media. Little Red Book, there are over 4 million campaign-related UGC posts, and search popularity increased by 75% YoY.

This booming trend has projected a promising future for the outdoor equipment and apparel market. As iMedia forecasted, the sector is expected to reach 562.1 billion RMB ($84 billion US) by 2025.

Camping is Trending in China

China's camping campsite market size increased from 7.71 billion RMB ($1.8 billion US) to 18.8 billion RMB ($2.51 billion US) from 2014 to 2020, with a compound growth rate of 13.9%.

According to analysis at iMedia Consulting, the camping campsite market size is expected to continue to grow in the future, driven by the growth of the overall tourism market and customers' tendency to travel short distances and experience nature more closely.

Market scale data and forecast of camping camps in China from 2014 to 2025

Source: iMedia

Compared to Traditional Camping, Glamping Swept China's Young Generation

Types of Camping

Traditional Camping

Refers to camping with basic equipment such as tents, sleeping bags, convenient tables and chairs, and the pursuit of safe and cost-effective camping.

Glamping

Refers to glamorous camping where you carry a lot of your own camping equipment, such as cassette stoves, lights, barbecue equipment, etc.

RV Camping

Refers to recreational vehicle camping, these vehicles are just like houses, which have heating or cooling equipment, electricity supply, and even a kitchen.

Convenient Camping

Camping sites provide basic camping equipment, also known as "turnkey" camping.

Source: iMedia

Buy Glamping Equipment in Increasingly Higher Proportion

In 2021, 26.8% of customers used to spend less than 3,000 RMB on glamping equipment.
29.4% of customers spend 3000-5000 RMB on glamping equipment;
47.8% of customers spend more than 5,000 RMB.

The average customer used to spend 6,995.3 RMB ($1038 US) on glamping equipment.

Amount of glamping equipment purchased by customers in 2021

Source: iMedia

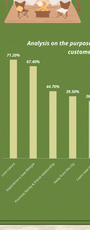
Glamping Equipment that Customers Prefer

In 2021, more than half of customers have purchased tents, moisture-proof mats, sleeping bags, and tent lights.

27.3% of customers have purchased delicate camping equipment, such as star lamps and kerosene lamps.

Glamping equipment selected by Chinese customers in 2021

Vintage camping lights were the most searched item



327% Outdoor Storage Box

354% Outdoor Chair

487% Outdoor Tablecloth

24% Outdoor Audio Stands

Vintage camping lights

Annual Searches 487%

Source: iMedia, Taobao, Soar

Why Do People Want to Participate in Glamping Activities

In 2021, the two main motivations for Chinese glamping customers are "*love nature*" and "*experience new life*".

The main purpose of glamping for the "Generation Z" group is to relax and relieve stress, accounting for 64.2%.

The most popular activities among Gen Z campers are barbecue and picnic, accounting for 91.2% of the total.

Analysis on the purpose of glamping for Chinese customers in 2021

Source: iMedia

How International Brands are Leveraging the Camping Trend

Gucci X The North Face

GUCCI and The North Face launch camping collaboration series.

FENDICAFE

Fendi's Pop-up Cafe in Shanghai is also designed as a camping site, during which customers can experience the collision between the brand and camping culture, starting from the coffee content.

Prada Summer Outdoor Collection

Prada transformed one of its Shanghai stores into an indoor glamping experience in May, featuring a solarium dotted with canvas tents.