

The European market potential for hammocks

Last updated:
17 March 2025

Europe is an interesting market for hammocks, representing about one third of the global market. The European market for hammocks is forecast to grow, as consumers use these comfortable and stylish items to relax and decorate their outdoor spaces. Most Europeans have access to a garden or other outdoor area, and interest in such spaces is growing. Because hammocks are both functional and decorative, you can add value with design, craftsmanship and sustainable elements.

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1. Product description

Hammocks provide a versatile and comfortable relaxation and sleeping solution for the garden and balcony, or even inside the home. They consist of a panel of fabric or netting with ropes or straps on either side. This creates a swinging bed or seat that can be suspended between two supports, such as trees or a hammock stand. In addition to their functional purpose, hammocks can also have decorative value.

In Home Decoration and Home Textiles (HDHT), there are several [categories consisting of various product groups](#). Hammocks are categorised as garden products.

This study uses the following code to indicate trade in hammocks:

Table 1: Product code

Harmonised System (HS)	Description
6306 90	Camping goods made of textile materials (excl. tents, awnings and sunblinds, sails, pneumatic mattresses, rucksacks, knapsacks and similar receptacles, filled sleeping bags, mattresses and cushions)

Because the national subdivisions 6306 90 00 11 and 5608 90 00 10 are not harmonised codes, they are not used consistently to record international trade in hammocks. Instead, this study uses the harmonised

code 6306 90 that covers textile camping goods in general.

Functionality

Hammocks serve mainly as an alternative to passive (garden) furniture like daybeds, loungers, swing seats and deckchairs. They may be sold with self-standing metal or wooden support structures. Hammocks are chiefly used outdoors, but can also be installed in the home. In this context, decorative value is important – designs can reflect the general style of the house or serve as eye-catching statement pieces. Hammocks can also serve as portable seating or sleeping arrangements for camping or day trips. Such hammocks should be primarily functional. They are lightweight and may come with additional features like mosquito netting or storage pockets.

Design and material

Originating from Central and South America, hammocks reflect a rich cultural heritage. They offer a unique blend of comfort, functionality and aesthetic appeal. As such, hammocks evoke a sense of relaxation and leisure. Consumers may associate them with summery weather, travel and/or a bohemian lifestyle. Different styles have unique features that cater to different preferences and uses. When choosing a hammock, consumers should also consider climate, available space, and installation options.

Popular traditional styles on the European market include:

- Mayan – handwoven from colourful thin cotton or nylon strings in a breathable diamond lattice weave pattern, making them lightweight and flexible.
- Nicaraguan – handwoven from soft cotton cords in a tighter smooth weave that often features intricate patterns and designs, sometimes with lace-like decorations along the edges.
- Brazilian – tightly handwoven into thick cotton fabric that is beautifully decorated, creating a deep cocoon-like shape that wraps around the body for a comfortable snug feel.
- Colombian – cross-woven from cotton or a cotton-polyester blend in vibrant colours and patterns, often featuring a decorative crochet border.
- Venezuelan – designed to be functional and durable, especially in humid climates, usually made from breathable cotton or nylon mesh for moisture resistance and quick drying.

For the European market, traditional-style hammocks also come in more neutral colours to complement the general style of the home and garden decoration. Hammock chairs are a compact version of the traditional hammock, for sitting rather than lying down. They are hung from a single point and often include a spreader bar at the top of the chair to keep the seat open.

Other common styles are 'regular' rope or fabric hammocks. The open cotton or synthetic weave of rope hammocks allows airflow, making them perfect for warm climates. Fabric hammocks of canvas or quilted cotton are more supportive and less stretchy, offering a stable bed-like feel. Both rope and fabric hammocks often come with spreader bars that keep them flat. Traditional hammocks do not typically have such bars, but variations on these styles may include them.

Camping or travel hammocks are designed to be compact and easy to set up, with integrated mosquito nets and insulation options for protection against the elements. They are made from lightweight, durable, and often waterproof materials such as nylon.

Size

Common hammock sizes:

- single – about 1-1.4m wide and 2.-2.5m long, capacity \leq 250kg

- double – about 1.4-1.6m wide and 2.5-3.5m long, capacity 180-300kg
- family or jumbo – about ≥ 1.6 m wide and often ≥ 3.5 m long, capacity 250- ≥ 400 kg

Other sizes are available. Ask your European buyer in the early stages of collaboration what specific sizes they may be looking for.

Durability

Outdoor hammocks should be able to withstand weather conditions, especially sunshine. Particularly durable materials are cotton and recycled synthetics. To protect hammocks from rain, consumers can store them in the bag they usually come with. Hammocks that are installed on a stand can be shielded with a protective cover.

Hammocks should be easy to clean in the washing machine. If they have non-removable spreader bars, they must be washed by hand.

Figure 1: double hammock with powder-coated steel stand and carry bag

Source: [Vivere @ YouTube](#)

2. What makes Europe an interesting market for hammocks?

Europe is an interesting market for hammocks. An estimated 82% of Europeans have a garden or a balcony at home. In October 2023, 74% of specifiers noted an increasing demand for green outdoor spaces/terraces in residential projects. This offers opportunities. For example, 92% of French people with a garden use it to relax.

Cognitive Market Research estimated the European market value for hammocks at about €124 million (\$130 million) in 2023, representing about one third of the global market. This market is expected to grow in the coming years.

Because no specific trade data are available for hammocks, the following statistics cover textile camping

goods in general.

Source: UN Comtrade

European imports of textile camping goods – including hammocks – declined by -4.5% in 2020, to €291 million. This was followed by strong growth in 2021 (€325 million) and 2022 (€362 million), which probably included some carryover from 2020 as well as importers re-stocking. In 2023, imports dropped to €248 million. This translates to an average annual rate (CAGR) of -5.0% since 2019, owing mainly to a drop in imports from China, Europe’s leading supplier. As a result, the direct import market share for developing countries dropped from 69% in 2019 to 58% in 2023.

The COVID-19 pandemic and the war in Ukraine have disrupted international trade, affecting the costs and availability of raw materials, energy and transport. At the same time, lockdowns have led to an increased focus on the home and garden. The pandemic has also boosted trends like wellness and ‘home sweet home’. Hammocks fit in with this by allowing consumers to connect with nature and relax in their outdoor space. This may – at least partially – compensate for the pressure that the [cost-of-living crisis](#) puts on consumer spending. For more drivers of demand, see the [section on trends](#).

Tips:

Be prepared for potential future trade disruptions. For information on how to future-proof your business, read our study on [how to respond to COVID-19](#).

Study and apply the trends in the market for hammocks to appeal to European consumers.

3. Which European countries offer the most opportunities for hammocks?

The larger Western European economies are the main importers of hammocks. However, importers in these countries generally sell their products across Europe. Your best strategy therefore is to focus on a particular segment rather than a specific country.

Source: UN Comtrade

In 2023, Germany remained Europe’s leading importer of textile camping goods – including hammocks – with 16.4% of imports, followed by France (15.8%) and the Netherlands (10.6%). Smaller markets with a share of less than 10%, but still in the top-6 leading importing countries, are the UK (6.7%), Italy (6.2%) and Spain (5.4%).

Focus on segments

European countries have different roles in the HDHT market. Some are mainly importers and others are mainly manufacturers. Western European countries are mainly importers, and most Western European importers are re-exporters. They do not just sell their products in their own country, they distribute them

across the continent. This explains why in HDHT, small countries like the Netherlands often import much more than they consume.

In terms of marketing, you should know that countries are not markets. The HDHT market consists of different segments, ranging from low- to high-end (check our [study on market entry for hammocks](#)). Every European country has these segments, although their size may vary. It therefore makes much more sense for you to focus on a segment in hammocks and connect with importers in that segment. These importers will then sell your products in that segment across Europe.

Consumer spending under pressure

Hammock sales are sensitive to economic cycles. When economic circumstances and prospects are down, consumers postpone buying items that they do not urgently 'need'. When economic conditions are good, purchases of such non-essential products tend to rise.

[European consumer confidence fell sharply in March 2022](#) due to the situation in Ukraine and the following energy crisis. Although it has improved since then, consumer confidence still scores below its long-term average. This may well lead to lower spending.

Source: OECD

Before the COVID-19 pandemic, consumer spending ('private consumption expenditure') in the leading European markets grew by about 1-3% per year. Due to the pandemic, 2020 broke this trend. In 2021, growth bounced back into positive figures. Forecasts for 2024-2025 are modest, reflecting consumer confidence.

An autumn 2022 European consumer survey revealed that, in line with the drop in consumer confidence, [about half of respondents intended to lower their spending on home and furniture](#). This continued in 2023, when [60-66% claimed to 'trade down' when shopping for home and furniture items](#), for example by shopping around for the best deals. At the same time, 14% intended to splurge on home decoration, suggesting they may save up first so that they can spend more later.

Germany: Europe's largest importer

Europe's leading importer of textile camping goods, including hammocks, is Germany. The country's imports fell from €73 million in 2019 to €41 million in 2023. This translates to an overall CAGR of -14%, which was mainly due to a drop in imports from leading supplier China in 2023.

China is Germany's main supplier by far. However, its direct import market share dropped from 79% in 2019 to 68% in 2023. At the same time, Germany's second-largest supplier, Bangladesh, increased its direct import market share from 1.6% to 4.5%. Other developing countries like Vietnam (2.7% in 2023), Türkiye (2.4%), India (1.6%), Colombia (1.5%) and Brazil (1.1%) also performed relatively well.

About 85% of Germans are estimated to have a garden or balcony at home. Combined with Germany's role as a trade hub, this potentially large domestic market makes the country an interesting market for hammocks.

France: fluctuating imports

France's imports of textile camping goods have fluctuated considerably in recent years. Overall, they declined from €50 million in 2019 to €39 million in 2023, with a CAGR of -6.0%. Again, this was mainly due to a drop in imports from China. Nevertheless, as an estimated 81% of French people have a garden or balcony at home, France offers potential for hammocks.

Developing countries' direct import market share reached 59% in 2023, which is comparable to the European average. China is France's leading supplier, with a market share that dropped from 80% in 2019 to 42% in 2023. France's third-largest supplier, Bangladesh, increased its direct import market share from 2.1% to 8.4%.

The Netherlands: important European trade hub

The Netherlands is another important European trade hub. This could make the country an interesting market for you. Its imports of textile camping goods peaked at €40 million in 2020, before steadily declining to a more modest €26 million in 2023. This was mainly due to declining imports from leading suppliers Germany and China.

In 2023, 38% of the imports came directly from developing countries, which is below the European average. China's direct import market share dropped from 42% in 2019 to 26% in 2023. At the same time, fourth-largest supplier Vietnam increased its direct import market share from 0.3% to 6.4%.

An estimated 95% of Dutch people have a garden or balcony at home – the highest share in Europe. Combined with the country's role as a trade hub, this could offer opportunities.

Brexit may boost direct trade with the United Kingdom

British imports of textile camping goods reached €26 million in 2023, after peaking at €35 million in 2022. Of these imports, 88% came directly from developing countries – the second-largest market share in Europe. Most of this came from leading supplier China, with 78% in 2023. The UK's other leading suppliers are also developing countries – Türkiye (4.0%), Bangladesh (2.8%) and India (2.0%).

Brexit may stimulate direct imports from developing countries, so British buyers can avoid additional fees now that they are no longer part of the European Union's single market. In addition, 91% of Brits are estimated to have a garden or balcony at home. Altogether, this makes the UK a promising market for hammocks.

Italy: imports have grown

Italy's textile camping goods imports grew from €14 million in 2019 to €15 million in 2023, at a CAGR of 3.0%. This included a peak of €21 million in 2022. An estimated 82% of Italians have a garden or balcony at home, which could offer potential.

Direct imports from developing countries made up about two-thirds of the market, which is above the European average. However, almost all of them come from China (65% in 2023).

Spain: large market share for developing countries

Spain's imports of textile camping goods have fluctuated considerably in recent years. In 2023 they reached €13 million, which is comparable to 2019-2020.

In 2023, 87% of Spain's textile camping goods imports came directly from developing countries – the second-largest market share in Europe. Leading suppliers are China (73% in 2023) and Bangladesh (8.4%), followed by Germany (3.5%), Vietnam (2.8%) and India (2.0%). Many Spaniards (an estimated 56%) have a garden or balcony at home, which could offer opportunities.

Tip:

Do not just focus on specific European countries. Instead, identify the appropriate segment and let your buyers distribute your products across Europe within this segment.

4. Which trends offer opportunities or pose threats in the European hammock market?

The market for hammocks is shaped by various trends, often related to the [trends for HDHT](#) on a sector level. Key topics are wellness, 'home sweet home' and sustainability.

Wellness: closer to nature

Wellness is a dominant consumer trend. European consumers are constantly trying to improve themselves, in both body and mind. Two-thirds of consumers are [more conscious of looking after their physical/mental health](#) than they were before the COVID-19 pandemic. In fact, over 67% of people worldwide say they [make wellbeing a top priority](#).

Figure 5: Swing into the good life

Source: [LA SIESTA @ YouTube](#)

Urban consumers getting in touch with nature is a key part of the wellness trend. [Spending time in nature makes them feel healthier](#), and living a sustainable lifestyle (including buying sustainable products) provides physical, mental and emotional benefits. Hammocks fit in well with this, providing a comfortable way to relax in nature. They can offer supportive seating and distribute weight evenly, without pressure points. The sway of a hammock can be soothing and stress-relieving, potentially improving overall wellbeing. The gentle rocking motion can also enhance sleep quality, as [rocking can help people fall asleep faster and foster deep sleep](#).

Tips:

Your hammocks should come with installation and cleaning instructions, as well as information on [recommended positions](#).

For more information, read our article on how the [COVID-19 pandemic boosted the importance of the wellness trend in HDHT](#).

Home sweet home: cocooning in the garden

In this trend, a home functions as a shelter. Core to this is the idea of 'cocooning' – the need to surround yourself with people and things you love, inside the warmth and familiarity of your own home. This also applies to the garden and balcony, which have become an extension of the home. These consumers make their home a retreat from a stressful world, and decorate their outdoor spaces in a way that matches the indoor style. The COVID-19 pandemic has strengthened this trend, enhancing the focus on the home and garden.

Hammocks fit in well with the 'home sweet home' trend by providing outdoor decoration and allowing people to enjoy nature and wildlife from the comfort of their garden. In this context, they have shifted from functional camping accessories to trendy pieces of furniture for an outdoor living room. Transforming the garden into a relaxing outdoor oasis, designs may complement the indoor style with neutral tones or make a bright and playful statement. Styles like the traditional Brazilian hammock can also facilitate cocooning, as they cozily wrap around the user.

Tips:

Consider both function and decorative value when designing your hammocks. Some consumers appreciate traditional patterns and colour schemes, others prefer a more neutral style that they can easily match with their living room furniture.

Offer your hammocks in a range with complementary decorative home textiles like outdoor cushion covers. This allows consumers to decorate their garden and home in a coherent style.

Sustainability: people and planet

Both the HDHT industry and consumers are becoming more concerned about the environmental and societal effects of production and consumption. Sustainability is quickly becoming a central consumer need, also in HDHT. European consumers are increasingly adopting more sustainable lifestyles. The COVID-19 pandemic has boosted this trend. At the same time, the current cost-of-living crisis drives the need for sustainable products to be affordable.

Especially for younger generations, the pandemic has [made it more important that consumers and companies improve their sustainability](#). An impressive [86% of European consumers consider sustainability very important](#), and [29% deliberately buy sustainable products](#). In addition, [most people want significant change to make the world fairer and more sustainable after COVID-19](#). Millennials and Gen Z will soon be the dominant generation of consumers. They care about sustainability and express this by buying products – and from companies – that contribute to a better world.

Hammocks fit in well with this trend, creating a greater appreciation of nature and a more modest and focused lifestyle. When a hammock is made by hand, from sustainable materials, this further contributes to the concept of sustainability.

Figure 6: Handwoven fair-trade Mayan hammocks

Source: [NOVICA @ YouTube](#)

For hammocks, key topics regarding social and environmental sustainability include:

- Materials: Are your materials renewable? Are they traceable along the supply chain and responsibly traded?
- Production process: Does production take place in a safe and healthy way? Are your labour contracts fair? Can you reduce your energy use? Can you prevent water, air and soil pollution? Can you reuse waste, either inside the production system or elsewhere? In general, can you ensure low-impact production?
- Transport: Do you use clean transport options? Do you effectively pack containers? Are your packing materials recyclable?

Upcoming EU sustainability legislation

The [European Green Deal](#) also provides a legal aspect to social and environmental sustainability. The European Commission has started working on various proposals for new and updated green and social legislation. Particularly relevant proposals for the hammock industry include:

- [Textile Regulation revision](#)
- [Ecodesign for Sustainable Products Regulation](#)
- [Corporate Sustainability Due Diligence Directive](#)
- [Forced Labour Regulation](#)
- [Green Claims Directive](#)
- [Packaging and Packaging Waste Regulation](#)

Well-known sustainable initiatives (like [BSCI](#), [ETI](#), [Sedex](#) or the [WFTO](#) Guaranteed system) and certifications (like [GOTS](#) or [OEKO-TEX Made in Green](#)) can help you prove your sustainability to buyers and consumers.

Consumers' increasingly sustainable lifestyles are also reflected in their attitudes towards their outdoor spaces. At the level of material use, there are lots of sustainable options – from organic cotton and certified wood for the spreader bars to recycled plastics.

Figure 7: Lightweight hammocks designed from 100% post-consumer recycled plastic bottles

Source: [Nakie @ YouTube](#)

Tips:

Use recycled or natural materials (where possible sustainably produced), like organic cotton. For wooden elements, use certified sustainable wood like [FSC](#).

Also look into other ways to reduce your impact on the environment, for example in your production or transport. Think of options like natural dyes or dyes with a higher fixation rate, reduced salt use, and machines that use less water for processing. In cotton textile processing, the use of chemicals, water and energy is highest for the dyeing and finishing of the product.

Clearly communicate your sustainable values and practices through your marketing materials. These do not need to be perfect, but giving your buyers specific information can help them greatly. If your products have a unique origin and/or story, communicate the special techniques, materials, producers, processes or meanings. This may add value to your concept and that of your buyer.

If your importer is interested, consider certification. For more information on this and the upcoming EU sustainability legislation, read our [studies on market entry for hammocks](#) and [buyer requirements for HDHT](#).

For more information, check our special [study on sustainability in HDHT](#), our [tips to go green](#) and [tips to become socially responsible](#), and our webinars on [sustainability in the European HDHT market](#), [sustainable innovations for your HDHT business](#) and [the sustainable transition in apparel and home textiles](#).

Example of product

The [Path Hammock](#) is made of [GRS](#)-certified PET yarn made from 100% recycled plastic bottles, giving it more durability for outdoor use. It takes about two days for a woman artisan to loosely handbraid the yarn into an intricately woven hammock with decorative fringing. The factory in India is [BSCI](#)- and [Sedex](#)-compliant, verifying its commitment to socially responsible business practices. In a playful twist on sustainable design, the [Path Nest](#) hanging chair offers a complementary seating option with an [FSC](#)-certified beech wooden frame.

[Globally Cool](#) carried out this study in partnership with [GO! GoodOpportunity](#) and [Remco Kemper](#) on behalf of [CBI](#).

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