

Europe's Hammock Market Expands as Outdoor Spaces and Sustainability gain eminence

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, manufacturers can add value with design, craftsmanship and sustainable elements.

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..

Originating from Central and South America, hammocks reflect a rich cultural heritage. They offer a unique blend of comfort, functionality and aesthetic appeal.

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.

Common hammock sizes:

single – about 1-1.4m wide and 2.-2.5m long, capacity =250kg; double – about 1.4-1.6m wide and 2.5-3.5m long, capacity 180-300kg; family or jumbo – about =1.6m wide and often =3.5m long, capacity 250–400kg. Buyers may specify their sizes too. 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.

The Market & its Opportunities

Europe is an interesting market for hammocks. An estimated 82% of Europeans have a garden or a balcony at home. 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. The pandemic 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.

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. 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%).

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.

Germany is Europe's largest importer of hammocks and textile camping goods, although imports fell sharply from Euro 73 million in 2019 to Euro 41 million in 2023, largely due to decreased imports from China. Bangladesh, Vietnam, Türkiye, India, Colombia and Brazil gained market share as suppliers. With 85% of Germans having a garden or balcony, Germany remains a promising market.

France's imports declined from Euro 50 million in 2019 to Euro 39 million in 2023, mainly due to lower Chinese imports. Bangladesh increased its share significantly, reaching 8.4%. An estimated 81% of French people have a garden or balcony, making it a favorable market.

The Netherlands serves as a key trade hub, with imports peaking at Euro 40 million in 2020 and falling to Euro 26 million in 2023. China's share dropped sharply, while Vietnam gained ground. The Dutch have the highest garden or balcony access in Europe (95%), making it a strong market for hammocks.

The UK imported Euro 26 million worth of goods in 2023, primarily from developing countries (88%), especially China. Brexit may further stimulate direct imports. The UK's 91% garden or balcony access suggests strong demand.

Italy's imports grew modestly from Euro 14 million in 2019 to Euro 15 million in 2023, with a peak of Euro 21 million in 2022. Two-thirds came from developing countries, mainly China. An estimated 82% of Italians have access to a garden or balcony.

Spain's imports remained relatively stable, reaching Euro 13 million in 2023. Developing countries dominate (87%), with China and Bangladesh as top suppliers. Around 56% of Spaniards have a garden or balcony, indicating potential for growth.

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.

Emerging Trends

Wellness: closer to nature

European consumers increasingly prioritise physical and mental well-being, with two-thirds being more health-conscious post-pandemic and over 67% globally focusing on wellness. Spending time in nature and choosing sustainable products have become vital for urban lifestyles, offering benefits for body, mind, and emotions. Hammocks fit this trend well, providing a comfortable, supportive, and soothing way to relax, reduce stress, and improve overall well-being.

Home sweet home: cocooning in the garden

The 'home sweet home' trend revolves around creating a cozy, safe space where people can relax with loved ones. It has extended to gardens and balconies, making them a natural extension of the home. The pandemic strengthened this shift, with more people treating their outdoor spaces like an 'outdoor living room' styled to match their interiors. In this context, hammocks have evolved from simple camping accessories to trendy garden furnishings — adding comfort, style, and a sense of cocooning. Styles like traditional Brazilian hammocks further enhance this trend, offering both relaxation and a design statement.

Sustainability: people and planet

Both industry and consumers are becoming more concerned about the environmental and societal effects of production and consumption. 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. 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.

Key Pointers

Your hammocks should come with installation and cleaning instructions, as well as information on recommended positions.

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.

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. Consider certification.

Key topics - social and environmental sustainability:

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?

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. ■

Source: CBI.EU