

# Global Personal Flotation Devices Market Size, Manufacturers, Opportunities and Forecast to 2030

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## Abstracts

Personal flotation device (abbreviated as PFD; also referred to as a life jacket, life preserver, life belt, Mae West, life vest, life saver, cork jacket, buoyancy aid or flotation suit) is a piece of equipment designed to assist a wearer to keep afloat in water. The wearer may be either conscious or unconscious.

According to APO Research, The global Personal Flotation Devices market was estimated at US\$ million in 2023 and is projected to reach a revised size of US\$ million by 2030, witnessing a CAGR of xx% during the forecast period 2024-2030.

The classification of Personal Flotation Devices includes Buoyancy Aid (Foam Core), Life Jacket, Survival Suit, Buoyancy Compensator and Others.

The sales proportion of Life Jacket in 2019 is about 54%.

Personal Flotation Devices is widely used in Water Entertainment and Sporting, Government & Military and others. The most proportion of Personal Flotation Devices is Water Entertainment and Sporting and in 2019 with nearly 52% market share.

Asia-Pacific is the largest consumption region, with a consumption market share of nearly 30% in 2019. Following Asia-Pacific, Europe is the second-largest consumption region with a consumption volume market share of around 28% in 2019.

Market competition is very intense. Survitec Group Limited, VIKING Life-Saving Equipment, The Coleman Company, Kent Sporting Goods, Mustang Survival, Hansen Protection, Dragger, Johnson Outdoors are the leaders of the industry.

## Report Scope

This report aims to provide a comprehensive presentation of the global market for Personal Flotation Devices, with both quantitative and qualitative analysis, to help readers develop business/growth strategies, assess the market competitive situation, analyze their position in the current marketplace, and make informed business decisions regarding Personal Flotation Devices.

The Personal Flotation Devices market size, estimations, and forecasts are provided in terms of sales volume (K Units) and revenue (\$ millions), considering 2023 as the base year, with history and forecast data for the period from 2019 to 2030. This report segments the global Personal Flotation Devices market comprehensively. Regional market sizes, concerning products by Type, by Application, and by players, are also provided. For a more in-depth understanding of the market, the report provides profiles of the competitive landscape, key competitors, and their respective market ranks. The report also discusses technological trends and new product developments.

## Key Companies & Market Share Insights

In this section, the readers will gain an understanding of the key players competing. This report has studied the key growth strategies, such as innovative trends and developments, intensification of product portfolio, mergers and acquisitions, collaborations, new product innovation, and geographical expansion, undertaken by these participants to maintain their presence. Apart from business strategies, the study includes current developments and key financials. The readers will also get access to the data related to global revenue, price, and sales by manufacturers for the period 2019-2024. This all-inclusive report will certainly serve the clients to stay updated and make effective decisions in their businesses. Some of the prominent players reviewed in the research report include:

Survitec Group Limited

VIKING Life-Saving Equipment

The Coleman Company

Kent Sporting Goods

Mustang Survival

Hansen Protection

Drarger

Johnson Outdoors

LALIZAS

Secumar

International Safety Products

NRS (Northwest River Supplies)

Dongtai Jianghai

Wuxi Xingtai Shipping Equipment

SALUS MARINE WEAR INC.

Aqua Lung International

O'Neill

Astral

Stormy Lifejackets

Kokatat

Harmony Gear

JimBuoy

SeaSafe Systems

Spinlock

## Personal Flotation Devices segment by Type

Buoyancy Aid (Foam Core)

Life Jacket

Survival Suit

Buoyancy Compensator

Others

## Personal Flotation Devices segment by Application

Water Entertainment and Sporting

Government & Military

Others

## Personal Flotation Devices Segment by Region

North America

U.S.

Canada

Europe

Germany

France

U.K.

Italy

Russia

Asia-Pacific

China

Japan

South Korea

India

Australia

China Taiwan

Indonesia

Thailand

Malaysia

Latin America

Mexico

Brazil

Argentina

Middle East & Africa

Turkey

Saudi Arabia

UAE

## Key Drivers & Barriers

High-impact rendering factors and drivers have been studied in this report to aid the readers to understand the general development. Moreover, the report includes restraints and challenges that may act as stumbling blocks on the way of the players. This will assist the users to be attentive and make informed decisions related to business. Specialists have also laid their focus on the upcoming business prospects.

## Reasons to Buy This Report

1. This report will help the readers to understand the competition within the industries and strategies for the competitive environment to enhance the potential profit. The report also focuses on the competitive landscape of the global Personal Flotation Devices market, and introduces in detail the market share, industry ranking, competitor ecosystem, market performance, new product development, operation situation, expansion, and acquisition. etc. of the main players, which helps the readers to identify the main competitors and deeply understand the competition pattern of the market.
2. This report will help stakeholders to understand the global industry status and trends of Personal Flotation Devices and provides them with information on key market drivers, restraints, challenges, and opportunities.
3. This report will help stakeholders to understand competitors better and gain more insights to strengthen their position in their businesses. The competitive landscape section includes the market share and rank (in volume and value), competitor ecosystem, new product development, expansion, and acquisition.
4. This report stays updated with novel technology integration, features, and the latest developments in the market
5. This report helps stakeholders to gain insights into which regions to target globally
6. This report helps stakeholders to gain insights into the end-user perception concerning the adoption of Personal Flotation Devices.
7. This report helps stakeholders to identify some of the key players in the market and understand their valuable contribution.

## Chapter Outline

Chapter 1: Introduces the study scope of this report, executive summary of market segments by type, market size segments for North America, Europe, Asia Pacific, Latin America, Middle East & Africa.

Chapter 2: Introduces the market dynamics, latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 3: Detailed analysis of Personal Flotation Devices manufacturers competitive landscape, price, sales, revenue, market share and ranking, latest development plan, merger, and acquisition information, etc.

Chapter 4: Sales, revenue of Personal Flotation Devices in regional level. It provides a quantitative analysis of the market size and development potential of each region and introduces the future development prospects, and market space in the world.

Chapter 5: Introduces market segments by application, market size segment for North America, Europe, Asia Pacific, Latin America, Middle East & Africa.

Chapter 6: Provides profiles of key players, introducing the basic situation of the main companies in the market in detail, including product sales, revenue, price, gross margin, product introduction, recent development, etc.

Chapter 7, 8, 9, 10 and 11: North America, Europe, Asia Pacific, Latin America, Middle East & Africa, sales and revenue by country.

Chapter 12: Analysis of industrial chain, key raw materials, manufacturing cost, and market dynamics.

Chapter 13: Concluding Insights of the report.

## Contents

### 1 MARKET OVERVIEW

- 1.1 Product Definition
- 1.2 Global Market Growth Prospects
  - 1.2.1 Global Personal Flotation Devices Market Size Estimates and Forecasts (2019-2030)
  - 1.2.2 Global Personal Flotation Devices Sales Estimates and Forecasts (2019-2030)
- 1.3 Personal Flotation Devices Market by Type
  - 1.3.1 Buoyancy Aid (Foam Core)
  - 1.3.2 Life Jacket
  - 1.3.3 Survival Suit
  - 1.3.4 Buoyancy Compensator
  - 1.3.5 Others
- 1.4 Global Personal Flotation Devices Market Size by Type
  - 1.4.1 Global Personal Flotation Devices Market Size Overview by Type (2019-2030)
  - 1.4.2 Global Personal Flotation Devices Historic Market Size Review by Type (2019-2024)
  - 1.4.3 Global Personal Flotation Devices Forecasted Market Size by Type (2025-2030)
- 1.5 Key Regions Market Size by Type
  - 1.5.1 North America Personal Flotation Devices Sales Breakdown by Type (2019-2024)
  - 1.5.2 Europe Personal Flotation Devices Sales Breakdown by Type (2019-2024)
  - 1.5.3 Asia-Pacific Personal Flotation Devices Sales Breakdown by Type (2019-2024)
  - 1.5.4 Latin America Personal Flotation Devices Sales Breakdown by Type (2019-2024)
  - 1.5.5 Middle East and Africa Personal Flotation Devices Sales Breakdown by Type (2019-2024)

### 2 GLOBAL MARKET DYNAMICS

- 2.1 Personal Flotation Devices Industry Trends
- 2.2 Personal Flotation Devices Industry Drivers
- 2.3 Personal Flotation Devices Industry Opportunities and Challenges
- 2.4 Personal Flotation Devices Industry Restraints

### 3 MARKET COMPETITIVE LANDSCAPE BY COMPANY

- 3.1 Global Top Players by Personal Flotation Devices Revenue (2019-2024)



- 3.2 Global Top Players by Personal Flotation Devices Sales (2019-2024)
- 3.3 Global Top Players by Personal Flotation Devices Price (2019-2024)
- 3.4 Global Personal Flotation Devices Industry Company Ranking, 2022 VS 2023 VS 2024
- 3.5 Global Personal Flotation Devices Key Company Manufacturing Sites & Headquarters
- 3.6 Global Personal Flotation Devices Company, Product Type & Application
- 3.7 Global Personal Flotation Devices Company Commercialization Time
- 3.8 Market Competitive Analysis
  - 3.8.1 Global Personal Flotation Devices Market CR5 and HHI
  - 3.8.2 Global Top 5 and 10 Personal Flotation Devices Players Market Share by Revenue in 2023
  - 3.8.3 2023 Personal Flotation Devices Tier 1, Tier 2, and Tier

## **4 PERSONAL FLOTATION DEVICES REGIONAL STATUS AND OUTLOOK**

- 4.1 Global Personal Flotation Devices Market Size and CAGR by Region: 2019 VS 2023 VS 2030
- 4.2 Global Personal Flotation Devices Historic Market Size by Region
  - 4.2.1 Global Personal Flotation Devices Sales in Volume by Region (2019-2024)
  - 4.2.2 Global Personal Flotation Devices Sales in Value by Region (2019-2024)
  - 4.2.3 Global Personal Flotation Devices Sales (Volume & Value), Price and Gross Margin (2019-2024)
- 4.3 Global Personal Flotation Devices Forecasted Market Size by Region
  - 4.3.1 Global Personal Flotation Devices Sales in Volume by Region (2025-2030)
  - 4.3.2 Global Personal Flotation Devices Sales in Value by Region (2025-2030)
  - 4.3.3 Global Personal Flotation Devices Sales (Volume & Value), Price and Gross Margin (2025-2030)

## **5 PERSONAL FLOTATION DEVICES BY APPLICATION**

- 5.1 Personal Flotation Devices Market by Application
  - 5.1.1 Water Entertainment and Sporting
  - 5.1.2 Government & Military
  - 5.1.3 Others
- 5.2 Global Personal Flotation Devices Market Size by Application
  - 5.2.1 Global Personal Flotation Devices Market Size Overview by Application (2019-2030)
  - 5.2.2 Global Personal Flotation Devices Historic Market Size Review by Application

(2019-2024)

5.2.3 Global Personal Flotation Devices Forecasted Market Size by Application

(2025-2030)

5.3 Key Regions Market Size by Application

5.3.1 North America Personal Flotation Devices Sales Breakdown by Application

(2019-2024)

5.3.2 Europe Personal Flotation Devices Sales Breakdown by Application (2019-2024)

5.3.3 Asia-Pacific Personal Flotation Devices Sales Breakdown by Application

(2019-2024)

5.3.4 Latin America Personal Flotation Devices Sales Breakdown by Application

(2019-2024)

5.3.5 Middle East and Africa Personal Flotation Devices Sales Breakdown by Application (2019-2024)

## **6 COMPANY PROFILES**

6.1 Survitec Group Limited

6.1.1 Survitec Group Limited Company Information

6.1.2 Survitec Group Limited Business Overview

6.1.3 Survitec Group Limited Personal Flotation Devices Sales, Revenue and Gross Margin (2019-2024)

6.1.4 Survitec Group Limited Personal Flotation Devices Product Portfolio

6.1.5 Survitec Group Limited Recent Developments

6.2 VIKING Life-Saving Equipment

6.2.1 VIKING Life-Saving Equipment Company Information

6.2.2 VIKING Life-Saving Equipment Business Overview

6.2.3 VIKING Life-Saving Equipment Personal Flotation Devices Sales, Revenue and Gross Margin (2019-2024)

6.2.4 VIKING Life-Saving Equipment Personal Flotation Devices Product Portfolio

6.2.5 VIKING Life-Saving Equipment Recent Developments

6.3 The Coleman Company

6.3.1 The Coleman Company Company Information

6.3.2 The Coleman Company Business Overview

6.3.3 The Coleman Company Personal Flotation Devices Sales, Revenue and Gross Margin (2019-2024)

6.3.4 The Coleman Company Personal Flotation Devices Product Portfolio

6.3.5 The Coleman Company Recent Developments

6.4 Kent Sporting Goods

6.4.1 Kent Sporting Goods Company Information

- 6.4.2 Kent Sporting Goods Business Overview
- 6.4.3 Kent Sporting Goods Personal Flotation Devices Sales, Revenue and Gross Margin (2019-2024)
- 6.4.4 Kent Sporting Goods Personal Flotation Devices Product Portfolio
- 6.4.5 Kent Sporting Goods Recent Developments
- 6.5 Mustang Survival
  - 6.5.1 Mustang Survival Company Information
  - 6.5.2 Mustang Survival Business Overview
  - 6.5.3 Mustang Survival Personal Flotation Devices Sales, Revenue and Gross Margin (2019-2024)
  - 6.5.4 Mustang Survival Personal Flotation Devices Product Portfolio
  - 6.5.5 Mustang Survival Recent Developments
- 6.6 Hansen Protection
  - 6.6.1 Hansen Protection Company Information
  - 6.6.2 Hansen Protection Business Overview
  - 6.6.3 Hansen Protection Personal Flotation Devices Sales, Revenue and Gross Margin (2019-2024)
  - 6.6.4 Hansen Protection Personal Flotation Devices Product Portfolio
  - 6.6.5 Hansen Protection Recent Developments
- 6.7 Drarger
  - 6.7.1 Drarger Company Information
  - 6.7.2 Drarger Business Overview
  - 6.7.3 Drarger Personal Flotation Devices Sales, Revenue and Gross Margin (2019-2024)
  - 6.7.4 Drarger Personal Flotation Devices Product Portfolio
  - 6.7.5 Drarger Recent Developments
- 6.8 Johnson Outdoors
  - 6.8.1 Johnson Outdoors Company Information
  - 6.8.2 Johnson Outdoors Business Overview
  - 6.8.3 Johnson Outdoors Personal Flotation Devices Sales, Revenue and Gross Margin (2019-2024)
  - 6.8.4 Johnson Outdoors Personal Flotation Devices Product Portfolio
  - 6.8.5 Johnson Outdoors Recent Developments
- 6.9 LALIZAS
  - 6.9.1 LALIZAS Company Information
  - 6.9.2 LALIZAS Business Overview
  - 6.9.3 LALIZAS Personal Flotation Devices Sales, Revenue and Gross Margin (2019-2024)
  - 6.9.4 LALIZAS Personal Flotation Devices Product Portfolio

- 6.9.5 LALIZAS Recent Developments
- 6.10 Secumar
  - 6.10.1 Secumar Company Information
  - 6.10.2 Secumar Business Overview
  - 6.10.3 Secumar Personal Flotation Devices Sales, Revenue and Gross Margin (2019-2024)
  - 6.10.4 Secumar Personal Flotation Devices Product Portfolio
  - 6.10.5 Secumar Recent Developments
- 6.11 International Safety Products
  - 6.11.1 International Safety Products Company Information
  - 6.11.2 International Safety Products Business Overview
  - 6.11.3 International Safety Products Personal Flotation Devices Sales, Revenue and Gross Margin (2019-2024)
  - 6.11.4 International Safety Products Personal Flotation Devices Product Portfolio
  - 6.11.5 International Safety Products Recent Developments
- 6.12 NRS (Northwest River Supplies)
  - 6.12.1 NRS (Northwest River Supplies) Company Information
  - 6.12.2 NRS (Northwest River Supplies) Business Overview
  - 6.12.3 NRS (Northwest River Supplies) Personal Flotation Devices Sales, Revenue and Gross Margin (2019-2024)
  - 6.12.4 NRS (Northwest River Supplies) Personal Flotation Devices Product Portfolio
  - 6.12.5 NRS (Northwest River Supplies) Recent Developments
- 6.13 Dongtai Jianghai
  - 6.13.1 Dongtai Jianghai Company Information
  - 6.13.2 Dongtai Jianghai Business Overview
  - 6.13.3 Dongtai Jianghai Personal Flotation Devices Sales, Revenue and Gross Margin (2019-2024)
  - 6.13.4 Dongtai Jianghai Personal Flotation Devices Product Portfolio
  - 6.13.5 Dongtai Jianghai Recent Developments
- 6.14 Wuxi Xingtai Shipping Equipment
  - 6.14.1 Wuxi Xingtai Shipping Equipment Company Information
  - 6.14.2 Wuxi Xingtai Shipping Equipment Business Overview
  - 6.14.3 Wuxi Xingtai Shipping Equipment Personal Flotation Devices Sales, Revenue and Gross Margin (2019-2024)
  - 6.14.4 Wuxi Xingtai Shipping Equipment Personal Flotation Devices Product Portfolio
  - 6.14.5 Wuxi Xingtai Shipping Equipment Recent Developments
- 6.15 SALUS MARINE WEAR INC.
  - 6.15.1 SALUS MARINE WEAR INC. Company Information
  - 6.15.2 SALUS MARINE WEAR INC. Business Overview

6.15.3 SALUS MARINE WEAR INC. Personal Flotation Devices Sales, Revenue and Gross Margin (2019-2024)

6.15.4 SALUS MARINE WEAR INC. Personal Flotation Devices Product Portfolio

6.15.5 SALUS MARINE WEAR INC. Recent Developments

6.16 Aqua Lung International

6.16.1 Aqua Lung International Company Information

6.16.2 Aqua Lung International Business Overview

6.16.3 Aqua Lung International Personal Flotation Devices Sales, Revenue and Gross Margin (2019-2024)

6.16.4 Aqua Lung International Personal Flotation Devices Product Portfolio

6.16.5 Aqua Lung International Recent Developments

6.17 O'Neill

6.17.1 O'Neill Company Information

6.17.2 O'Neill Business Overview

6.17.3 O'Neill Personal Flotation Devices Sales, Revenue and Gross Margin (2019-2024)

6.17.4 O'Neill Personal Flotation Devices Product Portfolio

6.17.5 O'Neill Recent Developments

6.18 Astral

6.18.1 Astral Company Information

6.18.2 Astral Business Overview

6.18.3 Astral Personal Flotation Devices Sales, Revenue and Gross Margin (2019-2024)

6.18.4 Astral Personal Flotation Devices Product Portfolio

6.18.5 Astral Recent Developments

6.19 Stormy Lifejackets

6.19.1 Stormy Lifejackets Company Information

6.19.2 Stormy Lifejackets Business Overview

6.19.3 Stormy Lifejackets Personal Flotation Devices Sales, Revenue and Gross Margin (2019-2024)

6.19.4 Stormy Lifejackets Personal Flotation Devices Product Portfolio

6.19.5 Stormy Lifejackets Recent Developments

6.20 Kokatat

6.20.1 Kokatat Company Information

6.20.2 Kokatat Business Overview

6.20.3 Kokatat Personal Flotation Devices Sales, Revenue and Gross Margin (2019-2024)

6.20.4 Kokatat Personal Flotation Devices Product Portfolio

6.20.5 Kokatat Recent Developments

## 6.21 Harmony Gear

6.21.1 Harmony Gear Company Information

6.21.2 Harmony Gear Business Overview

6.21.3 Harmony Gear Personal Flotation Devices Sales, Revenue and Gross Margin (2019-2024)

6.21.4 Harmony Gear Personal Flotation Devices Product Portfolio

6.21.5 Harmony Gear Recent Developments

## 6.22 JimBuoy

6.22.1 JimBuoy Company Information

6.22.2 JimBuoy Business Overview

6.22.3 JimBuoy Personal Flotation Devices Sales, Revenue and Gross Margin (2019-2024)

6.22.4 JimBuoy Personal Flotation Devices Product Portfolio

6.22.5 JimBuoy Recent Developments

## 6.23 SeaSafe Systems

6.23.1 SeaSafe Systems Company Information

6.23.2 SeaSafe Systems Business Overview

6.23.3 SeaSafe Systems Personal Flotation Devices Sales, Revenue and Gross Margin (2019-2024)

6.23.4 SeaSafe Systems Personal Flotation Devices Product Portfolio

6.23.5 SeaSafe Systems Recent Developments

## 6.24 Spinlock

6.24.1 Spinlock Company Information

6.24.2 Spinlock Business Overview

6.24.3 Spinlock Personal Flotation Devices Sales, Revenue and Gross Margin (2019-2024)

6.24.4 Spinlock Personal Flotation Devices Product Portfolio

6.24.5 Spinlock Recent Developments

## 7 NORTH AMERICA BY COUNTRY

### 7.1 North America Personal Flotation Devices Sales by Country

7.1.1 North America Personal Flotation Devices Sales Growth Rate (CAGR) by Country: 2019 VS 2023 VS 2030

7.1.2 North America Personal Flotation Devices Sales by Country (2019-2024)

7.1.3 North America Personal Flotation Devices Sales Forecast by Country (2025-2030)

### 7.2 North America Personal Flotation Devices Market Size by Country

7.2.1 North America Personal Flotation Devices Market Size Growth Rate (CAGR) by

Country: 2019 VS 2023 VS 2030

7.2.2 North America Personal Flotation Devices Market Size by Country (2019-2024)

7.2.3 North America Personal Flotation Devices Market Size Forecast by Country (2025-2030)

## **8 EUROPE BY COUNTRY**

8.1 Europe Personal Flotation Devices Sales by Country

8.1.1 Europe Personal Flotation Devices Sales Growth Rate (CAGR) by Country: 2019 VS 2023 VS 2030

8.1.2 Europe Personal Flotation Devices Sales by Country (2019-2024)

8.1.3 Europe Personal Flotation Devices Sales Forecast by Country (2025-2030)

8.2 Europe Personal Flotation Devices Market Size by Country

8.2.1 Europe Personal Flotation Devices Market Size Growth Rate (CAGR) by Country: 2019 VS 2023 VS 2030

8.2.2 Europe Personal Flotation Devices Market Size by Country (2019-2024)

8.2.3 Europe Personal Flotation Devices Market Size Forecast by Country (2025-2030)

## **9 ASIA-PACIFIC BY COUNTRY**

9.1 Asia-Pacific Personal Flotation Devices Sales by Country

9.1.1 Asia-Pacific Personal Flotation Devices Sales Growth Rate (CAGR) by Country: 2019 VS 2023 VS 2030

9.1.2 Asia-Pacific Personal Flotation Devices Sales by Country (2019-2024)

9.1.3 Asia-Pacific Personal Flotation Devices Sales Forecast by Country (2025-2030)

9.2 Asia-Pacific Personal Flotation Devices Market Size by Country

9.2.1 Asia-Pacific Personal Flotation Devices Market Size Growth Rate (CAGR) by Country: 2019 VS 2023 VS 2030

9.2.2 Asia-Pacific Personal Flotation Devices Market Size by Country (2019-2024)

9.2.3 Asia-Pacific Personal Flotation Devices Market Size Forecast by Country (2025-2030)

## **10 LATIN AMERICA BY COUNTRY**

10.1 Latin America Personal Flotation Devices Sales by Country

10.1.1 Latin America Personal Flotation Devices Sales Growth Rate (CAGR) by Country: 2019 VS 2023 VS 2030

10.1.2 Latin America Personal Flotation Devices Sales by Country (2019-2024)

10.1.3 Latin America Personal Flotation Devices Sales Forecast by Country  
(2025-2030)

10.2 Latin America Personal Flotation Devices Market Size by Country

10.2.1 Latin America Personal Flotation Devices Market Size Growth Rate (CAGR) by  
Country: 2019 VS 2023 VS 2030

10.2.2 Latin America Personal Flotation Devices Market Size by Country (2019-2024)

10.2.3 Latin America Personal Flotation Devices Market Size Forecast by Country  
(2025-2030)

## **11 MIDDLE EAST AND AFRICA BY COUNTRY**

11.1 Middle East and Africa Personal Flotation Devices Sales by Country

11.1.1 Middle East and Africa Personal Flotation Devices Sales Growth Rate (CAGR)  
by Country: 2019 VS 2023 VS 2030

11.1.2 Middle East and Africa Personal Flotation Devices Sales by Country  
(2019-2024)

11.1.3 Middle East and Africa Personal Flotation Devices Sales Forecast by Country  
(2025-2030)

11.2 Middle East and Africa Personal Flotation Devices Market Size by Country

11.2.1 Middle East and Africa Personal Flotation Devices Market Size Growth Rate  
(CAGR) by Country: 2019 VS 2023 VS 2030

11.2.2 Middle East and Africa Personal Flotation Devices Market Size by Country  
(2019-2024)

11.2.3 Middle East and Africa Personal Flotation Devices Market Size Forecast by  
Country (2025-2030)

## **12 VALUE CHAIN AND SALES CHANNELS ANALYSIS**

12.1 Personal Flotation Devices Value Chain Analysis

12.1.1 Personal Flotation Devices Key Raw Materials

12.1.2 Key Raw Materials Price

12.1.3 Raw Materials Key Suppliers

12.1.4 Manufacturing Cost Structure

12.1.5 Personal Flotation Devices Production Mode & Process

12.2 Personal Flotation Devices Sales Channels Analysis

12.2.1 Direct Comparison with Distribution Share

12.2.2 Personal Flotation Devices Distributors

12.2.3 Personal Flotation Devices Customers



## **13 CONCLUDING INSIGHTS**

## **14 APPENDIX**

14.1 Reasons for Doing This Study

14.2 Research Methodology

14.3 Research Process

14.4 Authors List of This Report

14.5 Data Source

14.5.1 Secondary Sources

14.5.2 Primary Sources

14.6 Disclaimer

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