

Global Fishing Apparel and Equipment Market: Executive-Level Analysis of Outdoor Recreation Trends, Consumer Spending and Industry Forecasts by Product Category, Distribution Channel and Regional Markets, 2026-2036

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Abstracts

The Global Fishing Apparel and Equipment Market valued at USD 21.96 billion in 2025 is anticipated to reach USD 30.40 billion by 2036, growing at 3.00% CAGR during the forecast period. There is an ongoing market evolution that is largely influenced by changing recreational trends, consumers' shift in their spending priorities, and stricter regulations on fishing. In terms of demand drivers, there is a shift from simple needs to the need for durable and resistant products, as well as ergonomic design. This trend impacts not only amateurs but also professional fishers.

In the past several years, there has been a stable level of involvement in recreational fishing in developed countries, whereas developing nations have experienced slight increases due to higher spending abilities and greater availability of recreational opportunities. It is stated by FAO reports in 2024 that fish production globally is above 180 million tons per year, thus implying a constant level of fishing. This also implies that consumers have continued interest in wearing apparel and using equipment, because of their continuous interaction with water environments in both aquaculture and fishing industries. Thus, manufacturers of these items have focused on updating their product offerings through incorporating advanced fabrics and other materials, as well as specific designs of gear.

The supply chain structure has also seen some changes, with volatility in the availability of raw materials and logistical issues prompting firms to devise better procurement plans and decentralize their manufacturing facilities. The distribution channels have

evolved, especially through digital business channels that have revolutionized customer behavior and allowed for direct-to-consumer marketing techniques without relying on intermediaries. This change has resulted in increased price visibility and stiff competition, necessitating the need for differentiation among existing firms through innovations in products, brand image, and customer experience.

The Global Fishing Apparel and Equipment Market refers to the manufacture, distribution, and sale of apparel and equipment suitable for use when fishing. These include waterproof clothing, footwear, rods, reels, and tackles that cater to weather conditions, movement, safety, and convenience when using the tools.

The market system comprises manufacturers, material providers, distributors, retail outlets, and consumers ranging from recreational fishers, commercial fishing companies, to professional anglers. The regulatory body impacts the quality of the goods offered, especially concerning the environment and safety. Industry organizations assist in creating awareness and disseminating best practices. For any venture to be successful in this market, it must maintain a balance between cost effectiveness and performance.

Research Scope and Methodology

Scope

The analysis of the Global Fishing Apparel and Equipment Market is based on various aspects including product type, channel, and geographical factors associated with both business and recreational fishing industries. Applications of the products include but are not limited to freshwater fishing, marine fishing, sport fishing, commercial fishing, among others. There is an array of requirements depending on environmental, fish species, and regulation issues in different types of fishing.

Market Ecosystem

The market ecosystem consists of several layers. On one hand, there are activities related to upstream such as raw materials and components supply and manufacturing. On the other hand, downstream includes assembling, labeling, distribution, and sales activities. Participants of the market are involved in each step of this process, from material suppliers and manufacturers of equipment to wholesalers, online retailers, and consumers.

Methodology

Research methodology used for the assessment of the global market will be combined with primary and secondary research tools. The use of primary research methods will provide valuable information on the issues faced during operational processes, innovation priorities, and competitiveness. Secondary research tools will include government publications, official data from companies, associations' databases, among others.

For example, as per the reports of the United States Fish and Wildlife Service in 2024, there are millions of people who engage in recreational fishing activities every year; and this brings considerable economic benefits by contributing towards the demand for products that are used for fishing.

Quantitative analysis uses econometric models using data pertaining to the spending habits of consumers, rate of participation, and trends in pricing. Scenario analysis involves looking at the possible effects of regulatory changes, environmental considerations, and innovations in technology on market forecasts, whereas sensitivity analysis looks at how certain assumptions affect market forecasts.

Data triangulation involves ensuring that findings from different sources are consistent with each other.

Key Market Segments

By Category:

Apparel

Footwear

Equipment

By Distribution Channel:

Specialty Stores

Online Retail

Hypermarkets and Supermarkets

Others

Industry Trends

The Global Fishing Apparel and Equipment Market depicts a slow shift towards performance-oriented product development characterized by an emphasis on the use of material innovations to increase the durability, water resistance, and thermal insulation of apparel and equipment when used in different environments. The move has seen an increase in consumer preference for performance-based products that can withstand tough environmental and underwater conditions.

There is a slow integration of sustainability factors into product design as players look for environmentally sustainable ways to develop products while trying to align with the ever changing regulations. There is a continued focus on the use of recycled and biodegradable material in products as well as the use of reduced chemicals during production processes but this comes at a higher cost.

E-commerce has transformed the supply chain dynamics in the industry with online stores becoming popular due to ease of shopping, wider range of products, and lower prices. As per the reports of the International Telecommunication Union from 2024, the number of individuals accessing the Internet has been steadily increasing thus making it possible for customers to make online purchases.

Customization and product specialization have become important distinguishing factors because manufacturers now design products specifically for certain environments, fish types, and expertise levels. This improves customer satisfaction and builds brand loyalty, in addition to allowing firms to tap into smaller market niches through customized products.

The incorporation of technology in various pieces of equipment has led to minor innovations such as improvements in the reel design, composite material usage, and line management. These innovations have not fundamentally altered the industry's competitive landscape but have nonetheless created value through incremental innovation.

Market Determinants

Drivers of growth

The ongoing popularity of recreational fishing in both developed and developing countries contributes to the continued demand for fishing clothing and gear as people spend their disposable income on leisure activities that offer them experience and relaxation.

Shifts in demand

There is a growing tendency among customers to purchase high-performing products that are comfortable and durable, thereby shaping their buying behaviors and pushing manufacturers to innovate their products.

Enabling technologies and policies

Developments in the materials industry coupled with favorable policies facilitate the manufacture of better products and adherence to environmental and safety regulations.

Factors hindering growth

The average market growth is somewhat slow due to the maturity of the market and lack of differentiation in certain products, limiting the pricing power of manufacturers.

Challenges within the supply chain

Price variations of raw materials and logistics problems adversely affect productivity and profits. Thus, manufacturers must devise robust supply chains and cost management strategies.

Market Opportunity Map based on Market Trends

Manufacturers can take advantage of emerging markets by tapping into new customer bases as their incomes increase and they engage more in leisure activities.

Transformation in the distribution channels via digital technologies will help firms increase consumer interaction, manage their inventory more effectively, and deploy data-driven marketing techniques to ensure better sales.

Sustainability based product design is a promising opportunity to offer value through differentiation and create long-term shareholder value, given that consumers are becoming more environmentally aware and expect sustainable products.

Customization and specialization can be achieved through designing products with consideration of various niche markets. In this way, organizations can tailor their products to meet the needs of specific users and boost competitiveness.

Value Creating Segments and Growth Pockets

Among other product groups, equipment appears to be the largest in terms of revenue contribution to the total market value. The reason is the criticality of this product for fishing purposes and relative high prices when compared to apparel and footwear segments. While demand for clothing is stable due to functionality, footwear grows due to necessity of special shoes for different types of fishery.

Online retail will continue to grow faster than traditional retail channels because of consumer preferences in the age of the Internet. Specialized stores retain their significance due to their expertise and customer orientation, while hypermarkets and supermarkets remain popular still.

Regional Market Assessment

North America is a developed market with the presence of highly participating customers in recreational fishing, highly developed retail networks, and considerable customer expenditures on outdoors activities. This is the reason behind the sustainable demand for fishing apparel and equipment. According to reports by the United States Fish and Wildlife Service for 2024, recreational fishing makes a significant contribution to the country's economy.

Europe is characterized by a consistent level of demand driven by existing regulations controlling fishing activity and emphasizing its sustainable character. As a result, high quality standards are set for fishing equipment used both for recreational and commercial purposes.

Asia Pacific shows signs of growth associated with growing middle classes, increased urbanization, and increased interest in recreational activities. These factors make Asia Pacific a market with a considerable potential for growth. According to the 2024 World

Bank reports, the economic situation in the region remains favorable for consumer expenditure on leisure.

In LAMEA, opportunities can be attributed to improving economic situations as well as growing interest in recreational fishing, although infrastructure issues still play an important role in market development.

Recent Developments

March 2025: Leading manufacturers introduced advanced waterproof apparel featuring enhanced breathability and durability, addressing consumer demand for high performance fishing clothing.

July 2025: Companies expanded their online retail presence through partnerships with major e-commerce platforms, improving product accessibility and market reach.

October 2025: Investment in sustainable materials research led to the development of eco-friendly fishing gear, aligning with environmental regulations and consumer preferences.

January 2026: Strategic collaborations between equipment manufacturers and professional anglers facilitated product innovation and brand visibility within target markets.

February 2026: Expansion of distribution networks into emerging markets enabled companies to capture new growth opportunities and diversify revenue streams.

Critical Business Questions Addressed

What factors will define the long term growth trajectory of the global fishing apparel and equipment market and how will value creation evolve under changing consumer preferences

The report analyzes demand drivers, technological trends, and market constraints to provide a comprehensive growth outlook.

Which product categories and distribution channels offer the most attractive opportunities for investment and strategic expansion

Segment level insights identify key growth areas and inform resource allocation decisions for market participants.

How will digital transformation influence competitive dynamics and customer engagement within the fishing apparel and equipment market

The study examines the impact of online retail and digital marketing strategies on market accessibility and brand positioning.

What role will sustainability play in shaping product development and regulatory compliance within the market

Insights highlight the importance of environmentally responsible practices in driving innovation and meeting consumer expectations.

How should companies address challenges related to market saturation, pricing pressure, and supply chain volatility

Strategic recommendations focus on differentiation, cost optimization, and operational resilience to maintain competitive advantage.

Beyond the Forecast

The fishing apparel and equipment market will continue to evolve through incremental innovation and strategic adaptation to changing consumer preferences, rather than disruptive transformation or rapid technological shifts.

Market participants that prioritize product performance, sustainability, and digital engagement will strengthen their competitive positioning within a moderately growing industry landscape.

Long term success will depend on the ability to balance cost efficiency with innovation, ensuring that product offerings remain relevant within an increasingly competitive and consumer driven market environment.

Contents

CHAPTER 1. GLOBAL FISHING APPAREL AND EQUIPMENT MARKET REPORT SCOPE & METHODOLOGY

- 1.1. Market Definition
- 1.2. Market Segmentation
- 1.3. Research Assumption
 - 1.3.1. Inclusion & Exclusion
 - 1.3.2. Limitations
- 1.4. Research Objective
- 1.5. Research Methodology
 - 1.5.1. Forecast Model
 - 1.5.2. Desk Research
 - 1.5.3. Top Down and Bottom-Up Approach
- 1.6. Research Attributes
- 1.7. Years Considered for the Study

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Snapshot
- 2.2. Strategic Insights
- 2.3. Top Findings
- 2.4. CEO/CXO Standpoint
- 2.5. ESG Analysis

CHAPTER 3. GLOBAL FISHING APPAREL AND EQUIPMENT MARKET FORCES ANALYSIS

- 3.1. Market Forces Shaping The Global Fishing Apparel and Equipment Market (2026-2036)
- 3.2. Drivers
 - 3.2.1. increasing participation in recreational and sport fishing activities
 - 3.2.2. advancement of product technology and materials
 - 3.2.3. growth of e-commerce and digital retail channels
 - 3.2.4. increasing focus on sustainability and environmental responsibility
- 3.3. Restraints
 - 3.3.1. seasonal and weather-dependent nature of fishing activities
 - 3.3.2. relatively high cost of advanced fishing equipment and specialized apparel

3.4. Opportunities

- 3.4.1. Expansion of Premium and Performance-Oriented Products
- 3.4.2. Growth in Online Retail and Direct-to-Consumer Models

CHAPTER 4. GLOBAL FISHING APPAREL AND EQUIPMENT INDUSTRY ANALYSIS

- 4.1. Porter's 5 Forces Model
- 4.2. Porter's 5 Force Forecast Model (2026-2036)
- 4.3. PESTEL Analysis
- 4.4. Macroeconomic Industry Trends
 - 4.4.1. Parent Market Trends
 - 4.4.2. GDP Trends & Forecasts
- 4.5. Value Chain Analysis
- 4.6. Top Investment Trends & Forecasts
- 4.7. Top Winning Strategies (2026)
- 4.8. Market Share Analysis (2026-2036)
- 4.9. Pricing Analysis
- 4.10. Investment & Funding Scenario
- 4.11. Impact of Geopolitical & Trade Policy Volatility on the Market

CHAPTER 5. AI ADOPTION TRENDS AND MARKET INFLUENCE

- 5.1. AI Readiness Index
- 5.2. Key Emerging Technologies
- 5.3. Patent Analysis
- 5.4. Top Case Studies

CHAPTER 6. GLOBAL FISHING APPAREL AND EQUIPMENT MARKET SIZE & FORECASTS BY CATEGORY 2026-2036

- 6.1. Market Overview
- 6.2. Global Fishing Apparel and Equipment Market Performance - Potential Analysis (2026)
- 6.3. Apparel
 - 6.3.1. Top Countries Breakdown Estimates & Forecasts, 2026-2036
 - 6.3.2. Market size analysis, by region, 2026-2036
- 6.4. Footwear
 - 6.4.1. Top Countries Breakdown Estimates & Forecasts, 2026-2036

- 6.4.2. Market size analysis, by region, 2026-2036
- 6.5. Equipment
 - 6.5.1. Top Countries Breakdown Estimates & Forecasts, 2026-2036
 - 6.5.2. Market size analysis, by region, 2026-2036

CHAPTER 7. GLOBAL FISHING APPAREL AND EQUIPMENT MARKET SIZE & FORECASTS BY DISTRIBUTION CHANNEL 2026-2036

- 7.1. Market Overview
- 7.2. Global Fishing Apparel and Equipment Market Performance - Potential Analysis (2026)
- 7.3. Specialty Stores
 - 7.3.1. Top Countries Breakdown Estimates & Forecasts, 2026-2036
 - 7.3.2. Market size analysis, by region, 2026-2036
- 7.4. Online Retail
 - 7.4.1. Top Countries Breakdown Estimates & Forecasts, 2026-2036
 - 7.4.2. Market size analysis, by region, 2026-2036
- 7.5. Hypermarkets and Supermarkets
 - 7.5.1. Top Countries Breakdown Estimates & Forecasts, 2026-2036
 - 7.5.2. Market size analysis, by region, 2026-2036
- 7.6. Others
 - 7.6.1. Top Countries Breakdown Estimates & Forecasts, 2026-2036
 - 7.6.2. Market size analysis, by region, 2026-2036

CHAPTER 8. GLOBAL FISHING APPAREL AND EQUIPMENT MARKET SIZE & FORECASTS BY REGION 2026–2036

- 8.1. Growth Fishing Apparel and Equipment Market, Regional Market Snapshot
- 8.2. Top Leading & Emerging Countries
- 8.3. North America Fishing Apparel and Equipment Market
 - 8.3.1. U.S. Fishing Apparel and Equipment Market
 - 8.3.1.1. Category breakdown size & forecasts, 2026-2036
 - 8.3.1.2. Distribution channel breakdown size & forecasts, 2026-2036
 - 8.3.2. Canada Fishing Apparel and Equipment Market
 - 8.3.2.1. Category breakdown size & forecasts, 2026-2036
 - 8.3.2.2. Distribution channel breakdown size & forecasts, 2026-2036
- 8.4. Europe Fishing Apparel and Equipment Market
 - 8.4.1. UK Fishing Apparel and Equipment Market
 - 8.4.1.1. Category breakdown size & forecasts, 2026-2036

- 8.4.1.2. Distribution channel breakdown size & forecasts, 2026-2036
- 8.4.2. Germany Fishing Apparel and Equipment Market
 - 8.4.2.1. Category breakdown size & forecasts, 2026-2036
 - 8.4.2.2. Distribution channel breakdown size & forecasts, 2026-2036
- 8.4.3. France Fishing Apparel and Equipment Market
 - 8.4.3.1. Category breakdown size & forecasts, 2026-2036
 - 8.4.3.2. Distribution channel breakdown size & forecasts, 2026-2036
- 8.4.4. Spain Fishing Apparel and Equipment Market
 - 8.4.4.1. Category breakdown size & forecasts, 2026-2036
 - 8.4.4.2. Distribution channel breakdown size & forecasts, 2026-2036
- 8.4.5. Italy Fishing Apparel and Equipment Market
 - 8.4.5.1. Category breakdown size & forecasts, 2026-2036
 - 8.4.5.2. Distribution channel breakdown size & forecasts, 2026-2036
- 8.4.6. Rest of Europe Fishing Apparel and Equipment Market
 - 8.4.6.1. Category breakdown size & forecasts, 2026-2036
 - 8.4.6.2. Distribution channel breakdown size & forecasts, 2026-2036
- 8.5. Asia Pacific Fishing Apparel and Equipment Market
 - 8.5.1. China Fishing Apparel and Equipment Market
 - 8.5.1.1. Category breakdown size & forecasts, 2026-2036
 - 8.5.1.2. Distribution channel breakdown size & forecasts, 2026-2036
 - 8.5.2. India Fishing Apparel and Equipment Market
 - 8.5.2.1. Product breakdown size & forecasts, 2026-2036
 - 8.5.2.2. Application breakdown size & forecasts, 2026-2036
 - 8.5.3. Japan Fishing Apparel and Equipment Market
 - 8.5.3.1. Category breakdown size & forecasts, 2026-2036
 - 8.5.3.2. Distribution channel breakdown size & forecasts, 2026-2036
 - 8.5.4. Australia Fishing Apparel and Equipment Market
 - 8.5.4.1. Category breakdown size & forecasts, 2026-2036
 - 8.5.4.2. Distribution channel breakdown size & forecasts, 2026-2036
 - 8.5.5. South Korea Fishing Apparel and Equipment Market
 - 8.5.5.1. Category breakdown size & forecasts, 2026-2036
 - 8.5.5.2. Distribution channel breakdown size & forecasts, 2026-2036
 - 8.5.6. Rest of APAC Fishing Apparel and Equipment Market
 - 8.5.6.1. Category breakdown size & forecasts, 2026-2036
 - 8.5.6.2. Distribution channel breakdown size & forecasts, 2026-2036
- 8.6. Latin America Fishing Apparel and Equipment Market
 - 8.6.1. Brazil Fishing Apparel and Equipment Market
 - 8.6.1.1. Category breakdown size & forecasts, 2026-2036
 - 8.6.1.2. Distribution channel breakdown size & forecasts, 2026-2036

- 8.6.2. Mexico Fishing Apparel and Equipment Market
 - 8.6.2.1. Category breakdown size & forecasts, 2026-2036
 - 8.6.2.2. Distribution channel breakdown size & forecasts, 2026-2036
- 8.7. Middle East and Africa Fishing Apparel and Equipment Market
 - 8.7.1. UAE Fishing Apparel and Equipment Market
 - 8.7.1.1. Category breakdown size & forecasts, 2026-2036
 - 8.7.1.2. Distribution channel breakdown size & forecasts, 2026-2036
 - 8.7.2. Saudi Arabia (KSA) Fishing Apparel and Equipment Market
 - 8.7.2.1. Category breakdown size & forecasts, 2026-2036
 - 8.7.2.2. Distribution channel breakdown size & forecasts, 2026-2036
 - 8.7.3. South Africa Fishing Apparel and Equipment Market
 - 8.7.3.1. Category breakdown size & forecasts, 2026-2036
 - 8.7.3.2. Distribution channel breakdown size & forecasts, 2026-2036

CHAPTER 9. COMPETITIVE INTELLIGENCE

- 9.1. Top Market Strategies
- 9.2. Simms Fishing Products
 - 9.2.1. Company Overview
 - 9.2.2. Key Executives
 - 9.2.3. Company Snapshot
 - 9.2.4. Financial Performance (Subject to Data Availability)
 - 9.2.5. Product/Services Port
 - 9.2.6. Recent Development
 - 9.2.7. Market Strategies
 - 9.2.8. SWOT Analysis
- 9.3. Pure Fishing, Inc.
- 9.4. AFTCO (American Fishing Tackle Company)
- 9.5. Columbia Sportswear Company
- 9.6. Mustad Fishing
- 9.7. Shimano Inc.
- 9.8. Rapala VMC Corporation
- 9.9. Grund?ns USA Ltd.
- 9.10. Cabela's (Bass Pro Shops)
- 9.11. Patagonia, Inc.

List Of Tables

LIST OF TABLES

- Table 1. Global Fishing Apparel and Equipment Market, Report Scope
- Table 2. Global Fishing Apparel and Equipment Market Estimates & Forecasts By Region 2026–2036
- Table 3. Global Fishing Apparel and Equipment Market Estimates & Forecasts By Segment 2026–2036
- Table 4. Global Fishing Apparel and Equipment Market Estimates & Forecasts By Segment 2026–2036
- Table 5. Global Fishing Apparel and Equipment Market Estimates & Forecasts By Segment 2026–2036
- Table 6. Global Fishing Apparel and Equipment Market Estimates & Forecasts By Segment 2026–2036
- Table 7. Global Fishing Apparel and Equipment Market Estimates & Forecasts By Segment 2026–2036
- Table 8. U.S. Fishing Apparel and Equipment Market Estimates & Forecasts, 2026–2036
- Table 9. Canada Fishing Apparel and Equipment Market Estimates & Forecasts, 2026–2036
- Table 10. UK Fishing Apparel and Equipment Market Estimates & Forecasts, 2026–2036
- Table 11. Germany Fishing Apparel and Equipment Market Estimates & Forecasts, 2026–2036
- Table 12. France Fishing Apparel and Equipment Market Estimates & Forecasts, 2026–2036
- Table 13. Spain Fishing Apparel and Equipment Market Estimates & Forecasts, 2026–2036
- Table 14. Italy Fishing Apparel and Equipment Market Estimates & Forecasts, 2026–2036
- Table 15. Rest Of Europe Fishing Apparel and Equipment Market Estimates & Forecasts, 2026–2036
- Table 16. China Fishing Apparel and Equipment Market Estimates & Forecasts, 2026–2036
- Table 17. India Fishing Apparel and Equipment Market Estimates & Forecasts, 2026–2036
- Table 18. Japan Fishing Apparel and Equipment Market Estimates & Forecasts, 2026–2036

Table 19. Australia Fishing Apparel and Equipment Market Estimates & Forecasts,
2026–2036

Table 20. South Korea Fishing Apparel and Equipment Market Estimates & Forecasts,
2026–2036

.....

List Of Figures

LIST OF FIGURES

- Fig 1. Global Fishing Apparel and Equipment Market, Research Methodology
- Fig 2. Global Fishing Apparel and Equipment Market, Market Estimation Techniques
- Fig 3. Global Market Size Estimates & Forecast Methods
- Fig 4. Global Fishing Apparel and Equipment Market, Key Trends 2026
- Fig 5. Global Fishing Apparel and Equipment Market, Growth Prospects 2026–2036
- Fig 6. Global Fishing Apparel and Equipment Market, Porter’s Five Forces Model
- Fig 7. Global Fishing Apparel and Equipment Market, Pestel Analysis
- Fig 8. Global Fishing Apparel and Equipment Market, Value Chain Analysis
- Fig 9. Fishing Apparel and Equipment Market By End-User, 2026 & 2036
- Fig 10. Fishing Apparel and Equipment Market By Segment, 2026 & 2036
- Fig 11. Fishing Apparel and Equipment Market By Segment, 2026 & 2036
- Fig 12. Fishing Apparel and Equipment Market By Segment, 2026 & 2036
- Fig 13. Fishing Apparel and Equipment Market By Segment, 2026 & 2036
- Fig 14. North America Fishing Apparel and Equipment Market, 2026 & 2036
- Fig 15. Europe Fishing Apparel and Equipment Market, 2026 & 2036
- Fig 16. Asia Pacific Fishing Apparel and Equipment Market, 2026 & 2036
- Fig 17. Latin America Fishing Apparel and Equipment Market, 2026 & 2036
- Fig 18. Middle East & Africa Fishing Apparel and Equipment Market, 2026 & 2036
- Fig 19. Global Fishing Apparel and Equipment Market, Company Market Share Analysis (2026)

.....

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