

# Global 4 Stroke Outboard Market Research Report 2026(Status and Outlook)

<https://marketpublishers.com/r/G6075A277361EN.html>

Date: February 2026

Pages: 137

Price: US\$ 2,980.00 (Single User License)

ID: G6075A277361EN

## Abstracts

The 2025 U.S. tariff policies introduce profound uncertainty into the global economic landscape. This report critically examines the implications of recent tariff adjustments and international strategic countermeasures on 4 Stroke Outboard competitive dynamics, regional economic interdependencies, and supply chain reconfigurations. A 4 Stroke Outboard is a marine propulsion system powered by internal combustion, in which the engine completes one power cycle every four piston strokes?intake, compression, combustion, and exhaust. Unlike two-stroke engines that mix oil and fuel, four-stroke outboards have a separate lubricating system, offering higher fuel efficiency, lower emissions, and smoother operation. They are externally mounted on the stern of boats and integrate the engine, gearbox, propeller, and steering system into a single unit that provides both propulsion and control. With the enforcement of global emission standards such as EPA, CARB, and EU Stage V, four-stroke technology has become the dominant segment in the global outboard motor market, replacing traditional two-stroke models. Typical power ratings range from small portable engines below 10 HP to large units exceeding 300 HP for offshore, patrol, and rescue applications. In 2024, global 4 Stroke Outboard production reached approximately 285.2 million units, with an average global market price of around US\$ 6615 per unit. The upstream raw materials for four-stroke outboard motors include aluminum alloys used for the engine block, propeller housing, and bracket; stainless steel for crankshafts, valves, fasteners, and exhaust systems; copper and electronic components for ignition, sensors, and electronic fuel injection (EFI) modules; and engineering plastics such as ABS and reinforced nylon for control housings, handles, and covers. Major suppliers include Alcoa and Norsk Hydro for aluminum materials, Nippon Steel and Outokumpu for stainless steel, Bosch, Denso, and Delphi Technologies for ignition and EFI systems, and ExxonMobil, Chevron, and Shell for marine lubricants and additives. These suppliers ensure the high mechanical precision and corrosion resistance required for

marine operation. Downstream applications of four-stroke outboard motors span recreational boats, commercial boats, and municipal or official vessels. Recreational boats form the largest market, driven by expanding leisure boating, yachting, and coastal tourism across North America, Europe, and Asia-Pacific. Commercial users—including fishing fleets, aquaculture operators, and small passenger ferries—prefer four-stroke engines due to their fuel economy, reliability, and long service life. Municipal and government agencies, such as coast guards, police, and rescue departments, adopt high-power four-stroke models for patrol and rescue missions requiring strong torque, environmental compliance, and extended operating hours. Major manufacturers include Yamaha Motor, Mercury Marine (Brunswick Corporation), Suzuki Marine, Honda Marine, Tohatsu, Cox Marine, OXE Marine, Parsun Power, and Hidea Power Machinery, while key institutional users include the U.S. Coast Guard, Japan Coast Guard, and China Maritime Safety Administration. The gross profit margin of four-stroke outboard motors typically ranges between 25 % and 40 %, depending on engine size, production scale, and technology level. Smaller portable engines yield moderate margins, while medium- and large-power EFI models deliver higher profitability due to advanced combustion control, fuel savings, and premium positioning. Compared with two-stroke engines, four-stroke outboards have higher production costs because of their complex valve systems and additional components, but they command higher market prices due to superior performance and compliance with environmental standards. Leading manufacturers maintain strong profitability through vertical integration of casting, machining, and electronic system production, as well as through extensive after-sales service networks providing maintenance, spare parts, and extended warranties. The 4 Stroke Outboard market exhibits a diversified product structure by horsepower rating. Among these categories, engines above 200 HP dominate global sales, accounting for the largest market share. These high-power products are mainly used in large recreational boats, offshore fishing vessels, and government patrol or rescue boats, offering excellent torque, acceleration, and endurance. The 100.1-200 HP and 30.1-100 HP segments serve mid-sized boats for both commercial and leisure applications, balancing performance and fuel economy. Meanwhile, Below 10 HP and 10.1-30 HP models remain popular for small boats, dinghies, and personal watercraft in emerging markets, thanks to their low weight, portability, and cost efficiency. By application, recreation boats represent the largest and most dynamic demand segment for 4 Stroke Outboards, supported by the continuous expansion of global leisure boating, yachting, and water sports industries. Rising participation in marine tourism across North America, Europe, and Asia-Pacific has fueled the demand for quiet, clean, and reliable propulsion systems. The commercial boat sector also contributes significantly, including small ferries, fishing vessels, and aquaculture workboats that require long-running engines with superior reliability and fuel

economy. The municipal and official boat segment, encompassing coast guard, patrol, and rescue vessels, maintains stable procurement demand, driven by government investments in maritime safety, law enforcement, and environmental monitoring fleets. The 4 Stroke Outboard market is driven by several strong factors. The global trend toward low-emission and fuel-efficient propulsion technologies has accelerated the replacement of two-stroke engines with advanced 4-stroke EFI (Electronic Fuel Injection) models. Regulatory mandates from agencies such as the U.S. EPA, California Air Resources Board (CARB), and the European Union have further encouraged this shift. The rise of marine leisure culture and the construction of marinas and coastal infrastructure have expanded the customer base, while technological innovations such as lightweight aluminum alloy casings, direct fuel injection, and digital throttle and shift systems have significantly enhanced performance, comfort, and ease of operation. Additionally, the strong growth of recreational boat sales and the steady replacement cycle in commercial and government fleets continue to generate sustained market momentum. Despite its growth potential, the 4 Stroke Outboard industry faces several constraints. The increasing stringency of global emission regulations raises manufacturing costs due to complex aftertreatment systems and precision electronic controls. Fuel price volatility directly affects operating costs, especially in fuel-intensive commercial applications. Competition from electric and hybrid outboard systems in the low-to-medium horsepower range is gradually emerging, particularly in environmentally sensitive waters. Furthermore, high-power models above 200 HP, while commanding the largest share of the market, require costly production and maintenance, limiting their accessibility to small operators. Nonetheless, supported by global demand for efficient and eco-friendly propulsion systems, continuous technology upgrades, and expanding marine recreation activities, the 4 Stroke Outboard market is expected to maintain strong and steady growth in the coming years.

The global 4 Stroke Outboard market size was estimated at USD 1887.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 3.70% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global 4 Stroke Outboard market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market

positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global 4 Stroke Outboard market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the 4 Stroke Outboard market.

### **Global 4 Stroke Outboard Market: Market Segmentation Analysis**

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

### **Key Company**

Mercury  
Yamaha  
Suzuki  
Honda  
Evinrude Outboard Motors  
Tohatsu  
SuzhouParsunPowerMachine  
Selva  
Hidea Power Machinery

## **Market Segmentation (by Type)**

Below 10 HP  
10.1-30 HP  
30.1-100 HP  
100.1-200 HP  
Above 200 HP

## **Market Segmentation (by Application)**

Recreation Boat  
Commercial Boat  
Municipal and Official Boat

## **Geographic Segmentation**

North America (USA, Canada, Mexico)  
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)  
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)  
South America (Brazil, Argentina, Columbia, Rest of South America)  
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

## **Key Benefits of This Market Research:**

Industry drivers, restraints, and opportunities covered in the study  
Neutral perspective on the market performance  
Recent industry trends and developments  
Competitive landscape & strategies of key players  
Potential & niche segments and regions exhibiting promising growth covered  
Historical, current, and projected market size, in terms of value  
In-depth analysis of the 4 Stroke Outboard Market  
Overview of the regional outlook of the 4 Stroke Outboard Market:

## **Customization of the Report**

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

## Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the 4 Stroke Outboard Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the 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 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of 4 Stroke Outboard, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

### **Key Reasons to Buy this Report:**

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

### **Customization of the Report**

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## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

- 1.1 Market Definition and Statistical Scope of 4 Stroke Outboard
- 1.2 Key Market Segments
  - 1.2.1 4 Stroke Outboard Segment by Type
  - 1.2.2 4 Stroke Outboard Segment by Application
- 1.3 Methodology & Sources of Information
  - 1.3.1 Research Methodology
  - 1.3.2 Research Process
  - 1.3.3 Market Breakdown and Data Triangulation
  - 1.3.4 Base Year
  - 1.3.5 Report Assumptions & Caveats

### **2 4 STROKE OUTBOARD MARKET OVERVIEW**

- 2.1 Global Market Overview
  - 2.1.1 Global 4 Stroke Outboard Market Size (M USD) Estimates and Forecasts (2020-2035)
  - 2.1.2 Global 4 Stroke Outboard Sales Estimates and Forecasts (2020-2035)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

### **3 4 STROKE OUTBOARD MARKET COMPETITIVE LANDSCAPE**

- 3.1 Company Assessment Quadrant
- 3.2 Global 4 Stroke Outboard Product Life Cycle
- 3.3 Global 4 Stroke Outboard Sales by Manufacturers (2020-2025)
- 3.4 Global 4 Stroke Outboard Revenue Market Share by Manufacturers (2020-2025)
- 3.5 4 Stroke Outboard Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.6 Global 4 Stroke Outboard Average Price by Manufacturers (2020-2025)
- 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types
- 3.8 4 Stroke Outboard Market Competitive Situation and Trends
  - 3.8.1 4 Stroke Outboard Market Concentration Rate
  - 3.8.2 Global 5 and 10 Largest 4 Stroke Outboard Players Market Share by Revenue
  - 3.8.3 Mergers & Acquisitions, Expansion

### **4 4 STROKE OUTBOARD INDUSTRY CHAIN ANALYSIS**

- 4.1 4 Stroke Outboard Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

## **5 THE DEVELOPMENT AND DYNAMICS OF 4 STROKE OUTBOARD MARKET**

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
  - 5.4.1 New Product Developments
  - 5.4.2 Mergers & Acquisitions
  - 5.4.3 Expansions
  - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
  - 5.5.1 Industry Policies Analysis
  - 5.5.2 Economic Environment Analysis
  - 5.5.3 Social Environment Analysis
  - 5.5.4 Technological Environment Analysis
- 5.6 Global 4 Stroke Outboard Market Porter's Five Forces Analysis
  - 5.6.1 Global Trade Frictions
  - 5.6.2 U.S. Tariff Policy ? April 2025
  - 5.6.3 Global Trade Frictions and Their Impacts to 4 Stroke Outboard Market
- 5.7 ESG Ratings of Leading Companies

## **6 4 STROKE OUTBOARD MARKET SEGMENTATION BY TYPE**

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global 4 Stroke Outboard Sales Market Share by Type (2020-2025)
- 6.3 Global 4 Stroke Outboard Market Size by Type (2020-2025)
- 6.4 Global 4 Stroke Outboard Price by Type (2020-2025)

## **7 4 STROKE OUTBOARD MARKET SEGMENTATION BY APPLICATION**

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global 4 Stroke Outboard Market Sales by Application (2020-2025)
- 7.3 Global 4 Stroke Outboard Market Size (M USD) by Application (2020-2025)

## 7.4 Global 4 Stroke Outboard Sales Growth Rate by Application (2020-2025)

### **8 4 STROKE OUTBOARD MARKET SALES BY REGION**

#### 8.1 Global 4 Stroke Outboard Sales by Region

##### 8.1.1 Global 4 Stroke Outboard Sales by Region

##### 8.1.2 Global 4 Stroke Outboard Sales Market Share by Region

#### 8.2 Global 4 Stroke Outboard Market Size by Region

##### 8.2.1 Global 4 Stroke Outboard Market Size by Region

##### 8.2.2 Global 4 Stroke Outboard Market Size by Region

#### 8.3 North America

##### 8.3.1 North America 4 Stroke Outboard Sales by Country

##### 8.3.2 North America 4 Stroke Outboard Market Size by Country

##### 8.3.3 U.S. Market Overview

##### 8.3.4 Canada Market Overview

##### 8.3.5 Mexico Market Overview

#### 8.4 Europe

##### 8.4.1 Europe 4 Stroke Outboard Sales by Country

##### 8.4.2 Europe 4 Stroke Outboard Market Size by Country

##### 8.4.3 Germany Market Overview

##### 8.4.4 France Market Overview

##### 8.4.5 U.K. Market Overview

##### 8.4.6 Italy Market Overview

##### 8.4.7 Spain Market Overview

#### 8.5 Asia Pacific

##### 8.5.1 Asia Pacific 4 Stroke Outboard Sales by Region

##### 8.5.2 Asia Pacific 4 Stroke Outboard Market Size by Region

##### 8.5.3 China Market Overview

##### 8.5.4 Japan Market Overview

##### 8.5.5 South Korea Market Overview

##### 8.5.6 India Market Overview

##### 8.5.7 Southeast Asia Market Overview

#### 8.6 South America

##### 8.6.1 South America 4 Stroke Outboard Sales by Country

##### 8.6.2 South America 4 Stroke Outboard Market Size by Country

##### 8.6.3 Brazil Market Overview

##### 8.6.4 Argentina Market Overview

##### 8.6.5 Columbia Market Overview

#### 8.7 Middle East and Africa

- 8.7.1 Middle East and Africa 4 Stroke Outboard Sales by Region
- 8.7.2 Middle East and Africa 4 Stroke Outboard Market Size by Region
- 8.7.3 Saudi Arabia Market Overview
- 8.7.4 UAE Market Overview
- 8.7.5 Egypt Market Overview
- 8.7.6 Nigeria Market Overview
- 8.7.7 South Africa Market Overview

## **9 4 STROKE OUTBOARD MARKET PRODUCTION BY REGION**

- 9.1 Global Production of 4 Stroke Outboard by Region(2020-2025)
- 9.2 Global 4 Stroke Outboard Revenue Market Share by Region (2020-2025)
- 9.3 Global 4 Stroke Outboard Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America 4 Stroke Outboard Production
  - 9.4.1 North America 4 Stroke Outboard Production Growth Rate (2020-2025)
  - 9.4.2 North America 4 Stroke Outboard Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe 4 Stroke Outboard Production
  - 9.5.1 Europe 4 Stroke Outboard Production Growth Rate (2020-2025)
  - 9.5.2 Europe 4 Stroke Outboard Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan 4 Stroke Outboard Production (2020-2025)
  - 9.6.1 Japan 4 Stroke Outboard Production Growth Rate (2020-2025)
  - 9.6.2 Japan 4 Stroke Outboard Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China 4 Stroke Outboard Production (2020-2025)
  - 9.7.1 China 4 Stroke Outboard Production Growth Rate (2020-2025)
  - 9.7.2 China 4 Stroke Outboard Production, Revenue, Price and Gross Margin (2020-2025)

## **10 KEY COMPANIES PROFILE**

- 10.1 Mercury
  - 10.1.1 Mercury Basic Information
  - 10.1.2 Mercury 4 Stroke Outboard Product Overview
  - 10.1.3 Mercury 4 Stroke Outboard Product Market Performance
  - 10.1.4 Mercury Business Overview
  - 10.1.5 Mercury SWOT Analysis

- 10.1.6 Mercury Recent Developments
- 10.2 Yamaha
  - 10.2.1 Yamaha Basic Information
  - 10.2.2 Yamaha 4 Stroke Outboard Product Overview
  - 10.2.3 Yamaha 4 Stroke Outboard Product Market Performance
  - 10.2.4 Yamaha Business Overview
  - 10.2.5 Yamaha SWOT Analysis
  - 10.2.6 Yamaha Recent Developments
- 10.3 Suzuki
  - 10.3.1 Suzuki Basic Information
  - 10.3.2 Suzuki 4 Stroke Outboard Product Overview
  - 10.3.3 Suzuki 4 Stroke Outboard Product Market Performance
  - 10.3.4 Suzuki Business Overview
  - 10.3.5 Suzuki SWOT Analysis
  - 10.3.6 Suzuki Recent Developments
- 10.4 Honda
  - 10.4.1 Honda Basic Information
  - 10.4.2 Honda 4 Stroke Outboard Product Overview
  - 10.4.3 Honda 4 Stroke Outboard Product Market Performance
  - 10.4.4 Honda Business Overview
  - 10.4.5 Honda Recent Developments
- 10.5 Evinrude Outboard Motors
  - 10.5.1 Evinrude Outboard Motors Basic Information
  - 10.5.2 Evinrude Outboard Motors 4 Stroke Outboard Product Overview
  - 10.5.3 Evinrude Outboard Motors 4 Stroke Outboard Product Market Performance
  - 10.5.4 Evinrude Outboard Motors Business Overview
  - 10.5.5 Evinrude Outboard Motors Recent Developments
- 10.6 Tohatsu
  - 10.6.1 Tohatsu Basic Information
  - 10.6.2 Tohatsu 4 Stroke Outboard Product Overview
  - 10.6.3 Tohatsu 4 Stroke Outboard Product Market Performance
  - 10.6.4 Tohatsu Business Overview
  - 10.6.5 Tohatsu Recent Developments
- 10.7 SuzhouParsunPowerMachine
  - 10.7.1 SuzhouParsunPowerMachine Basic Information
  - 10.7.2 SuzhouParsunPowerMachine 4 Stroke Outboard Product Overview
  - 10.7.3 SuzhouParsunPowerMachine 4 Stroke Outboard Product Market Performance
  - 10.7.4 SuzhouParsunPowerMachine Business Overview
  - 10.7.5 SuzhouParsunPowerMachine Recent Developments

## 10.8 Selva

- 10.8.1 Selva Basic Information
- 10.8.2 Selva 4 Stroke Outboard Product Overview
- 10.8.3 Selva 4 Stroke Outboard Product Market Performance
- 10.8.4 Selva Business Overview
- 10.8.5 Selva Recent Developments

## 10.9 Hidea Power Machinery

- 10.9.1 Hidea Power Machinery Basic Information
- 10.9.2 Hidea Power Machinery 4 Stroke Outboard Product Overview
- 10.9.3 Hidea Power Machinery 4 Stroke Outboard Product Market Performance
- 10.9.4 Hidea Power Machinery Business Overview
- 10.9.5 Hidea Power Machinery Recent Developments

## **11 4 STROKE OUTBOARD MARKET FORECAST BY REGION**

- 11.1 Global 4 Stroke Outboard Market Size Forecast
- 11.2 Global 4 Stroke Outboard Market Forecast by Region
  - 11.2.1 North America Market Size Forecast by Country
  - 11.2.2 Europe 4 Stroke Outboard Market Size Forecast by Country
  - 11.2.3 Asia Pacific 4 Stroke Outboard Market Size Forecast by Region
  - 11.2.4 South America 4 Stroke Outboard Market Size Forecast by Country
  - 11.2.5 Middle East and Africa Forecasted Sales of 4 Stroke Outboard by Country

## **12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)**

- 12.1 Global 4 Stroke Outboard Market Forecast by Type (2026-2035)
  - 12.1.1 Global Forecasted Sales of 4 Stroke Outboard by Type (2026-2035)
  - 12.1.2 Global 4 Stroke Outboard Market Size Forecast by Type (2026-2035)
  - 12.1.3 Global Forecasted Price of 4 Stroke Outboard by Type (2026-2035)
- 12.2 Global 4 Stroke Outboard Market Forecast by Application (2026-2035)
  - 12.2.1 Global 4 Stroke Outboard Sales (K Units) Forecast by Application
  - 12.2.2 Global 4 Stroke Outboard Market Size (M USD) Forecast by Application (2026-2035)

## **13 CONCLUSION AND KEY FINDINGS**

## List Of Tables

### LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Global 4 Stroke Outboard Market Size by Type (M USD)
- Table 4. Global 4 Stroke Outboard Market Size by Application
- Table 5. 4 Stroke Outboard Market Size Comparison by Region (M USD)
- Table 6. Global 4 Stroke Outboard Sales (K Units) by Manufacturers (2020-2025)
- Table 7. Global 4 Stroke Outboard Sales Market Share by Manufacturers (2020-2025)
- Table 8. Global 4 Stroke Outboard Revenue (M USD) by Manufacturers (2020-2025)
- Table 9. Global 4 Stroke Outboard Revenue Share by Manufacturers (2020-2025)
- Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in 4 Stroke Outboard as of 2025)
- Table 11. Global Market 4 Stroke Outboard Average Price (USD/Unit) of Key Manufacturers (2020-2025)
- Table 12. Manufacturers? Manufacturing Sites, Areas Served
- Table 13. Manufacturers? Product Type
- Table 14. Global 4 Stroke Outboard Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 15. Mergers & Acquisitions, Expansion Plans
- Table 16. Market Overview of Key Raw Materials
- Table 17. Midstream Market Analysis
- Table 18. Downstream Customer Analysis
- Table 19. Key Development Trends
- Table 20. Driving Factors
- Table 21. 4 Stroke Outboard Market Challenges
- Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026
- Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027
- Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026
- Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
- Table 26. Global 4 Stroke Outboard Sales by Type (K Units)
- Table 27. Global 4 Stroke Outboard Market Size by Type (M USD)
- Table 28. Global 4 Stroke Outboard Sales (K Units) by Type (2020-2025)
- Table 29. Global 4 Stroke Outboard Sales Market Share by Type (2020-2025)
- Table 30. Global 4 Stroke Outboard Market Size (M USD) by Type (2020-2025)
- Table 31. Global 4 Stroke Outboard Market Share by Type (2020-2025)

- Table 32. Global 4 Stroke Outboard Price (USD/Unit) by Type (2020-2025)
- Table 33. Global 4 Stroke Outboard Sales (K Units) by Application
- Table 34. Global 4 Stroke Outboard Market Size by Application
- Table 35. Global 4 Stroke Outboard Sales by Application (2020-2025) & (K Units)
- Table 36. Global 4 Stroke Outboard Sales Market Share by Application (2020-2025)
- Table 37. Global 4 Stroke Outboard Market Size by Application (2020-2025) & (M USD)
- Table 38. Global 4 Stroke Outboard Market Share by Application (2020-2025)
- Table 39. Global 4 Stroke Outboard Sales Growth Rate by Application (2020-2025)
- Table 40. Global 4 Stroke Outboard Sales by Region (2020-2025) & (K Units)
- Table 41. Global 4 Stroke Outboard Sales Market Share by Region (2020-2025)
- Table 42. Global 4 Stroke Outboard Market Size by Region (2020-2025) & (M USD)
- Table 43. Global 4 Stroke Outboard Market Size by Region (2020-2025)
- Table 44. North America 4 Stroke Outboard Sales by Country (2020-2025) & (K Units)
- Table 45. North America 4 Stroke Outboard Market Size by Country (2020-2025) & (M USD)
- Table 46. Europe 4 Stroke Outboard Sales by Country (2020-2025) & (K Units)
- Table 47. Europe 4 Stroke Outboard Market Size by Country (2020-2025) & (M USD)
- Table 48. Asia Pacific 4 Stroke Outboard Sales by Region (2020-2025) & (K Units)
- Table 49. Asia Pacific 4 Stroke Outboard Market Size by Region (2020-2025) & (M USD)
- Table 50. South America 4 Stroke Outboard Sales by Country (2020-2025) & (K Units)
- Table 51. South America 4 Stroke Outboard Market Size by Country (2020-2025) & (M USD)
- Table 52. Middle East and Africa 4 Stroke Outboard Sales by Region (2020-2025) & (K Units)
- Table 53. Middle East and Africa 4 Stroke Outboard Market Size by Region (2020-2025) & (M USD)
- Table 54. Global 4 Stroke Outboard Production (K Units) by Region(2020-2025)
- Table 55. Global 4 Stroke Outboard Revenue (US\$ Million) by Region (2020-2025)
- Table 56. Global 4 Stroke Outboard Revenue Market Share by Region (2020-2025)
- Table 57. Global 4 Stroke Outboard Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 58. North America 4 Stroke Outboard Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 59. Europe 4 Stroke Outboard Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 60. Japan 4 Stroke Outboard Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 61. China 4 Stroke Outboard Production (K Units), Revenue (US\$ Million), Price

(USD/Unit) and Gross Margin (2020-2025)

Table 62. Mercury Basic Information

Table 63. Mercury 4 Stroke Outboard Product Overview

Table 64. Mercury 4 Stroke Outboard Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 65. Mercury Business Overview

Table 66. Mercury SWOT Analysis

Table 67. Mercury Recent Developments

Table 68. Yamaha Basic Information

Table 69. Yamaha 4 Stroke Outboard Product Overview

Table 70. Yamaha 4 Stroke Outboard Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 71. Yamaha Business Overview

Table 72. Yamaha SWOT Analysis

Table 73. Yamaha Recent Developments

Table 74. Suzuki Basic Information

Table 75. Suzuki 4 Stroke Outboard Product Overview

Table 76. Suzuki 4 Stroke Outboard Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 77. Suzuki Business Overview

Table 78. Suzuki SWOT Analysis

Table 79. Suzuki Recent Developments

Table 80. Honda Basic Information

Table 81. Honda 4 Stroke Outboard Product Overview

Table 82. Honda 4 Stroke Outboard Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 83. Honda Business Overview

Table 84. Honda Recent Developments

Table 85. Evinrude Outboard Motors Basic Information

Table 86. Evinrude Outboard Motors 4 Stroke Outboard Product Overview

Table 87. Evinrude Outboard Motors 4 Stroke Outboard Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 88. Evinrude Outboard Motors Business Overview

Table 89. Evinrude Outboard Motors Recent Developments

Table 90. Tohatsu Basic Information

Table 91. Tohatsu 4 Stroke Outboard Product Overview

Table 92. Tohatsu 4 Stroke Outboard Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 93. Tohatsu Business Overview

- Table 94. Tohatsu Recent Developments
- Table 95. SuzhouParsunPowerMachine Basic Information
- Table 96. SuzhouParsunPowerMachine 4 Stroke Outboard Product Overview
- Table 97. SuzhouParsunPowerMachine 4 Stroke Outboard Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 98. SuzhouParsunPowerMachine Business Overview
- Table 99. SuzhouParsunPowerMachine Recent Developments
- Table 100. Selva Basic Information
- Table 101. Selva 4 Stroke Outboard Product Overview
- Table 102. Selva 4 Stroke Outboard Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 103. Selva Business Overview
- Table 104. Selva Recent Developments
- Table 105. Hidea Power Machinery Basic Information
- Table 106. Hidea Power Machinery 4 Stroke Outboard Product Overview
- Table 107. Hidea Power Machinery 4 Stroke Outboard Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 108. Hidea Power Machinery Business Overview
- Table 109. Hidea Power Machinery Recent Developments
- Table 110. Global 4 Stroke Outboard Sales Forecast by Region (2026-2035) & (K Units)
- Table 111. Global 4 Stroke Outboard Market Size Forecast by Region (2026-2035) & (M USD)
- Table 112. North America 4 Stroke Outboard Sales Forecast by Country (2026-2035) & (K Units)
- Table 113. North America 4 Stroke Outboard Market Size Forecast by Country (2026-2035) & (M USD)
- Table 114. Europe 4 Stroke Outboard Sales Forecast by Country (2026-2035) & (K Units)
- Table 115. Europe 4 Stroke Outboard Market Size Forecast by Country (2026-2035) & (M USD)
- Table 116. Asia Pacific 4 Stroke Outboard Sales Forecast by Region (2026-2035) & (K Units)
- Table 117. Asia Pacific 4 Stroke Outboard Market Size Forecast by Region (2026-2035) & (M USD)
- Table 118. South America 4 Stroke Outboard Sales Forecast by Country (2026-2035) & (K Units)
- Table 119. South America 4 Stroke Outboard Market Size Forecast by Country (2026-2035) & (M USD)
- Table 120. Middle East and Africa 4 Stroke Outboard Sales Forecast by Country

(2026-2035) & (Units)

Table 121. Middle East and Africa 4 Stroke Outboard Market Size Forecast by Country (2026-2035) & (M USD)

Table 122. Global 4 Stroke Outboard Sales Forecast by Type (2026-2035) & (K Units)

Table 123. Global 4 Stroke Outboard Market Size Forecast by Type (2026-2035) & (M USD)

Table 124. Global 4 Stroke Outboard Price Forecast by Type (2026-2035) & (USD/Unit)

Table 125. Global 4 Stroke Outboard Sales (K Units) Forecast by Application (2026-2035)

Table 126. Global 4 Stroke Outboard Market Size Forecast by Application (2026-2035) & (M USD)

## List Of Figures

### LIST OF FIGURES

- Figure 1. Product Picture of 4 Stroke Outboard
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global 4 Stroke Outboard Market Size (M USD), 2025-2035
- Figure 5. Global 4 Stroke Outboard Market Size (M USD) (2020-2035)
- Figure 6. Global 4 Stroke Outboard Sales (K Units) & (2020-2035)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. 4 Stroke Outboard Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global 4 Stroke Outboard Product Life Cycle
- Figure 13. 4 Stroke Outboard Sales Share by Manufacturers in 2025
- Figure 14. Global 4 Stroke Outboard Revenue Share by Manufacturers in 2025
- Figure 15. 4 Stroke Outboard Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market 4 Stroke Outboard Average Price (USD/Unit) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by 4 Stroke Outboard Revenue in 2025
- Figure 18. Industry Chain Map of 4 Stroke Outboard
- Figure 19. Global 4 Stroke Outboard Market PEST Analysis
- Figure 20. Global 4 Stroke Outboard Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global 4 Stroke Outboard Market Share by Type
- Figure 27. Sales Market Share of 4 Stroke Outboard by Type (2020-2025)
- Figure 28. Sales Market Share of 4 Stroke Outboard by Type in 2025
- Figure 29. Market Share of 4 Stroke Outboard by Type (2020-2025)
- Figure 30. Market Share of 4 Stroke Outboard by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global 4 Stroke Outboard Market Share by Application

- Figure 33. Global 4 Stroke Outboard Sales Market Share by Application (2020-2025)
- Figure 34. Global 4 Stroke Outboard Sales Market Share by Application in 2025
- Figure 35. Global 4 Stroke Outboard Market Share by Application (2020-2025)
- Figure 36. Global 4 Stroke Outboard Market Share by Application in 2025
- Figure 37. Global 4 Stroke Outboard Sales Growth Rate by Application (2020-2025)
- Figure 38. Global 4 Stroke Outboard Sales Market Share by Region (2020-2025)
- Figure 39. Global 4 Stroke Outboard Market Size by Region (2020-2025)
- Figure 40. North America 4 Stroke Outboard Sales and Growth Rate (2020-2025) & (K Units)
- Figure 41. North America 4 Stroke Outboard Sales and Growth Rate (2020-2025) & (K Units)
- Figure 42. North America 4 Stroke Outboard Sales Market Share by Country in 2024
- Figure 43. North America 4 Stroke Outboard Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America 4 Stroke Outboard Market Size by Country in 2024
- Figure 45. U.S. 4 Stroke Outboard Sales and Growth Rate (2020-2025) & (K Units)
- Figure 46. U.S. 4 Stroke Outboard Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada 4 Stroke Outboard Sales (K Units) and Growth Rate (2020-2025)
- Figure 48. Canada 4 Stroke Outboard Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico 4 Stroke Outboard Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico 4 Stroke Outboard Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe 4 Stroke Outboard Sales and Growth Rate (2020-2025) & (K Units)
- Figure 52. Europe 4 Stroke Outboard Sales Market Share by Country in 2024
- Figure 53. Europe 4 Stroke Outboard Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 54. Europe 4 Stroke Outboard Market Size by Country in 2024
- Figure 55. Germany 4 Stroke Outboard Sales and Growth Rate (2020-2025) & (K Units)
- Figure 56. Germany 4 Stroke Outboard Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 57. France 4 Stroke Outboard Sales and Growth Rate (2020-2025) & (K Units)
- Figure 58. France 4 Stroke Outboard Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 59. U.K. 4 Stroke Outboard Sales and Growth Rate (2020-2025) & (K Units)
- Figure 60. U.K. 4 Stroke Outboard Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 61. Italy 4 Stroke Outboard Sales and Growth Rate (2020-2025) & (K Units)
- Figure 62. Italy 4 Stroke Outboard Market Size and Growth Rate (2020-2025) & (M USD)

USD)

Figure 63. Spain 4 Stroke Outboard Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Spain 4 Stroke Outboard Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific 4 Stroke Outboard Sales and Growth Rate (K Units)

Figure 66. Asia Pacific 4 Stroke Outboard Sales Market Share by Region in 2024

Figure 67. Asia Pacific 4 Stroke Outboard Market Size by Region in 2024

Figure 68. China 4 Stroke Outboard Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China 4 Stroke Outboard Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan 4 Stroke Outboard Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan 4 Stroke Outboard Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea 4 Stroke Outboard Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea 4 Stroke Outboard Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India 4 Stroke Outboard Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India 4 Stroke Outboard Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia 4 Stroke Outboard Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia 4 Stroke Outboard Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America 4 Stroke Outboard Sales and Growth Rate (K Units)

Figure 79. South America 4 Stroke Outboard Sales Market Share by Country in 2024

Figure 80. South America 4 Stroke Outboard Market Size and Growth Rate (M USD)

Figure 81. South America 4 Stroke Outboard Market Size by Country in 2024

Figure 82. Brazil 4 Stroke Outboard Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil 4 Stroke Outboard Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina 4 Stroke Outboard Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina 4 Stroke Outboard Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia 4 Stroke Outboard Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia 4 Stroke Outboard Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa 4 Stroke Outboard Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa 4 Stroke Outboard Sales Market Share by Region in

2024

Figure 90. Middle East and Africa 4 Stroke Outboard Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa 4 Stroke Outboard Market Size by Region in 2024

Figure 92. Saudi Arabia 4 Stroke Outboard Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia 4 Stroke Outboard Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE 4 Stroke Outboard Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE 4 Stroke Outboard Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt 4 Stroke Outboard Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt 4 Stroke Outboard Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria 4 Stroke Outboard Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria 4 Stroke Outboard Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa 4 Stroke Outboard Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa 4 Stroke Outboard Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global 4 Stroke Outboard Production Market Share by Region (2020-2025)

Figure 103. North America 4 Stroke Outboard Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe 4 Stroke Outboard Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan 4 Stroke Outboard Production (K Units) Growth Rate (2020-2025)

Figure 106. China 4 Stroke Outboard Production (K Units) Growth Rate (2020-2025)

Figure 107. Global 4 Stroke Outboard Sales Forecast by Volume (2020-2035) & (K Units)

Figure 108. Global 4 Stroke Outboard Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global 4 Stroke Outboard Sales Market Share Forecast by Type (2026-2035)

Figure 110. Global 4 Stroke Outboard Market Share Forecast by Type (2026-2035)

Figure 111. Global 4 Stroke Outboard Sales Forecast by Application (2026-2035)

Figure 112. Global 4 Stroke Outboard Market Share Forecast by Application (2026-2035)

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