

Global Bodyboards Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Bodyboards, also known as boogie boards, are a type of water sports equipment designed for riding waves in the ocean. These boards are typically made of foam and are smaller than surfboards, offering a different experience for water enthusiasts. The market for bodyboards is positioned within the broader water sports industry, catering to individuals of various skill levels seeking a fun and accessible way to enjoy the ocean.

As of 2023, the global bodyboard market size stands at approximately USD 72 million. Looking ahead, the market is expected to grow at a Compound Annual Growth Rate (CAGR) of 5.78% from 2024 to 2032. This growth can be attributed to several key drivers and market forces shaping the industry.

One of the primary growth drivers for the bodyboard market is the increasing popularity of water sports and recreational activities worldwide. As more people seek outdoor adventures and ways to stay active, the demand for equipment like bodyboards continues to rise. Additionally, advancements in board design and materials have enhanced the performance and durability of bodyboards, attracting both beginners and experienced riders.

Market trends further indicate a shift towards sustainable and eco-friendly manufacturing practices within the water sports industry, including bodyboard production. Companies are increasingly focusing on using recycled materials and reducing their environmental footprint to appeal to environmentally conscious consumers. This trend not only aligns with global sustainability goals but also enhances brand reputation and customer loyalty.

Moreover, the rise of e-commerce platforms and online retailing has significantly impacted the distribution channels for bodyboards. Consumers now have easier access to a wide range of products, including specialized bodyboarding gear, contributing to market growth. This trend is expected to continue as digitalization and online shopping become more prevalent across regions.

In terms of regional market distribution, leading markets for bodyboards include coastal regions with a strong surfing culture, such as Australia, the United States, Brazil, and Hawaii. These regions benefit from favorable weather conditions for water sports, a large base of water sports enthusiasts, and established infrastructure to support recreational activities. Additionally, tourism plays a significant role in driving demand for bodyboards in popular beach destinations.

However, the bodyboard market also faces challenges, such as seasonality in demand due to weather conditions, competition from other water sports equipment, and the need for continuous innovation to meet evolving consumer preferences. Overcoming these challenges will require companies to invest in research and development, marketing strategies, and sustainable practices to maintain a competitive edge in the market.

In conclusion, the bodyboard market presents opportunities for growth driven by increasing interest in water sports, technological advancements, and shifting consumer preferences towards sustainability. By understanding market trends, leveraging digital platforms, and addressing key challenges, businesses in the bodyboard industry can position themselves for success in a dynamic and competitive market landscape.

This report provides a deep insight into the global Bodyboards market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Bodyboards Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Bodyboards market in any manner.

Global Bodyboards Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Hang Ten

BZ

Morey

Wave Rebel

Lucky Bums

Ballistic

Cartel

Custom X

Funkshen

HB

Hubboards

Market Segmentation (by Type)

PE

PP

Market Segmentation (by Application)

Private

Commercial

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 Bodyboards Market

Overview of the regional outlook of the Bodyboards Market:

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 (USD Billion) 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

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 Bodyboards 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 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 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Bodyboards

1.2 Key Market Segments

1.2.1 Bodyboards Segment by Type

1.2.2 Bodyboards 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 BODYBOARDS MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Bodyboards Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global Bodyboards Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 BODYBOARDS MARKET COMPETITIVE LANDSCAPE

3.1 Global Bodyboards Sales by Manufacturers (2019-2024)

3.2 Global Bodyboards Revenue Market Share by Manufacturers (2019-2024)

3.3 Bodyboards Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Bodyboards Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Bodyboards Sales Sites, Area Served, Product Type

3.6 Bodyboards Market Competitive Situation and Trends

3.6.1 Bodyboards Market Concentration Rate

3.6.2 Global 5 and 10 Largest Bodyboards Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 BODYBOARDS INDUSTRY CHAIN ANALYSIS

4.1 Bodyboards 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 BODYBOARDS MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Market Restraints

5.5 Industry News

5.5.1 New Product Developments

5.5.2 Mergers & Acquisitions

5.5.3 Expansions

5.5.4 Collaboration/Supply Contracts

5.6 Industry Policies

6 BODYBOARDS MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Bodyboards Sales Market Share by Type (2019-2024)

6.3 Global Bodyboards Market Size Market Share by Type (2019-2024)

6.4 Global Bodyboards Price by Type (2019-2024)

7 BODYBOARDS MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Bodyboards Market Sales by Application (2019-2024)

7.3 Global Bodyboards Market Size (M USD) by Application (2019-2024)

7.4 Global Bodyboards Sales Growth Rate by Application (2019-2024)

8 BODYBOARDS MARKET SALES BY REGION

8.1 Global Bodyboards Sales by Region

8.1.1 Global Bodyboards Sales by Region

8.1.2 Global Bodyboards Sales Market Share by Region

8.2 Global Bodyboards Market Size by Region

8.2.1 Global Bodyboards Market Size by Region

8.2.2 Global Bodyboards Market Size Market Share by Region

8.3 North America

- 8.3.1 North America Bodyboards Sales by Country
- 8.3.2 North America Bodyboards 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 Bodyboards Sales by Country
- 8.4.2 Europe Bodyboards 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 Russia Market Overview

8.5 Asia Pacific

- 8.5.1 Asia Pacific Bodyboards Sales by Region
- 8.5.2 China
- 8.5.3 Japan
- 8.5.4 South Korea
- 8.5.5 India
- 8.5.6 Southeast Asia

8.6 Asia Pacific

- 8.6.1 Asia Pacific Bodyboards Market Size by Region
- 8.6.2 Asia Pacific Bodyboards Market Size by Region
- 8.6.3 China
- 8.6.4 Japan
- 8.6.5 South Korea
- 8.6.6 India
- 8.6.7 Southeast Asia

8.7 South America

- 8.7.1 South America Bodyboards Sales by Country
- 8.7.2 South America Bodyboards Market Size by Country
- 8.7.3 Brazil
- 8.7.4 Argentina
- 8.7.5 Columbia

8.8 Middle East and Africa

- 8.8.1 Middle East and Africa Bodyboards Sales by Region
- 8.8.2 Middle East and Africa Bodyboards Market Size by Region
- 8.8.3 Saudi Arabia

- 8.8.4 UAE
- 8.8.5 Egypt
- 8.8.6 Nigeria
- 8.8.7 South Africa

9 BODYBOARDS MARKET PRODUCTION BY REGION

- 9.1 Global Production of Bodyboards by Region (2019-2024)
- 9.2 Global Bodyboards Revenue Market Share by Region (2019-2024)
- 9.3 Global Bodyboards Production, Revenue, Price and Gross Margin (2019-2024)
- 9.4 North America Bodyboards Production
 - 9.4.1 North America Bodyboards Production Growth Rate (2019-2024)
 - 9.4.2 North America Bodyboards Production, Revenue, Price and Gross Margin (2019-2024)
- 9.5 Europe Bodyboards Production
 - 9.5.1 Europe Bodyboards Production Growth Rate (2019-2024)
 - 9.5.2 Europe Bodyboards Production, Revenue, Price and Gross Margin (2019-2024)
- 9.6 Japan Bodyboards Production (2019-2024)
 - 9.6.1 Japan Bodyboards Production Growth Rate (2019-2024)
 - 9.6.2 Japan Bodyboards Production, Revenue, Price and Gross Margin (2019-2024)
- 9.7 China Bodyboards Production (2019-2024)
 - 9.7.1 China Bodyboards Production Growth Rate (2019-2024)
 - 9.7.2 China Bodyboards Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

- 10.1 Hang Ten
 - 10.1.1 Hang Ten Bodyboards Basic Information
 - 10.1.2 Hang Ten Bodyboards Product Overview
 - 10.1.3 Hang Ten Bodyboards Product Market Performance
 - 10.1.4 Hang Ten Business Overview
 - 10.1.5 Hang Ten Bodyboards SWOT Analysis
 - 10.1.6 Hang Ten Recent Developments
- 10.2 BZ
 - 10.2.1 BZ Bodyboards Basic Information
 - 10.2.2 BZ Bodyboards Product Overview
 - 10.2.3 BZ Bodyboards Product Market Performance
 - 10.2.4 BZ Business Overview
 - 10.2.5 BZ Bodyboards SWOT Analysis

10.2.6 BZ Recent Developments

10.3 Morey

10.3.1 Morey Bodyboards Basic Information

10.3.2 Morey Bodyboards Product Overview

10.3.3 Morey Bodyboards Product Market Performance

10.3.4 Morey Bodyboards SWOT Analysis

10.3.5 Morey Business Overview

10.3.6 Morey Recent Developments

10.4 Wave Rebel

10.4.1 Wave Rebel Bodyboards Basic Information

10.4.2 Wave Rebel Bodyboards Product Overview

10.4.3 Wave Rebel Bodyboards Product Market Performance

10.4.4 Wave Rebel Business Overview

10.4.5 Wave Rebel Recent Developments

10.5 Lucky Bums

10.5.1 Lucky Bums Bodyboards Basic Information

10.5.2 Lucky Bums Bodyboards Product Overview

10.5.3 Lucky Bums Bodyboards Product Market Performance

10.5.4 Lucky Bums Business Overview

10.5.5 Lucky Bums Recent Developments

10.6 Ballistic

10.6.1 Ballistic Bodyboards Basic Information

10.6.2 Ballistic Bodyboards Product Overview

10.6.3 Ballistic Bodyboards Product Market Performance

10.6.4 Ballistic Business Overview

10.6.5 Ballistic Recent Developments

10.7 Cartel

10.7.1 Cartel Bodyboards Basic Information

10.7.2 Cartel Bodyboards Product Overview

10.7.3 Cartel Bodyboards Product Market Performance

10.7.4 Cartel Business Overview

10.7.5 Cartel Recent Developments

10.8 Custom X

10.8.1 Custom X Bodyboards Basic Information

10.8.2 Custom X Bodyboards Product Overview

10.8.3 Custom X Bodyboards Product Market Performance

10.8.4 Custom X Business Overview

10.8.5 Custom X Recent Developments

10.9 Funkshen

- 10.9.1 Funkshen Bodyboards Basic Information
- 10.9.2 Funkshen Bodyboards Product Overview
- 10.9.3 Funkshen Bodyboards Product Market Performance
- 10.9.4 Funkshen Business Overview
- 10.9.5 Funkshen Recent Developments
- 10.10 HB
 - 10.10.1 HB Bodyboards Basic Information
 - 10.10.2 HB Bodyboards Product Overview
 - 10.10.3 HB Bodyboards Product Market Performance
 - 10.10.4 HB Business Overview
 - 10.10.5 HB Recent Developments
- 10.11 Hubboards
 - 10.11.1 Hubboards Bodyboards Basic Information
 - 10.11.2 Hubboards Bodyboards Product Overview
 - 10.11.3 Hubboards Bodyboards Product Market Performance
 - 10.11.4 Hubboards Business Overview
 - 10.11.5 Hubboards Recent Developments

11 BODYBOARDS MARKET FORECAST BY REGION

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

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

- 12.1 Global Bodyboards Market Forecast by Type (2025-2032)
 - 12.1.1 Global Forecasted Sales of Bodyboards by Type (2025-2032)
 - 12.1.2 Global Bodyboards Market Size Forecast by Type (2025-2032)
 - 12.1.3 Global Forecasted Price of Bodyboards by Type (2025-2032)
- 12.2 Global Bodyboards Market Forecast by Application (2025-2032)
 - 12.2.1 Global Bodyboards Sales (K Units) Forecast by Application
 - 12.2.2 Global Bodyboards Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

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