

Global Fishing Rods Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Fishing rods are essential tools for anglers, enabling them to cast their lines and reel in fish effectively. These rods vary in materials, lengths, and actions to suit different fishing techniques and target species. The market for fishing rods is a significant segment within the broader fishing equipment industry, catering to both recreational and professional anglers.

As of 2023, the global market size for fishing rods stands at approximately USD 2.5 billion. This market is projected to grow at a Compound Annual Growth Rate (CAGR) of 4.8% from 2024 to 2032. Several key factors are driving this growth, including the increasing popularity of recreational fishing as a leisure activity, technological advancements in rod design and materials, and the rising interest in competitive fishing tournaments worldwide.

One prominent trend in the fishing rod market is the shift towards lightweight and durable materials such as carbon fiber and graphite. These materials offer superior strength and sensitivity while reducing the overall weight of the rod, enhancing angler comfort and performance. Manufacturers are also incorporating advanced features like ergonomic grips, improved reel seats, and specialized rod actions to cater to specific fishing styles and techniques.

Another notable trend is the growing demand for specialized fishing rods tailored to different fishing environments and target species. For instance, there is a rising interest in saltwater fishing rods designed to withstand harsh marine conditions and tackle large game fish. Similarly, the market for fly fishing rods is expanding, driven by the

increasing popularity of fly fishing as a sport and recreational activity.

Regionally, leading markets for fishing rods include North America, Europe, and Asia Pacific. North America dominates the market due to a strong fishing culture, extensive water bodies suitable for angling, and a high level of disposable income among consumers. In Europe, countries like the UK, Germany, and France exhibit significant demand for premium fishing rods, driven by a growing interest in recreational fishing and outdoor activities. The Asia Pacific region, particularly countries like Japan, Australia, and China, is witnessing a surge in fishing rod sales attributed to the increasing participation in fishing tournaments and the development of fishing tourism.

Despite the positive market outlook, several challenges confront the fishing rod industry. These include the impact of environmental regulations on fishing practices, competition from alternative leisure activities, and the threat of counterfeit products flooding the market. Manufacturers need to focus on innovation, sustainability, and brand differentiation to stay competitive and capture market share effectively.

In conclusion, the market for fishing rods is poised for steady growth driven by evolving consumer preferences, technological advancements, and expanding fishing communities worldwide. Manufacturers and industry players should capitalize on emerging trends, cater to niche market segments, and address key challenges to sustain growth and profitability in the competitive landscape.

This report provides a deep insight into the global Fishing Rods 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 Fishing Rods 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 Fishing Rods market in any manner.

Global Fishing Rods 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

Newell (Jarden Corporation)

Globeride(Daiwa)

Shimano

Rapala VMC Corporation

Weihai Guangwei Group

Dongmi Fishing

RYOBI

Pokee Fishing

Cabela's Inc.

Eagle Claw

Humminbird

Market Segmentation (by Type)

Carbon Mixing Rods

Carbon Rods

other

Market Segmentation (by Application)

Personal Use

Sport Use

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 Fishing Rods Market

Overview of the regional outlook of the Fishing Rods 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 Fishing Rods 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.

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