

Global Trolling Motor Plug Market Research Report 2026(Status and Outlook)

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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 Trolling Motor Plug competitive dynamics, regional economic interdependencies, and supply chain reconfigurations. The trolling motor plug effectively improves the problems of frequent poor contact in high salt spray environments, inconsistent standards of onboard power supply systems, overheating of terminals due to continuous high current operation, structural fatigue caused by frequent plugging and unplugging, and easy disengagement of existing low-end products under vibration and impact sea conditions. These problems directly affect the propulsion stability and navigation accuracy of fishing boats and small work boats. Under prolonged current loads of 0.5?60 A, trolley motors are highly susceptible to speed control drift, PWM driver malfunctions, and even plug burnout if the contact resistance at the plug terminals increases. Different brands of motors (36 lb?120 lb thrust levels) use non-standard socket specifications, making modification, repair, and cross-brand compatibility extremely difficult. The salt, electrochemical corrosion, and moisture penetration in freshwater/seawater environments continuously accelerate the oxidation of metal terminals, increasing contact resistance by 45%?160% after six months of use. Small fishing boats are constantly subjected to strong vibrations (bow bounce at wave heights of 0.5?1.5 m), causing significant fatigue damage to the latching mechanism of ordinary plugs, leading to power outages, boat drift, and trolley trajectory deviations, severely impacting catch efficiency. Furthermore, the increasing integration of forward-looking sonar, electric masts, and battery management systems into the forward cabin circuitry makes traditional plugs insufficient for higher power, higher current, and higher cycle count requirements. The industry's need for salt-corrosion resistant, shock-resistant latches, and highly reliable, high-current, quick-connect structures is becoming increasingly urgent. In 2024, approximately 3.46 million

new trolling motor plugs were installed globally, with a unit price of USD 28-46 and a gross profit margin of approximately 22%-38%. Typical parameters include 12V/24V/36V rated voltage, maximum continuous current of 40-70A, tin-plated copper terminal material, PA66/glass fiber reinforced nylon housing material, IP66-IP68 protection rating, operating temperature of -20~85 °C, and salt spray resistance > 480 h. In terms of production line usage: a 16-23 ft boat typically requires 1 unit; a 24-28 ft boat with dual front/rear trolley motors requires 2 units; and large freshwater fishing boats and cruising boats typically require 2-3 units. The upstream components include tin-plated copper wire, nylon PA66 shells, rubber sealing rings, brass terminals, and injection-molded parts; the downstream components are mainly used in shipyards and conversion plants for Bass Boats, Kayak fishing boats, small aluminum fishing boats, cruise boats, near-shore sports fishing boats, and inland lake fishing boats.

Supply Situation Upstream components include tin-plated copper, PA66 engineering plastics, thermoplastic rubber seals, brass terminals, and injection mold steel. Raw material costs account for approximately 48%-61% of the total machine cost. Key suppliers include TE Connectivity, Molex, Aptiv, Amphenol, and Yazaki.

Manufacturer Characteristics Marinco leads in installed capacity for heavy-duty 70A marine plugs; Minn Kota has the largest market share in trolley motor system integration, almost always delivering them bundled with its motors; Rig Rite focuses on medium current ratings of 40A-60A; Attwood leverages its OEM standard parts supply chain advantages to cover all levels of shipyards; T-H Marine and Garmin improve compatibility through system integration.

Example In 2024, Minn Kota provided the U.S. Army Corps of Engineers with a small boat terminal power supply package. The project involved a small propulsion motor system upgrade package, including a 24V/60A marine plug port and a 28V/60A heavy-duty plug system, with a dual-plug layout to adapt to bow thruster + trolley motor combinations.

Applications Primarily used in Bass Boats, large freshwater fishing boats, kayak electric propulsion systems, small aluminum fishing boats, recreational fishing boats, near-shore sports fishing boats, cruiser bow propulsion systems, marine power quick-connect modules, upgrades, and aftermarket replacements. Typical customers include Bass Pro Shops, Tracker Boats, Lund, Nitro, and Crestliner.

Technology Trends Technology upgrades focus on enhanced corrosion resistance, improved current carrying capacity, optimized quick-release structures, intelligent power management interfaces, lightweight hull material upgrades, and integrated electrical systems across the entire boat. Heavy-duty 70A-80A plugs are evolving towards low contact resistance (

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

- 1.1 Market Definition and Statistical Scope of Trolling Motor Plug
- 1.2 Key Market Segments
 - 1.2.1 Trolling Motor Plug Segment by Type
 - 1.2.2 Trolling Motor Plug 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 TROLLING MOTOR PLUG MARKET OVERVIEW

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

3 TROLLING MOTOR PLUG MARKET COMPETITIVE LANDSCAPE

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

4 TROLLING MOTOR PLUG INDUSTRY CHAIN ANALYSIS

- 4.1 Trolling Motor Plug 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 TROLLING MOTOR PLUG 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 Trolling Motor Plug 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 Trolling Motor Plug Market
- 5.7 ESG Ratings of Leading Companies

6 TROLLING MOTOR PLUG MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Trolling Motor Plug Sales Market Share by Type (2020-2025)
- 6.3 Global Trolling Motor Plug Market Size by Type (2020-2025)
- 6.4 Global Trolling Motor Plug Price by Type (2020-2025)

7 TROLLING MOTOR PLUG MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Trolling Motor Plug Market Sales by Application (2020-2025)
- 7.3 Global Trolling Motor Plug Market Size (M USD) by Application (2020-2025)

7.4 Global Trolling Motor Plug Sales Growth Rate by Application (2020-2025)

8 TROLLING MOTOR PLUG MARKET SALES BY REGION

8.1 Global Trolling Motor Plug Sales by Region

8.1.1 Global Trolling Motor Plug Sales by Region

8.1.2 Global Trolling Motor Plug Sales Market Share by Region

8.2 Global Trolling Motor Plug Market Size by Region

8.2.1 Global Trolling Motor Plug Market Size by Region

8.2.2 Global Trolling Motor Plug Market Size by Region

8.3 North America

8.3.1 North America Trolling Motor Plug Sales by Country

8.3.2 North America Trolling Motor Plug 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 Trolling Motor Plug Sales by Country

8.4.2 Europe Trolling Motor Plug 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 Trolling Motor Plug Sales by Region

8.5.2 Asia Pacific Trolling Motor Plug 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 Trolling Motor Plug Sales by Country

8.6.2 South America Trolling Motor Plug 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 Trolling Motor Plug Sales by Region
- 8.7.2 Middle East and Africa Trolling Motor Plug 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 TROLLING MOTOR PLUG MARKET PRODUCTION BY REGION

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

10 KEY COMPANIES PROFILE

- 10.1 Sierra
 - 10.1.1 Sierra Basic Information
 - 10.1.2 Sierra Trolling Motor Plug Product Overview
 - 10.1.3 Sierra Trolling Motor Plug Product Market Performance
 - 10.1.4 Sierra Business Overview
 - 10.1.5 Sierra SWOT Analysis

- 10.1.6 Sierra Recent Developments
- 10.2 Marinco
 - 10.2.1 Marinco Basic Information
 - 10.2.2 Marinco Trolling Motor Plug Product Overview
 - 10.2.3 Marinco Trolling Motor Plug Product Market Performance
 - 10.2.4 Marinco Business Overview
 - 10.2.5 Marinco SWOT Analysis
 - 10.2.6 Marinco Recent Developments
- 10.3 Minn Kota
 - 10.3.1 Minn Kota Basic Information
 - 10.3.2 Minn Kota Trolling Motor Plug Product Overview
 - 10.3.3 Minn Kota Trolling Motor Plug Product Market Performance
 - 10.3.4 Minn Kota Business Overview
 - 10.3.5 Minn Kota SWOT Analysis
 - 10.3.6 Minn Kota Recent Developments
- 10.4 Rig Rite
 - 10.4.1 Rig Rite Basic Information
 - 10.4.2 Rig Rite Trolling Motor Plug Product Overview
 - 10.4.3 Rig Rite Trolling Motor Plug Product Market Performance
 - 10.4.4 Rig Rite Business Overview
 - 10.4.5 Rig Rite Recent Developments
- 10.5 Attwood
 - 10.5.1 Attwood Basic Information
 - 10.5.2 Attwood Trolling Motor Plug Product Overview
 - 10.5.3 Attwood Trolling Motor Plug Product Market Performance
 - 10.5.4 Attwood Business Overview
 - 10.5.5 Attwood Recent Developments
- 10.6 Mar-Lan Industries
 - 10.6.1 Mar-Lan Industries Basic Information
 - 10.6.2 Mar-Lan Industries Trolling Motor Plug Product Overview
 - 10.6.3 Mar-Lan Industries Trolling Motor Plug Product Market Performance
 - 10.6.4 Mar-Lan Industries Business Overview
 - 10.6.5 Mar-Lan Industries Recent Developments
- 10.7 T-H MARINE
 - 10.7.1 T-H MARINE Basic Information
 - 10.7.2 T-H MARINE Trolling Motor Plug Product Overview
 - 10.7.3 T-H MARINE Trolling Motor Plug Product Market Performance
 - 10.7.4 T-H MARINE Business Overview
 - 10.7.5 T-H MARINE Recent Developments

10.8 Garmin

10.8.1 Garmin Basic Information

10.8.2 Garmin Trolling Motor Plug Product Overview

10.8.3 Garmin Trolling Motor Plug Product Market Performance

10.8.4 Garmin Business Overview

10.8.5 Garmin Recent Developments

10.9 Brunswick

10.9.1 Brunswick Basic Information

10.9.2 Brunswick Trolling Motor Plug Product Overview

10.9.3 Brunswick Trolling Motor Plug Product Market Performance

10.9.4 Brunswick Business Overview

10.9.5 Brunswick Recent Developments

10.10 Gatortail

10.10.1 Gatortail Basic Information

10.10.2 Gatortail Trolling Motor Plug Product Overview

10.10.3 Gatortail Trolling Motor Plug Product Market Performance

10.10.4 Gatortail Business Overview

10.10.5 Gatortail Recent Developments

10.11 Battery Tender

10.11.1 Battery Tender Basic Information

10.11.2 Battery Tender Trolling Motor Plug Product Overview

10.11.3 Battery Tender Trolling Motor Plug Product Market Performance

10.11.4 Battery Tender Business Overview

10.11.5 Battery Tender Recent Developments

10.12 BPS Direct

10.12.1 BPS Direct Basic Information

10.12.2 BPS Direct Trolling Motor Plug Product Overview

10.12.3 BPS Direct Trolling Motor Plug Product Market Performance

10.12.4 BPS Direct Business Overview

10.12.5 BPS Direct Recent Developments

10.13 Jnicon

10.13.1 Jnicon Basic Information

10.13.2 Jnicon Trolling Motor Plug Product Overview

10.13.3 Jnicon Trolling Motor Plug Product Market Performance

10.13.4 Jnicon Business Overview

10.13.5 Jnicon Recent Developments

10.14 Pactrade Marine

10.14.1 Pactrade Marine Basic Information

10.14.2 Pactrade Marine Trolling Motor Plug Product Overview

- 10.14.3 Pactrade Marine Trolling Motor Plug Product Market Performance
- 10.14.4 Pactrade Marine Business Overview
- 10.14.5 Pactrade Marine Recent Developments
- 10.15 Sea-Dog
 - 10.15.1 Sea-Dog Basic Information
 - 10.15.2 Sea-Dog Trolling Motor Plug Product Overview
 - 10.15.3 Sea-Dog Trolling Motor Plug Product Market Performance
 - 10.15.4 Sea-Dog Business Overview
 - 10.15.5 Sea-Dog Recent Developments
- 10.16 Seachoice
 - 10.16.1 Seachoice Basic Information
 - 10.16.2 Seachoice Trolling Motor Plug Product Overview
 - 10.16.3 Seachoice Trolling Motor Plug Product Market Performance
 - 10.16.4 Seachoice Business Overview
 - 10.16.5 Seachoice Recent Developments

11 TROLLING MOTOR PLUG MARKET FORECAST BY REGION

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

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

- 12.1 Global Trolling Motor Plug Market Forecast by Type (2026-2035)
 - 12.1.1 Global Forecasted Sales of Trolling Motor Plug by Type (2026-2035)
 - 12.1.2 Global Trolling Motor Plug Market Size Forecast by Type (2026-2035)
 - 12.1.3 Global Forecasted Price of Trolling Motor Plug by Type (2026-2035)
- 12.2 Global Trolling Motor Plug Market Forecast by Application (2026-2035)
 - 12.2.1 Global Trolling Motor Plug Sales (K Units) Forecast by Application
 - 12.2.2 Global Trolling Motor Plug 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 Trolling Motor Plug Market Size by Type (M USD)
- Table 4. Global Trolling Motor Plug Market Size by Application
- Table 5. Trolling Motor Plug Market Size Comparison by Region (M USD)
- Table 6. Global Trolling Motor Plug Sales (K Units) by Manufacturers (2020-2025)
- Table 7. Global Trolling Motor Plug Sales Market Share by Manufacturers (2020-2025)
- Table 8. Global Trolling Motor Plug Revenue (M USD) by Manufacturers (2020-2025)
- Table 9. Global Trolling Motor Plug Revenue Share by Manufacturers (2020-2025)
- Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Trolling Motor Plug as of 2025)
- Table 11. Global Market Trolling Motor Plug Average Price (USD/Unit) of Key Manufacturers (2020-2025)
- Table 12. Manufacturers? Manufacturing Sites, Areas Served
- Table 13. Manufacturers? Product Type
- Table 14. Global Trolling Motor Plug 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. Trolling Motor Plug 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 Trolling Motor Plug Sales by Type (K Units)
- Table 27. Global Trolling Motor Plug Market Size by Type (M USD)
- Table 28. Global Trolling Motor Plug Sales (K Units) by Type (2020-2025)
- Table 29. Global Trolling Motor Plug Sales Market Share by Type (2020-2025)
- Table 30. Global Trolling Motor Plug Market Size (M USD) by Type (2020-2025)
- Table 31. Global Trolling Motor Plug Market Share by Type (2020-2025)

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

- (USD/Unit) and Gross Margin (2020-2025)
- Table 62. Sierra Basic Information
- Table 63. Sierra Trolling Motor Plug Product Overview
- Table 64. Sierra Trolling Motor Plug Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 65. Sierra Business Overview
- Table 66. Sierra SWOT Analysis
- Table 67. Sierra Recent Developments
- Table 68. Marinco Basic Information
- Table 69. Marinco Trolling Motor Plug Product Overview
- Table 70. Marinco Trolling Motor Plug Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 71. Marinco Business Overview
- Table 72. Marinco SWOT Analysis
- Table 73. Marinco Recent Developments
- Table 74. Minn Kota Basic Information
- Table 75. Minn Kota Trolling Motor Plug Product Overview
- Table 76. Minn Kota Trolling Motor Plug Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 77. Minn Kota Business Overview
- Table 78. Minn Kota SWOT Analysis
- Table 79. Minn Kota Recent Developments
- Table 80. Rig Rite Basic Information
- Table 81. Rig Rite Trolling Motor Plug Product Overview
- Table 82. Rig Rite Trolling Motor Plug Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 83. Rig Rite Business Overview
- Table 84. Rig Rite Recent Developments
- Table 85. Attwood Basic Information
- Table 86. Attwood Trolling Motor Plug Product Overview
- Table 87. Attwood Trolling Motor Plug Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 88. Attwood Business Overview
- Table 89. Attwood Recent Developments
- Table 90. Mar-Lan Industries Basic Information
- Table 91. Mar-Lan Industries Trolling Motor Plug Product Overview
- Table 92. Mar-Lan Industries Trolling Motor Plug Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 93. Mar-Lan Industries Business Overview

- Table 94. Mar-Lan Industries Recent Developments
- Table 95. T-H MARINE Basic Information
- Table 96. T-H MARINE Trolling Motor Plug Product Overview
- Table 97. T-H MARINE Trolling Motor Plug Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 98. T-H MARINE Business Overview
- Table 99. T-H MARINE Recent Developments
- Table 100. Garmin Basic Information
- Table 101. Garmin Trolling Motor Plug Product Overview
- Table 102. Garmin Trolling Motor Plug Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 103. Garmin Business Overview
- Table 104. Garmin Recent Developments
- Table 105. Brunswick Basic Information
- Table 106. Brunswick Trolling Motor Plug Product Overview
- Table 107. Brunswick Trolling Motor Plug Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 108. Brunswick Business Overview
- Table 109. Brunswick Recent Developments
- Table 110. Gatortail Basic Information
- Table 111. Gatortail Trolling Motor Plug Product Overview
- Table 112. Gatortail Trolling Motor Plug Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 113. Gatortail Business Overview
- Table 114. Gatortail Recent Developments
- Table 115. Battery Tender Basic Information
- Table 116. Battery Tender Trolling Motor Plug Product Overview
- Table 117. Battery Tender Trolling Motor Plug Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 118. Battery Tender Business Overview
- Table 119. Battery Tender Recent Developments
- Table 120. BPS Direct Basic Information
- Table 121. BPS Direct Trolling Motor Plug Product Overview
- Table 122. BPS Direct Trolling Motor Plug Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 123. BPS Direct Business Overview
- Table 124. BPS Direct Recent Developments
- Table 125. Jnicon Basic Information
- Table 126. Jnicon Trolling Motor Plug Product Overview

- Table 127. Jnicon Trolling Motor Plug Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 128. Jnicon Business Overview
- Table 129. Jnicon Recent Developments
- Table 130. Pactrade Marine Basic Information
- Table 131. Pactrade Marine Trolling Motor Plug Product Overview
- Table 132. Pactrade Marine Trolling Motor Plug Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 133. Pactrade Marine Business Overview
- Table 134. Pactrade Marine Recent Developments
- Table 135. Sea-Dog Basic Information
- Table 136. Sea-Dog Trolling Motor Plug Product Overview
- Table 137. Sea-Dog Trolling Motor Plug Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 138. Sea-Dog Business Overview
- Table 139. Sea-Dog Recent Developments
- Table 140. Seachoice Basic Information
- Table 141. Seachoice Trolling Motor Plug Product Overview
- Table 142. Seachoice Trolling Motor Plug Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 143. Seachoice Business Overview
- Table 144. Seachoice Recent Developments
- Table 145. Global Trolling Motor Plug Sales Forecast by Region (2026-2035) & (K Units)
- Table 146. Global Trolling Motor Plug Market Size Forecast by Region (2026-2035) & (M USD)
- Table 147. North America Trolling Motor Plug Sales Forecast by Country (2026-2035) & (K Units)
- Table 148. North America Trolling Motor Plug Market Size Forecast by Country (2026-2035) & (M USD)
- Table 149. Europe Trolling Motor Plug Sales Forecast by Country (2026-2035) & (K Units)
- Table 150. Europe Trolling Motor Plug Market Size Forecast by Country (2026-2035) & (M USD)
- Table 151. Asia Pacific Trolling Motor Plug Sales Forecast by Region (2026-2035) & (K Units)
- Table 152. Asia Pacific Trolling Motor Plug Market Size Forecast by Region (2026-2035) & (M USD)
- Table 153. South America Trolling Motor Plug Sales Forecast by Country (2026-2035) &

(K Units)

Table 154. South America Trolling Motor Plug Market Size Forecast by Country (2026-2035) & (M USD)

Table 155. Middle East and Africa Trolling Motor Plug Sales Forecast by Country (2026-2035) & (Units)

Table 156. Middle East and Africa Trolling Motor Plug Market Size Forecast by Country (2026-2035) & (M USD)

Table 157. Global Trolling Motor Plug Sales Forecast by Type (2026-2035) & (K Units)

Table 158. Global Trolling Motor Plug Market Size Forecast by Type (2026-2035) & (M USD)

Table 159. Global Trolling Motor Plug Price Forecast by Type (2026-2035) & (USD/Unit)

Table 160. Global Trolling Motor Plug Sales (K Units) Forecast by Application (2026-2035)

Table 161. Global Trolling Motor Plug Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Trolling Motor Plug
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Trolling Motor Plug Market Size (M USD), 2025-2035
- Figure 5. Global Trolling Motor Plug Market Size (M USD) (2020-2035)
- Figure 6. Global Trolling Motor Plug 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. Trolling Motor Plug Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Trolling Motor Plug Product Life Cycle
- Figure 13. Trolling Motor Plug Sales Share by Manufacturers in 2025
- Figure 14. Global Trolling Motor Plug Revenue Share by Manufacturers in 2025
- Figure 15. Trolling Motor Plug Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market Trolling Motor Plug Average Price (USD/Unit) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Trolling Motor Plug Revenue in 2025
- Figure 18. Industry Chain Map of Trolling Motor Plug
- Figure 19. Global Trolling Motor Plug Market PEST Analysis
- Figure 20. Global Trolling Motor Plug 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 Trolling Motor Plug Market Share by Type
- Figure 27. Sales Market Share of Trolling Motor Plug by Type (2020-2025)
- Figure 28. Sales Market Share of Trolling Motor Plug by Type in 2025
- Figure 29. Market Share of Trolling Motor Plug by Type (2020-2025)
- Figure 30. Market Share of Trolling Motor Plug by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Trolling Motor Plug Market Share by Application

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

Figure 62. Italy Trolling Motor Plug Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Trolling Motor Plug Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Spain Trolling Motor Plug Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Trolling Motor Plug Sales and Growth Rate (K Units)

Figure 66. Asia Pacific Trolling Motor Plug Sales Market Share by Region in 2024

Figure 67. Asia Pacific Trolling Motor Plug Market Size by Region in 2024

Figure 68. China Trolling Motor Plug Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China Trolling Motor Plug Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Trolling Motor Plug Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan Trolling Motor Plug Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Trolling Motor Plug Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea Trolling Motor Plug Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Trolling Motor Plug Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India Trolling Motor Plug Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Trolling Motor Plug Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia Trolling Motor Plug Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Trolling Motor Plug Sales and Growth Rate (K Units)

Figure 79. South America Trolling Motor Plug Sales Market Share by Country in 2024

Figure 80. South America Trolling Motor Plug Market Size and Growth Rate (M USD)

Figure 81. South America Trolling Motor Plug Market Size by Country in 2024

Figure 82. Brazil Trolling Motor Plug Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil Trolling Motor Plug Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Trolling Motor Plug Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina Trolling Motor Plug Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Trolling Motor Plug Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia Trolling Motor Plug Market Size and Growth Rate (2020-2025) &

(M USD)

Figure 88. Middle East and Africa Trolling Motor Plug Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa Trolling Motor Plug Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Trolling Motor Plug Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Trolling Motor Plug Market Size by Region in 2024

Figure 92. Saudi Arabia Trolling Motor Plug Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia Trolling Motor Plug Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Trolling Motor Plug Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE Trolling Motor Plug Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Trolling Motor Plug Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt Trolling Motor Plug Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Trolling Motor Plug Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria Trolling Motor Plug Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Trolling Motor Plug Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa Trolling Motor Plug Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Trolling Motor Plug Production Market Share by Region (2020-2025)

Figure 103. North America Trolling Motor Plug Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe Trolling Motor Plug Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan Trolling Motor Plug Production (K Units) Growth Rate (2020-2025)

Figure 106. China Trolling Motor Plug Production (K Units) Growth Rate (2020-2025)

Figure 107. Global Trolling Motor Plug Sales Forecast by Volume (2020-2035) & (K Units)

Figure 108. Global Trolling Motor Plug Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global Trolling Motor Plug Sales Market Share Forecast by Type (2026-2035)

Figure 110. Global Trolling Motor Plug Market Share Forecast by Type (2026-2035)

Figure 111. Global Trolling Motor Plug Sales Forecast by Application (2026-2035)

Figure 112. Global Trolling Motor Plug Market Share Forecast by Application

(2026-2035)

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