

Global Fishing Lures Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Fishing Lures market size will reach 3,539.82 Million USD in 2025 and is projected to reach 5,135.65 Million USD by 2032, with a CAGR of 5.46% (2025-2032). Notably, the China Fishing Lures market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Fishing lures are artificial baits designed to attract fish and entice them to strike, mimicking the appearance and movement of natural prey. These lures come in a variety of shapes, sizes, and colors, each crafted to imitate specific types of aquatic creatures or prey species. Common types of fishing lures include crankbaits, soft plastic baits, spinners, spoons, jigs, and topwater lures, each serving a distinct purpose and style of fishing. Lures are typically equipped with hooks and are often used in conjunction with fishing rods and reels to simulate the movements of live bait. Anglers choose lures based on the type of fish they are targeting, water conditions, and the preferred fishing technique. Fishing lures are a versatile and effective tool for both freshwater and saltwater fishing, offering anglers a wide range of options to tailor their approach to the specific preferences of the target species.

The major global manufacturers of Fishing Lures include Rapala VMC Corporation, Shimano, Globberide(Daiwa), Pure Fishing, Inc, DUEL CO., Inc., Johshuya Co., Pokee Fishing, Cabela's Inc. (Bass Pro Shops), Eagle Claw, Tiemco, Clam Outdoors, Weihai Qingdong Fishing Tackle (Kingdom), WeiHai LiangChen Product, etc. The global

players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Fishing Lures. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Fishing Lures market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Fishing Lures market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Fishing Lures industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Fishing Lures Include:

Rapala VMC Corporation

Shimano

Globeride(Daiwa)

Pure Fishing, Inc

DUEL CO., Inc.

Johshuya Co.

Pokee Fishing

Cabela's Inc. (Bass Pro Shops)

Eagle Claw

Tiemco

Clam Outdoors

Weihai Qingdong Fishing Tackle (Kingdom)

WeiHai LiangChen Product

Fishing Lures Product Segment Include:

Freshwater Fishing Lures

Saltwater Fishing Lures

Fishing Lures Product Application Include:

Fishing Supply Stores

Sports Outlets

Online Retail

Others

Chapter Scope

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

Chapter 2: Global Fishing Lures Industry PESTEL Analysis

Chapter 3: Global Fishing Lures Industry Porter's Five Forces Analysis

Chapter 4: Global Fishing Lures Major Regional Market Size (Revenue, Sales, Price) and Forecast Analysis

Chapter 5: Global Fishing Lures Market Size and Forecast by Type and Application Analysis

Chapter 6: North America Fishing Lures Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 7: Europe Fishing Lures Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 8: China Fishing Lures Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 9: APAC (Excl. China) Fishing Lures Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 10: Latin America Fishing Lures Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 11: Middle East and Africa Fishing Lures Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 12: Global Fishing Lures Competitive Analysis of Key Manufacturers (Sales, Revenue, Market Share, Price, Regional Distribution and Industry Concentration)

Chapter 13: Key Company Profiles (Product Portfolio, Sales, Revenue, Price and Gross Margin)

Chapter 14: Industrial Chain Analysis, Include Raw Material Suppliers, Distributors and Customers

Chapter 15: Research Findings and Conclusion

Chapter 16: Methodology and Data Sources

Contents

1 FISHING LURES MARKET OVERVIEW

- 1.1 Product Definition and Statistical Scope
- 1.2 Fishing Lures Product by Type
 - 1.2.1 Freshwater Fishing Lures
 - 1.2.2 Saltwater Fishing Lures
- 1.3 Fishing Lures Product by Application
 - 1.3.1 Fishing Supply Stores
 - 1.3.2 Sports Outlets
 - 1.3.3 Online Retail
 - 1.3.4 Others
- 1.4 Global Fishing Lures Market Revenue and Sales Analysis
 - 1.4.1 Global Fishing Lures Market Size Analysis (2020-2032)
 - 1.4.2 Global Fishing Lures Market Sales Analysis (2020-2032)
 - 1.4.3 Global Fishing Lures Market Sales Price Trend Analysis (2020-2032)
- 1.5 Fishing Lures Industry Trends and Innovation
 - 1.5.1 Fishing Lures Industry Trends and Innovation
 - 1.5.2 Fishing Lures Market Drivers and Challenges

2 FISHING LURES MARKET PESTEL ANALYSIS

- 2.1 Political Factors Analysis
- 2.2 Economic Factors Analysis
- 2.3 Social Factors Analysis
- 2.4 Technological Factors Analysis
- 2.5 Environmental Factors Analysis
- 2.6 Legal Factors Analysis

3 FISHING LURES MARKET PORTER'S FIVE FORCES ANALYSIS

- 3.1 Competitive Rivalry
- 3.2 Threat of New Entrants
- 3.3 Bargaining Power of Suppliers
- 3.4 Bargaining Power of Buyers
- 3.5 Threat of Substitutes

4 GLOBAL FISHING LURES MARKET ANALYSIS BY REGIONS

- 4.1 Global Fishing Lures Overall Market: 2024 VS 2025 VS 2032
- 4.2 Global Fishing Lures Revenue and Forecast Analysis (2020-2032)
 - 4.2.1 Global Fishing Lures Revenue and Market Share by Region (2020-2025)
 - 4.2.2 Global Fishing Lures Revenue Forecast by Region (2026-2032)
- 4.3 Global Fishing Lures Sales and Forecast Analysis (2020-2032)
 - 4.3.1 Global Fishing Lures Sales and Market Share by Region (2020-2025)
 - 4.3.2 Global Fishing Lures Sales Forecast by Region (2026-2032)
- 4.4 Global Fishing Lures Sales Price Trend Analysis (2020-2032)

5 GLOBAL FISHING LURES MARKET SIZE BY TYPE AND APPLICATION

- 5.1 Global Fishing Lures Market Size by Type
 - 5.1.1 Global Fishing Lures Revenue and Forecast Analysis by Type (2020-2032)
 - 5.1.2 Global Fishing Lures Sales and Forecast Analysis by Type (2020-2032)
- 5.2 Global Fishing Lures Market Size by Application
 - 5.2.1 Global Fishing Lures Revenue and Forecast Analysis by Application (2020-2032)
 - 5.2.2 Global Fishing Lures Sales and Forecast Analysis by Application (2020-2032)

6 NORTH AMERICA

- 6.1 North America Fishing Lures Market Size and Growth Rate Analysis (2020-2032)
- 6.2 North America Key Manufacturers Analysis
- 6.3 North America Fishing Lures Market Size by Type
 - 6.3.1 North America Fishing Lures Sales by Type (2020-2032)
 - 6.3.2 North America Fishing Lures Revenue by Type (2020-2032)
- 6.4 North America Fishing Lures Market Size by Application
 - 6.4.1 North America Fishing Lures Sales by Application (2020-2032)
 - 6.4.2 North America Fishing Lures Revenue by Application (2020-2032)
- 6.5 North America Fishing Lures Market Size by Country
 - 6.5.1 US
 - 6.5.2 Canada

7 EUROPE

- 7.1 Europe Fishing Lures Market Size and Growth Rate Analysis (2020-2032)
- 7.2 Europe Key Manufacturers Analysis
- 7.3 Europe Fishing Lures Market Size by Type
 - 7.3.1 Europe Fishing Lures Sales by Type (2020-2032)

- 7.3.2 Europe Fishing Lures Revenue by Type (2020-2032)
- 7.4 Europe Fishing Lures Market Size by Application
 - 7.4.1 Europe Fishing Lures Sales by Application (2020-2032)
 - 7.4.2 Europe Fishing Lures Revenue by Application (2020-2032)
- 7.5 Europe Fishing Lures Market Size by Country
 - 7.5.1 Germany
 - 7.5.2 France
 - 7.5.3 United Kingdom
 - 7.5.4 Italy
 - 7.5.5 Spain
 - 7.5.6 Benelux

8 CHINA

- 8.1 China Fishing Lures Market Size and Growth Rate Analysis (2020-2032)
- 8.2 China Key Manufacturers Analysis
- 8.3 China Fishing Lures Market Size by Type
 - 8.3.1 China Fishing Lures Sales by Type (2020-2032)
 - 8.3.2 China Fishing Lures Revenue by Type (2020-2032)
- 8.4 China Fishing Lures Market Size by Application
 - 8.4.1 China Fishing Lures Sales by Application (2020-2032)
 - 8.4.2 China Fishing Lures Revenue by Application (2020-2032)

9 APAC (EXCL. CHINA)

- 9.1 APAC (excl. China) Fishing Lures Market Size and Growth Rate Analysis (2020-2032)
- 9.2 APAC (excl. China) Key Manufacturers Analysis
- 9.3 APAC (excl. China) Fishing Lures Market Size by Type
 - 9.3.1 APAC (excl. China) Fishing Lures Sales by Type (2020-2032)
 - 9.3.2 APAC (excl. China) Fishing Lures Revenue by Type (2020-2032)
- 9.4 APAC (excl. China) Fishing Lures Market Size by Application
 - 9.4.1 APAC (excl. China) Fishing Lures Sales by Application (2020-2032)
 - 9.4.2 APAC (excl. China) Fishing Lures Revenue by Application (2020-2032)
- 9.5 APAC (excl. China) Fishing Lures Market Size by Country
 - 9.5.1 Japan
 - 9.5.2 South Korea
 - 9.5.3 India
 - 9.5.4 Australia

9.5.5 Southeast Asia

10 LATIN AMERICA

10.1 Latin America Fishing Lures Market Size and Growth Rate Analysis (2020-2032)

10.2 Latin America Key Manufacturers Analysis

10.3 Latin America Fishing Lures Market Size by Type

10.3.1 Latin America Fishing Lures Sales by Type (2020-2032)

10.3.2 Latin America Fishing Lures Revenue by Type (2020-2032)

10.4 Latin America Fishing Lures Market Size by Application

10.4.1 Latin America Fishing Lures Sales by Application (2020-2032)

10.4.2 Latin America Fishing Lures Revenue by Application (2020-2032)

10.5 Latin America Fishing Lures Market Size by Country

10.6 Latin America Fishing Lures Market Size by Country

10.6.1 Mexico

10.6.2 Brazil

11 MIDDLE EAST & AFRICA

11.1 Middle East & Africa Fishing Lures Market Size and Growth Rate Analysis (2020-2032)

11.2 Middle East & Africa Key Manufacturers Analysis

11.3 Middle East & Africa Fishing Lures Market Size by Type

11.3.1 Middle East & Africa Fishing Lures Sales by Type (2020-2032)

11.3.2 Middle East & Africa Fishing Lures Revenue by Type (2020-2032)

11.4 Middle East & Africa Fishing Lures Market Size by Application

11.4.1 Middle East & Africa Fishing Lures Sales by Application (2020-2032)

11.4.2 Middle East & Africa Fishing Lures Revenue by Application (2020-2032)

11.5 Middle East Fishing Lures Market Size by Country

11.5.1 Saudi Arabia

11.5.2 South Africa

12 COMPETITION BY MANUFACTURERS

12.1 Global Fishing Lures Market Sales, Revenue and Price by Key Manufacturers (2021-2025)

12.1.1 Global Fishing Lures Market Sales by Key Manufacturers (2021-2025)

12.1.2 Global Fishing Lures Market Revenue by Key Manufacturers (2021-2025)

12.1.3 Global Fishing Lures Average Sales Price by Manufacturers (2021-2025)

12.2 Fishing Lures Competitive Landscape Analysis and Market Dynamic

12.2.1 Fishing Lures Competitive Landscape Analysis

12.2.2 Global Key Manufacturers Headquarter Location and Key Area Sales

12.2.3 Market Dynamic

13 KEY COMPANIES ANALYSIS

13.1 Rapala VMC Corporation

13.1.1 Rapala VMC Corporation Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.1.2 Rapala VMC Corporation Fishing Lures Product Portfolio

13.1.3 Rapala VMC Corporation Fishing Lures Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.2 Shimano

13.2.1 Shimano Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.2.2 Shimano Fishing Lures Product Portfolio

13.2.3 Shimano Fishing Lures Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.3 Globeride(Daiwa)

13.3.1 Globeride(Daiwa) Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.3.2 Globeride(Daiwa) Fishing Lures Product Portfolio

13.3.3 Globeride(Daiwa) Fishing Lures Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.4 Pure Fishing, Inc

13.4.1 Pure Fishing, Inc Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.4.2 Pure Fishing, Inc Fishing Lures Product Portfolio

13.4.3 Pure Fishing, Inc Fishing Lures Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.5 DUEL CO., Inc.

13.5.1 DUEL CO., Inc. Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.5.2 DUEL CO., Inc. Fishing Lures Product Portfolio

13.5.3 DUEL CO., Inc. Fishing Lures Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.6 Johshuya Co.

13.6.1 Johshuya Co. Basic Company Profile (Employees, Areas Service, Competitors

and Contact Information)

13.6.2 Johshuya Co. Fishing Lures Product Portfolio

13.6.3 Johshuya Co. Fishing Lures Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.7 Pokee Fishing

13.7.1 Pokee Fishing Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.7.2 Pokee Fishing Fishing Lures Product Portfolio

13.7.3 Pokee Fishing Fishing Lures Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.8 Cabela's Inc. (Bass Pro Shops)

13.8.1 Cabela's Inc. (Bass Pro Shops) Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.8.2 Cabela's Inc. (Bass Pro Shops) Fishing Lures Product Portfolio

13.8.3 Cabela's Inc. (Bass Pro Shops) Fishing Lures Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.9 Eagle Claw

13.9.1 Eagle Claw Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.9.2 Eagle Claw Fishing Lures Product Portfolio

13.9.3 Eagle Claw Fishing Lures Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.10 Tiemco

13.10.1 Tiemco Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.10.2 Tiemco Fishing Lures Product Portfolio

13.10.3 Tiemco Fishing Lures Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.11 Clam Outdoors

13.11.1 Clam Outdoors Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.11.2 Clam Outdoors Fishing Lures Product Portfolio

13.11.3 Clam Outdoors Fishing Lures Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.12 Weihai Qingdong Fishing Tackle (Kingdom)

13.12.1 Weihai Qingdong Fishing Tackle (Kingdom) Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.12.2 Weihai Qingdong Fishing Tackle (Kingdom) Fishing Lures Product Portfolio

13.12.3 Weihai Qingdong Fishing Tackle (Kingdom) Fishing Lures Market Data

Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.13 WeiHai LiangChen Product

13.13.1 WeiHai LiangChen Product Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.13.2 WeiHai LiangChen Product Fishing Lures Product Portfolio

13.13.3 WeiHai LiangChen Product Fishing Lures Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

14 INDUSTRY CHAIN ANALYSIS

14.1 Fishing Lures Industry Chain Analysis

14.2 Fishing Lures Industry Raw Material and Suppliers Analysis

14.2.1 Fishing Lures Key Raw Material Supply Analysis

14.2.2 Raw Material Suppliers and Contact Information

14.3 Fishing Lures Typical Downstream Customers

14.4 Fishing Lures Sales Channel Analysis

15 RESEARCH FINDINGS AND CONCLUSION

16 METHODOLOGY AND DATA SOURCE

16.1 Methodology/Research Approach

16.2 Research Scope

16.3 Benchmarks and Assumptions

16.4 Data Source

16.4.1 Primary Sources

16.4.2 Secondary Sources

16.5 Data Cross Validation

16.6 Disclaimer

List Of Tables

LIST OF TABLES

Table 1: Global Fishing Lures Market Size Growth Rate by Type, 2024 VS 2025 VS 2032 (US\$ Million)

Table 2: Global Fishing Lures Market Size Growth Rate by Application, 2024 VS 2025 VS 2032 (US\$ Million)

Table 3: Fishing Lures Industry Development Status

Table 4: Fishing Lures Industry Development Trends

Table 5: Global Fishing Lures Market Size by Region in US\$ Million: 2024 VS 2025 VS 2032

Table 6: Global Fishing Lures Revenue by Region (2020-2025) & (US\$ Million)

Table 7: Global Fishing Lures Revenue Market Share by Region (2020-2025)

Table 8: Global Fishing Lures Revenue Forecast by Region (2026-2032) & (US\$ Million)

Table 9: Global Fishing Lures Revenue Market Share Forecast by Region (2026-2032)

Table 10: Global Fishing Lures Sales by Region (2020-2025) & (M Unit)

Table 11: Global Fishing Lures Sales Market Share by Region (2020-2025)

Table 12: Global Fishing Lures Sales Forecast by Region (2026-2032) & (M Unit)

Table 13: Global Fishing Lures Sales Market Share Forecast by Region (2026-2032)

Table 14: Global Fishing Lures Revenue Analysis by Type (2020-2025) & (US\$ Million)

Table 15: Global Fishing Lures Revenue Analysis Forecast by Type (2026-2032) & (US\$ Million)

Table 16: Global Fishing Lures Sales Analysis by Type (2020-2025) & (M Unit)

Table 17: Global Fishing Lures Sales Analysis Forecast by Type (2026-2032) & (M Unit)

Table 18: Global Fishing Lures Revenue Analysis by Application (2020-2025) & (US\$ Million)

Table 19: Global Fishing Lures Revenue Analysis Forecast by Application (2026-2032) & (US\$ Million)

Table 20: Global Fishing Lures Sales Analysis by Application (2020-2025) & (M Unit)

Table 21: Global Fishing Lures Sales Analysis Forecast by Application (2026-2032) & (M Unit)

Table 22: Key Fishing Lures Players in North America

Table 23: North America Fishing Lures Sales by Type (2020-2025) & (M Unit)

Table 24: North America Fishing Lures Sales by Type (2026-2032) & (M Unit)

Table 25: North America Fishing Lures Revenue by Type (2020-2025) & (US\$ Million)

Table 26: North America Fishing Lures Revenue by Type (2026-2032) & (US\$ Million)

Table 27: North America Fishing Lures Sales by Application (2020-2025) & (M Unit)

Table 28: North America Fishing Lures Sales by Application (2026-2032) & (M Unit)

Table 29: North America Fishing Lures Revenue by Application (2020-2025) & (US\$ Million)

Table 30: North America Fishing Lures Revenue by Application (2026-2032) & (US\$ Million)

Table 31: North America Fishing Lures Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 32: North America Fishing Lures Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 33: North America Fishing Lures Sales Market Size by Country (2020-2025) & (M Unit)

Table 34: North America Fishing Lures Sales Market Size by Country (2026-2032) & (M Unit)

Table 35: Key Fishing Lures Players in Europe

Table 36: Europe Fishing Lures Sales by Type (2020-2025) & (M Unit)

Table 37: Europe Fishing Lures Sales by Type (2026-2032) & (M Unit)

Table 38: Europe Fishing Lures Revenue by Type (2020-2025) & (US\$ Million)

Table 39: Europe Fishing Lures Revenue by Type (2026-2032) & (US\$ Million)

Table 40: Europe Fishing Lures Sales by Application (2020-2025) & (M Unit)

Table 41: Europe Fishing Lures Sales by Application (2026-2032) & (M Unit)

Table 42: Europe Fishing Lures Revenue by Application (2020-2025) & (US\$ Million)

Table 43: Europe Fishing Lures Revenue by Application (2026-2032) & (US\$ Million)

Table 44: Europe Fishing Lures Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 45: Europe Fishing Lures Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 46: Europe Fishing Lures Sales Market Size by Country (2020-2025) & (M Unit)

Table 47: Europe Fishing Lures Sales Market Size Forecast by Country (2026-2032) & (M Unit)

Table 48: Key Fishing Lures Players in China

Table 49: China Fishing Lures Sales by Type (2020-2025) & (M Unit)

Table 50: China Fishing Lures Sales by Type (2026-2032) & (M Unit)

Table 51: China Fishing Lures Revenue by Type (2020-2025) & (US\$ Million)

Table 52: China Fishing Lures Revenue by Type (2026-2032) & (US\$ Million)

Table 53: China Fishing Lures Sales by Application (2020-2025) & (M Unit)

Table 54: China Fishing Lures Sales by Application (2026-2032) & (M Unit)

Table 55: China Fishing Lures Revenue by Application (2020-2025) & (US\$ Million)

Table 56: China Fishing Lures Revenue by Application (2026-2032) & (US\$ Million)

Table 57: Key Fishing Lures Players in APAC (excl. China)

Table 58: APAC (excl. China) Fishing Lures Sales by Type (2020-2025) & (M Unit)

Table 59: APAC (excl. China) Fishing Lures Sales by Type (2026-2032) & (M Unit)

Table 60: APAC (excl. China) Fishing Lures Revenue by Type (2020-2025) & (US\$ Million)

Table 61: APAC (excl. China) Fishing Lures Revenue by Type (2026-2032) & (US\$ Million)

Table 62: APAC (excl. China) Fishing Lures Sales by Application (2020-2025) & (M Unit)

Table 63: APAC (excl. China) Fishing Lures Sales by Application (2026-2032) & (M Unit)

Table 64: APAC (excl. China) Fishing Lures Revenue by Application (2020-2025) & (US\$ Million)

Table 65: APAC (excl. China) Fishing Lures Revenue by Application (2026-2032) & (US\$ Million)

Table 66:: APAC (excl. China) Fishing Lures Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 67: APAC (excl. China) Fishing Lures Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 68: APAC (excl. China) Fishing Lures Sales Market Size by Country (2020-2025) & (M Unit)

Table 69: APAC (excl. China) Fishing Lures Sales Market Size Forecast by Country (2026-2032) & (M Unit)

Table 70: Key Fishing Lures Players in Latin America

Table 71: Latin America Fishing Lures Sales by Type (2020-2025) & (M Unit)

Table 72: Latin America Fishing Lures Sales by Type (2026-2032) & (M Unit)

Table 73: Latin America Fishing Lures Revenue by Type (2020-2025) & (US\$ Million)

Table 74: Latin America Fishing Lures Revenue by Type (2026-2032) & (US\$ Million)

Table 75: Latin America Fishing Lures Sales by Application (2020-2025) & (M Unit)

Table 76: Latin America Fishing Lures Sales by Application (2026-2032) & (M Unit)

Table 77: Latin America Fishing Lures Revenue by Application (2020-2025) & (US\$ Million)

Table 78: Latin America Fishing Lures Revenue by Application (2026-2032) & (US\$ Million)

Table 79: Latin America Fishing Lures Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 80: Latin America Fishing Lures Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 81: Latin America Fishing Lures Sales Market Size by Country (2020-2025) & (M Unit)

Table 82: Latin America Fishing Lures Sales Market Size Forecast by Country

(2026-2032) & (M Unit)

Table 83: Key Fishing Lures Players in Middle East & Africa

Table 84: Middle East & Africa Fishing Lures Sales by Type (2020-2025) & (M Unit)

Table 85: Middle East & Africa Fishing Lures Sales by Type (2026-2032) & (M Unit)

Table 86: Middle East & Africa Fishing Lures Revenue by Type (2020-2025) & (US\$ Million)

Table 87: Middle East & Africa Fishing Lures Revenue by Type (2026-2032) & (US\$ Million)

Table 88: Middle East & Africa Fishing Lures Sales by Application (2020-2025) & (M Unit)

Table 89: Middle East & Africa Fishing Lures Sales by Application (2026-2032) & (M Unit)

Table 90: Middle East & Africa Fishing Lures Revenue by Application (2020-2025) & (US\$ Million)

Table 91: Middle East & Africa Fishing Lures Revenue by Application (2026-2032) & (US\$ Million)

Table 92: Middle East & Africa Fishing Lures Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 93: Middle East & Africa Fishing Lures Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 94: Middle East & Africa Fishing Lures Sales Market Size by Country (2020-2025) & (M Unit)

Table 95: Middle East & Africa Fishing Lures Sales Market Size Forecast by Country (2026-2032) & (M Unit)

Table 96: Global Fishing Lures Market Sales by Key Manufacturers (2021-2025) & (M Unit)

Table 97: Global Fishing Lures Sales Market Share by Key Manufacturers (2021-2025)

Table 98: Global Fishing Lures Market Revenue by Key Manufacturers (2021-2025) & (US\$ Million)

Table 99: Global Fishing Lures Revenue Market Share by Key Manufacturers (2021-2025)

Table 100: Global Average Sales Price by Manufacturers (2021-2025) & (USD/Unit)

Table 101: Global Key Manufacturers Headquarter Location and Key Area Sales

Table 102: Market Mergers & Acquisitions, Expansion

Table 103: Rapala VMC Corporation Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 104: Rapala VMC Corporation Fishing Lures Product Portfolio

Table 105: Rapala VMC Corporation Fishing Lures Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 106: Shimano Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 107: Shimano Fishing Lures Product Portfolio

Table 108: Shimano Fishing Lures Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 109: Globberide(Daiwa) Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 110: Globberide(Daiwa) Fishing Lures Product Portfolio

Table 111: Globberide(Daiwa) Fishing Lures Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 112: Pure Fishing, Inc Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 113: Pure Fishing, Inc Fishing Lures Product Portfolio

Table 114: Pure Fishing, Inc Fishing Lures Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 115: DUEL CO., Inc. Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 116: DUEL CO., Inc. Fishing Lures Product Portfolio

Table 117: DUEL CO., Inc. Fishing Lures Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 118: Johshuya Co. Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 119: Johshuya Co. Fishing Lures Product Portfolio

Table 120: Johshuya Co. Fishing Lures Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 121: Pokee Fishing Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 122: Pokee Fishing Fishing Lures Product Portfolio

Table 123: Pokee Fishing Fishing Lures Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 124: Cabela's Inc. (Bass Pro Shops) Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 125: Cabela's Inc. (Bass Pro Shops) Fishing Lures Product Portfolio

Table 126: Cabela's Inc. (Bass Pro Shops) Fishing Lures Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 127: Eagle Claw Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 128: Eagle Claw Fishing Lures Product Portfolio

Table 129: Eagle Claw Fishing Lures Revenue (US\$ Million), Sales (M Unit), Price

(USD/Unit), Gross Margin and Market Share (2021-2025)

Table 130: Tiemco Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 131: Tiemco Fishing Lures Product Portfolio

Table 132: Tiemco Fishing Lures Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 133: Clam Outdoors Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 134: Clam Outdoors Fishing Lures Product Portfolio

Table 135: Clam Outdoors Fishing Lures Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 136: Weihai Qingdong Fishing Tackle (Kingdom) Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 137: Weihai Qingdong Fishing Tackle (Kingdom) Fishing Lures Product Portfolio

Table 138: Weihai Qingdong Fishing Tackle (Kingdom) Fishing Lures Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 139: WeiHai LiangChen Product Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 140: WeiHai LiangChen Product Fishing Lures Product Portfolio

Table 141: WeiHai LiangChen Product Fishing Lures Revenue (US\$ Million), Sales (M Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 142: Upstream Key Raw Material Price List

Table 143: Fishing Lures Raw Material Suppliers and Contact Information

Table 144: Fishing Lures Typical Customer List

Table 145: Fishing Lures Distributors List

List Of Figures

LIST OF FIGURES

Figure 1: Fishing Lures Product Pictures

Figure 2: Freshwater Fishing Lures Picture Scope

Figure 3: Saltwater Fishing Lures Picture Scope

Figure 4: Fishing Supply Stores Picture Scope

Figure 5: Sports Outlets Picture Scope

Figure 6: Online Retail Picture Scope

Figure 7: Others Picture Scope

Figure 8: Global Fishing Lures Market Size Analysis: 2024 VS 2025 VS 2032 (US\$ Million)

Figure 9: Global Fishing Lures Market Revenue and Growth Rate Analysis: (2020-2032) & (US\$ Million)

Figure 10: Global Fishing Lures Market Sales and Growth Rate Analysis (2020-2032) & (M Unit)

Figure 11: Global Fishing Lures Market Price Trend Analysis (2020-2032) & (USD/Unit)

Figure 12: Global Fishing Lures Market Size by Region (2020-2032) & (US\$ Million)

Figure 13: Global Fishing Lures Market Share Scenario by Region in Percentage: 2025 Versus 2032

Figure 14: Global Fishing Lures Sales Price by Region (2020-2032) & (M Unit)

Figure 15: North America Fishing Lures Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 16: North America Fishing Lures Revenue Market Share by Players in 2024

Figure 17: North America Fishing Lures Sales Market Share by Type (2020-2032)

Figure 18: North America Fishing Lures Revenue Market Share by Type (2020-2032)

Figure 19: North America Fishing Lures Sales Market Share by Application (2020-2032)

Figure 20: North America Fishing Lures Revenue Market Share by Application (2020-2032)

Figure 21: US Fishing Lures Revenue (2020-2032) & (US\$ Million)

Figure 22: Canada Fishing Lures Revenue (2020-2032) & (US\$ Million)

Figure 23: Europe Fishing Lures Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 24: Europe Fishing Lures Revenue Market Share by Players in 2024

Figure 25: Europe Fishing Lures Sales Market Share by Type (2020-2032)

Figure 26: Europe Fishing Lures Revenue Market Share by Type (2020-2032)

Figure 27: Europe Fishing Lures Sales Market Share by Application (2020-2032)

Figure 28: Europe Fishing Lures Revenue Market Share by Application (2020-2032)

- Figure 29:Germany Fishing Lures Revenue (2020-2032) & (US\$ Million)
- Figure 30:France Fishing Lures Revenue (2020-2032) & (US\$ Million)
- Figure 31:United Kingdom Fishing Lures Revenue (2020-2032) & (US\$ Million)
- Figure 32:Italy Fishing Lures Revenue (2020-2032) & (US\$ Million)
- Figure 33:Spain Fishing Lures Revenue (2020-2032) & (US\$ Million)
- Figure 34:Benelux Fishing Lures Revenue (2020-2032) & (US\$ Million)
- Figure 35:China Fishing Lures Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 36:China Fishing Lures Revenue Market Share by Players in 2024
- Figure 37:China Fishing Lures Sales Market Share by Type (2020-2032)
- Figure 38:China Fishing Lures Revenue Market Share by Type (2020-2032)
- Figure 39:China Fishing Lures Sales Market Share by Application (2020-2032)
- Figure 40:China Fishing Lures Revenue Market Share by Application (2020-2032)
- Figure 41:APAC (excl. China) Fishing Lures Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 42:APAC (excl. China) Fishing Lures Revenue Market Share by Players in 2024
- Figure 43:APAC (excl. China) Fishing Lures Sales Market Share by Type (2020-2032)
- Figure 44:APAC (excl. China) Fishing Lures Revenue Market Share by Type (2020-2032)
- Figure 45:APAC (excl. China) Fishing Lures Sales Market Share by Application (2020-2032)
- Figure 46:APAC (excl. China) Fishing Lures Revenue Market Share by Application (2020-2032)
- Figure 47:Japan Fishing Lures Revenue (2020-2032) & (US\$ Million)
- Figure 48:South Korea Fishing Lures Revenue (2020-2032) & (US\$ Million)
- Figure 49:India Fishing Lures Revenue (2020-2032) & (US\$ Million)
- Figure 50:Australia Fishing Lures Revenue (2020-2032) & (US\$ Million)
- Figure 51:Southeast Asia Fishing Lures Revenue (2020-2032) & (US\$ Million)
- Figure 52:Latin America Fishing Lures Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 53:Latin America Fishing Lures Revenue Market Share by Players in 2024
- Figure 54:Latin America Fishing Lures Sales Market Share by Type (2020-2032)
- Figure 55:Latin America Fishing Lures Revenue Market Share by Type (2020-2032)
- Figure 56:Latin America Fishing Lures Sales Market Share by Application (2020-2032)
- Figure 57:Latin America Fishing Lures Revenue Market Share by Application (2020-2032)
- Figure 58:Mexico Fishing Lures Revenue (2020-2032) & (US\$ Million)
- Figure 59:Brazil Fishing Lures Revenue (2020-2032) & (US\$ Million)
- Figure 60:Middle East & Africa Fishing Lures Market Size and Growth Rate (2020-2032)

& (US\$ Million)

Figure 61: Middle East & Africa Fishing Lures Revenue Market Share by Players in 2024

Figure 62: Middle East & Africa Fishing Lures Sales Market Share by Type (2020-2032)

Figure 63: Middle East & Africa Fishing Lures Revenue Market Share by Type (2020-2032)

Figure 64: Middle East & Africa Fishing Lures Sales Market Share by Application (2020-2032)

Figure 65: Middle East & Africa Fishing Lures Revenue Market Share by Application (2020-2032)

Figure 66: Saudi Arabia Fishing Lures Revenue (2020-2032) & (US\$ Million)

Figure 67: South Africa Fishing Lures Revenue (2020-2032) & (US\$ Million)

Figure 68: Global Fishing Lures Sales Market Share by Key Manufacturers in 2024

Figure 69: Global Fishing Lures Revenue Market Share by Key Manufacturers in 2024

Figure 70: Global Fishing Lures Industry Competition Landscape

Figure 71: Fishing Lures Industry Chain Analysis

Figure 72: Bottom-Up and Top-Down Research Methods

Figure 73: Key Interview Objectives

Figure 74: Data Cross Validation

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