

Global Outboard Electric Motors Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Outboard Electric Motors market size will reach 296.06 Million USD in 2025 and is projected to reach 446.05 Million USD by 2032, with a CAGR of 6.03% (2025-2032). Notably, the China Outboard Electric Motors 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

Outboard electric motors are marine propulsion systems designed for boats and watercraft that rely on electric power to move. Unlike traditional gasoline-powered outboard motors, these units run on electricity and are typically powered by batteries. Outboard electric motors offer a more eco-friendly and quieter alternative to internal combustion engines, making them a suitable choice for environmentally conscious boaters and those navigating in sensitive ecosystems. They are commonly used in smaller boats, kayaks, and other recreational watercraft, providing reliable and efficient propulsion for various water-based activities. Additionally, outboard electric motors have gained popularity as a sustainable option for fishing and leisure boating due to their reduced environmental impact and ease of use.

The major global manufacturers of Outboard Electric Motors include Torqeedo, Minn Kota, ePropulsion, MotorGuide, CSM Tech, Pure Watercraft, AquaWatt, Haibo Motor, Krautler Elektromaschinen, Elco Motor Yachts, Aquamot, Ray Electric Outboards, 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 Outboard Electric Motors. 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 Outboard Electric Motors 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 Outboard Electric Motors 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 Outboard Electric Motors 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 Outboard Electric Motors Include:

Torqueedo

Minn Kota

ePropulsion

MotorGuide

CSM Tech

Pure Watercraft

AquaWatt

Haibo Motor

Krautler Elektromaschinen

Elco Motor Yachts

Aquamot

Ray Electric Outboards

Outboard Electric Motors Product Segment Include:

Below 20hp

20hp-50hp

Above 50hp

Outboard Electric Motors Product Application Include:

Entertainment Boat

Commercial Boat

Municipal and Official Boat

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