

Global Outboard Engine 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 Engine market size will reach 7,280.56 Million USD in 2025 and is projected to reach 9,350.97 Million USD by 2032, with a CAGR of 3.64% (2025-2032). Notably, the China Outboard Engine 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

An outboard engine is a self-contained propulsion system used to power boats and other watercraft. It is typically mounted on the exterior of the boat, attached to the transom. Outboard engines are comprised of several components, including the engine, gearbox, and propeller, all housed in a single unit that can be easily tilted or lifted out of the water when not in use. These engines are available in a range of power options, from small, portable models suitable for small boats to larger, high-horsepower engines used in various watercraft, including recreational boats, fishing vessels, and even some smaller commercial ships. Outboard engines are known for their maneuverability, ease of maintenance, and the ability to quickly change direction by pivoting the entire unit. They have been a popular choice for boaters due to their versatility and the convenience they offer in a wide range of water activities.

The major global manufacturers of Outboard Engine include Yamaha, Brunswick, Honda, BRP, Suzuki, Tohatsu, Parsun, Hidea, Weimin, ePropulsion Technology, 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 Engine. 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 Engine 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 Engine 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 Engine 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 Engine Include:

Yamaha

Brunswick

Honda

BRP

Suzuki

Tohatsu

Parsun

Hidea

Weimin

ePropulsion Technology

Outboard Engine Product Segment Include:

Fuel-Oil Outboard Engine

Electric Outboard Engine

Outboard Engine Product Application Include:

Entertainment Boat

Commercial Boat

Municipal and Official Boat

Chapter Scope

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