

Global Electric Outboard Marine Motors Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Electric Outboard Marine Motors market size was valued at US\$ 271 million in 2024 and is forecast to a readjusted size of USD 401 million by 2031 with a CAGR of 5.6% during review period.

In this report, we will assess the current U.S. tariff framework alongside international policy adaptations, analyzing their effects on competitive market structures, regional economic dynamics, and supply chain resilience.

Electric Outboard Marine Motor is a kind of propulsion system for boats which uses electric as power. Outboard electric motor, commonly referred to as “trolling motor” or “Electric Outboard Marine Motor motor”, is generally used on very small craft or on small lakes where gasoline motor is prohibited or used as a secondary means of propulsion on larger craft, and can also be used as repositioning thrusters while fishing.

The Electric Outboard Marine Motor market is experiencing significant growth, driven by advancements in battery technology, increasing demand for environmentally friendly marine propulsion solutions, and evolving consumer preferences. Electric Outboard Marine Motors are seen as a viable alternative to traditional gasoline-powered outboard motors, offering lower emissions, reduced noise pollution, and more efficient energy use, making them particularly attractive for recreational boating and commercial marine applications.

Regional Market Insights

North America remains the largest consumer market for Electric Outboard Marine

Motors, accounting for approximately 39% of the global market share. The United States and Canada, in particular, have seen significant growth in the adoption of electric boating solutions, driven by a combination of environmental regulations, technological innovation, and consumer demand for sustainable products. Additionally, the growing trend of 'green' tourism, as well as government incentives for adopting eco-friendly technologies, has spurred interest in Electric Outboard Marine Motors in the region.

Other regions, such as Europe and Asia-Pacific, are also contributing to the growth of the market. In Europe, strong environmental policies and a preference for sustainable solutions in marine transport are fueling demand for Electric Outboard Marine Motors. The Asia-Pacific region is witnessing an increase in demand due to the growing boating culture and rising environmental concerns.

Market Drivers

Environmental Sustainability: Electric Outboard Marine Motor motors produce zero emissions during operation, aligning with global efforts to reduce pollution and mitigate climate change. This makes them an attractive option for environmentally conscious consumers and regulatory bodies.

Advancements in Battery Technology: Innovations in lithium-ion batteries have led to improved energy density, longer lifespan, and faster charging capabilities. These advancements enhance the performance and reliability of Electric Outboard Marine Motor motors, making them more appealing to a broader range of users.

Government Incentives and Regulations: Many governments are implementing stricter emission standards and offering subsidies or incentives for adopting electric propulsion systems. These measures encourage boat owners and manufacturers to transition towards Electric Outboard Marine Motor motors.

Growing Recreational Boating Activities: An increase in leisure boating activities, particularly in regions with extensive waterways, has driven demand for Electric Outboard Marine Motor motors. Their quiet operation and low maintenance requirements make them ideal for recreational use.

This report is a detailed and comprehensive analysis for global Electric Outboard Marine Motors market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is

constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Electric Outboard Marine Motors market size and forecasts, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Unit), 2020-2031

Global Electric Outboard Marine Motors market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Unit), 2020-2031

Global Electric Outboard Marine Motors market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Unit), 2020-2031

Global Electric Outboard Marine Motors market shares of main players, shipments in revenue (\$ Million), sales quantity (Units), and ASP (US\$/Unit), 2020-2025

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Electric Outboard Marine Motors
- To forecast future growth in each product and end-use market
- To assess competitive factors affecting the marketplace

This report profiles key players in the global Electric Outboard Marine Motors market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Minn Kota, Torqeedo, Mercury (MotorGuide), ePropulsion Technology, CSM Tech, Pure Watercraft, AquaWatt, Haibo, Krautler Elektromaschinen, Aquamot, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Electric Outboard Marine Motors market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Outboard Electric Propulsion Motor

Outboard Electric Trolling Motor

Market segment by Application

Civil Entertainment

Municipal Application

Commercial Application

Other

Major players covered

Minn Kota

Torqeedo

Mercury (MotorGuide)

ePropulsion Technology

CSM Tech

Pure Watercraft

AquaWatt

Haibo

Krautler Elektromaschinen

Aquamot

Elco Motor Yachts

Ray Electric Outboards

ACEL Power Inc

Evoy AS

Parsun Power

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Electric Outboard Marine Motors product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Electric Outboard Marine Motors, with price, sales quantity, revenue, and global market share of Electric Outboard Marine Motors from 2020 to 2025.

Chapter 3, the Electric Outboard Marine Motors competitive situation, sales quantity,

revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Electric Outboard Marine Motors breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2020 to 2025. and Electric Outboard Marine Motors market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Electric Outboard Marine Motors.

Chapter 14 and 15, to describe Electric Outboard Marine Motors sales channel, distributors, customers, research findings and conclusion.

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