

Global Electric Propulsion Outboard Motors Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Electric Propulsion Outboard Motors market size was valued at US\$ 187 million in 2025 and is forecast to a readjusted size of US\$ 316 million by 2032 with a CAGR of 7.8% during review period.

Outboard electric 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 motor". They are the most common motorized method of propelling small watercraft. As well as providing propulsion, outboards provide steering control, as they are designed to pivot over their mountings and thus control the direction of thrust. The skeg also acts as a rudder when the engine is not running. Unlike inboard motors, outboard motors can be easily removed for storage or repairs.

This report mainly studies Outboard Electric Propulsion Motor market. An Outboard Electric Propulsion Motor is a kind of outboard Motor which is a propulsion system for boats.

The Electric Propulsion Outboard Motors market is experiencing significant growth, driven by advancements in battery technology, increasing demand for environmentally friendly marine propulsion solutions, and evolving consumer preferences. Electric Propulsion Outboard 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.

Product Types

The Electric Propulsion Outboard Motor market can be segmented into different product categories based on their power output.

Among these categories, Above 100hp is the fastest-growing product type. This growth is primarily due to the increasing need for high-power electric motors that can handle larger boats and commercial applications, where more power is required for long-distance cruising or heavy-duty use. As battery technology continues to improve, more powerful electric motors are being developed to meet the needs of larger vessels. These motors offer higher torque and extended range, which make them suitable for recreational boats, commercial boats, and even larger municipal and official boats.

In contrast, motors in the 10hp and Below and 10.1-35hp segments continue to dominate in the recreational boating sector, where the demand for smaller, more energy-efficient motors is high. These motors are ideal for small to medium-sized boats, which are commonly used for leisure activities like fishing, family outings, and short-distance travel.

Driving Factors

Environmental Awareness and Sustainability Trends One of the most significant factors driving the growth of the electric propulsion outboard motors market is the increasing global awareness regarding environmental issues. Climate change concerns, rising carbon emissions, and the environmental degradation of marine ecosystems have prompted both consumers and industries to seek eco-friendly alternatives. Electric outboard motors, with their zero-emission operation, significantly reduce the environmental footprint of recreational, commercial, and municipal boating. This has made electric motors a preferred choice for consumers who are prioritizing sustainability and environmental preservation.

As governments around the world tighten environmental regulations, especially in regions like Europe and North America, the demand for electric propulsion systems that meet stringent emissions standards is increasing. This trend is further supported by consumer awareness campaigns and the growing shift toward greener technologies across various industries.

Technological Advancements Continuous improvements in battery technology and motor efficiency are fueling the growth of the electric propulsion outboard motors market. Advances in lithium-ion battery technology have led to batteries that are lighter,

longer-lasting, and more energy-dense, thus enabling longer boating trips and greater motor performance. These technological advancements make electric motors more viable for a wide range of applications, from small recreational boats to large commercial vessels.

Moreover, the integration of smart features like real-time performance monitoring, navigation support, and energy management systems is enhancing the user experience. With these advancements, electric propulsion systems are becoming increasingly reliable, efficient, and attractive for both recreational and commercial boaters. As battery costs decrease and energy densities improve, the cost of electric motors continues to become more competitive with traditional gasoline-powered engines.

Cost Savings The cost savings associated with the use of electric propulsion outboard motors are another key driver for market growth. Electric motors generally have fewer moving parts compared to internal combustion engines, which leads to lower maintenance costs and a longer lifespan. Furthermore, electric motors are more energy-efficient, and the cost of electricity for charging is often lower than the price of gasoline or diesel fuel. This makes electric propulsion systems an attractive option for both recreational boaters and commercial users who want to reduce operational costs in the long term.

Government Incentives and Regulations The growing presence of government incentives and stricter regulations are further pushing the adoption of electric propulsion outboard motors. Many countries offer subsidies, tax breaks, and grants to encourage the adoption of electric boats and outboard motors. These incentives reduce the upfront cost of electric motors, making them more accessible to consumers. Additionally, as governments implement increasingly stringent regulations around emissions and environmental performance in the marine sector, businesses are being pushed to adopt cleaner propulsion technologies, including electric outboard motors, to comply with these regulations.

In conclusion, the Electric Propulsion Outboard Motor market is witnessing rapid growth, with significant advances in motor power and battery technology. The Above 100hp category is the fastest-growing segment, driven by the increasing demand for high-powered motors for larger boats and commercial vessels. Recreation Boats continue to hold the largest market share, with the demand for Electric Propulsion Outboard Motors in this segment fueled by environmental concerns and the desire for quieter, cleaner boating experiences. North America remains the largest consumer market, but other

regions such as Europe and Asia-Pacific are also showing strong growth potential.

As the industry continues to innovate and improve the performance and efficiency of Electric Propulsion Outboard Motors, the market is expected to expand further, offering more opportunities for both manufacturers and consumers. The shift toward electric propulsion in the boating industry aligns with broader trends in sustainability and eco-consciousness, providing a clear path for continued growth in the coming years.

This report is a detailed and comprehensive analysis for global Electric Propulsion Outboard 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 Propulsion Outboard Motors market size and forecasts, in consumption value (\$ Million), sales quantity (Units), and average selling prices (USD/Unit), 2021-2032

Global Electric Propulsion Outboard Motors market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Units), and average selling prices (USD/Unit), 2021-2032

Global Electric Propulsion Outboard Motors market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Units), and average selling prices (USD/Unit), 2021-2032

Global Electric Propulsion Outboard Motors market shares of main players, shipments in revenue (\$ Million), sales quantity (Units), and ASP (USD/Unit), 2021-2026

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 Propulsion Outboard 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 Propulsion Outboard 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 Torqeedo, ePropulsion Technology, Mercury, ACEL Power Inc, AquaWatt, Elco Motor Yachts, Evoy AS, Aquamot, Parsun Power, Ray Electric Outboards, etc.

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

Market Segmentation

Electric Propulsion Outboard Motors market is split by Type and by Application. For the period 2021-2032, 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

Below 10 HP

10-35 HP

35.1-70 HP

Above 70 HP

Market segment by Application

Civil Entertainment

Municipal Application

Commercial Application

Other

Major players covered

Torqueedo

ePropulsion Technology

Mercury

ACEL Power Inc

AquaWatt

Elco Motor Yachts

Evoy AS

Aquamot

Parsun Power

Ray Electric Outboards

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 Propulsion Outboard Motors product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Electric Propulsion Outboard Motors, with price, sales quantity, revenue, and global market share of Electric Propulsion Outboard Motors from 2021 to 2026.

Chapter 3, the Electric Propulsion Outboard Motors competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Electric Propulsion Outboard Motors breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

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 2021 to 2032.

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 2021 to 2026. and Electric Propulsion Outboard Motors market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

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 Propulsion Outboard Motors.

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

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Market Analysis by Type

1.3.1 Overview: Global Electric Propulsion Outboard Motors Consumption Value by Type: 2021 Versus 2025 Versus 2032

1.3.2 Below 10 HP

1.3.3 10-35 HP

1.3.4 35.1-70 HP

1.3.5 Above 70 HP

1.4 Market Analysis by Application

1.4.1 Overview: Global Electric Propulsion Outboard Motors Consumption Value by Application: 2021 Versus 2025 Versus 2032

1.4.2 Civil Entertainment

1.4.3 Municipal Application

1.4.4 Commercial Application

1.4.5 Other

1.5 Global Electric Propulsion Outboard Motors Market Size & Forecast

1.5.1 Global Electric Propulsion Outboard Motors Consumption Value (2021 & 2025 & 2032)

1.5.2 Global Electric Propulsion Outboard Motors Sales Quantity (2021-2032)

1.5.3 Global Electric Propulsion Outboard Motors Average Price (2021-2032)

2 MANUFACTURERS PROFILES

2.1 Torqeedo

2.1.1 Torqeedo Details

2.1.2 Torqeedo Major Business

2.1.3 Torqeedo Electric Propulsion Outboard Motors Product and Services

2.1.4 Torqeedo Electric Propulsion Outboard Motors Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.1.5 Torqeedo Recent Developments/Updates

2.2 ePropulsion Technology

2.2.1 ePropulsion Technology Details

2.2.2 ePropulsion Technology Major Business

2.2.3 ePropulsion Technology Electric Propulsion Outboard Motors Product and

Services

2.2.4 ePropulsion Technology Electric Propulsion Outboard Motors Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.2.5 ePropulsion Technology Recent Developments/Updates

2.3 Mercury

2.3.1 Mercury Details

2.3.2 Mercury Major Business

2.3.3 Mercury Electric Propulsion Outboard Motors Product and Services

2.3.4 Mercury Electric Propulsion Outboard Motors Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.3.5 Mercury Recent Developments/Updates

2.4 ACEL Power Inc

2.4.1 ACEL Power Inc Details

2.4.2 ACEL Power Inc Major Business

2.4.3 ACEL Power Inc Electric Propulsion Outboard Motors Product and Services

2.4.4 ACEL Power Inc Electric Propulsion Outboard Motors Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.4.5 ACEL Power Inc Recent Developments/Updates

2.5 AquaWatt

2.5.1 AquaWatt Details

2.5.2 AquaWatt Major Business

2.5.3 AquaWatt Electric Propulsion Outboard Motors Product and Services

2.5.4 AquaWatt Electric Propulsion Outboard Motors Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.5.5 AquaWatt Recent Developments/Updates

2.6 Elco Motor Yachts

2.6.1 Elco Motor Yachts Details

2.6.2 Elco Motor Yachts Major Business

2.6.3 Elco Motor Yachts Electric Propulsion Outboard Motors Product and Services

2.6.4 Elco Motor Yachts Electric Propulsion Outboard Motors Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.6.5 Elco Motor Yachts Recent Developments/Updates

2.7 Evoy AS

2.7.1 Evoy AS Details

2.7.2 Evoy AS Major Business

2.7.3 Evoy AS Electric Propulsion Outboard Motors Product and Services

2.7.4 Evoy AS Electric Propulsion Outboard Motors Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.7.5 Evoy AS Recent Developments/Updates

2.8 Aquamot

2.8.1 Aquamot Details

2.8.2 Aquamot Major Business

2.8.3 Aquamot Electric Propulsion Outboard Motors Product and Services

2.8.4 Aquamot Electric Propulsion Outboard Motors Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.8.5 Aquamot Recent Developments/Updates

2.9 Parsun Power

2.9.1 Parsun Power Details

2.9.2 Parsun Power Major Business

2.9.3 Parsun Power Electric Propulsion Outboard Motors Product and Services

2.9.4 Parsun Power Electric Propulsion Outboard Motors Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.9.5 Parsun Power Recent Developments/Updates

2.10 Ray Electric Outboards

2.10.1 Ray Electric Outboards Details

2.10.2 Ray Electric Outboards Major Business

2.10.3 Ray Electric Outboards Electric Propulsion Outboard Motors Product and Services

2.10.4 Ray Electric Outboards Electric Propulsion Outboard Motors Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.10.5 Ray Electric Outboards Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: ELECTRIC PROPULSION OUTBOARD MOTORS BY MANUFACTURER

3.1 Global Electric Propulsion Outboard Motors Sales Quantity by Manufacturer (2021-2026)

3.2 Global Electric Propulsion Outboard Motors Revenue by Manufacturer (2021-2026)

3.3 Global Electric Propulsion Outboard Motors Average Price by Manufacturer (2021-2026)

3.4 Market Share Analysis (2025)

3.4.1 Producer Shipments of Electric Propulsion Outboard Motors by Manufacturer Revenue (\$MM) and Market Share (%): 2025

3.4.2 Top 3 Electric Propulsion Outboard Motors Manufacturer Market Share in 2025

3.4.3 Top 6 Electric Propulsion Outboard Motors Manufacturer Market Share in 2025

3.5 Electric Propulsion Outboard Motors Market: Overall Company Footprint Analysis

3.5.1 Electric Propulsion Outboard Motors Market: Region Footprint

3.5.2 Electric Propulsion Outboard Motors Market: Company Product Type Footprint

3.5.3 Electric Propulsion Outboard Motors Market: Company Product Application Footprint

3.6 New Market Entrants and Barriers to Market Entry

3.7 Mergers, Acquisition, Agreements, and Collaborations

4 CONSUMPTION ANALYSIS BY REGION

4.1 Global Electric Propulsion Outboard Motors Market Size by Region

4.1.1 Global Electric Propulsion Outboard Motors Sales Quantity by Region (2021-2032)

4.1.2 Global Electric Propulsion Outboard Motors Consumption Value by Region (2021-2032)

4.1.3 Global Electric Propulsion Outboard Motors Average Price by Region (2021-2032)

4.2 North America Electric Propulsion Outboard Motors Consumption Value (2021-2032)

4.3 Europe Electric Propulsion Outboard Motors Consumption Value (2021-2032)

4.4 Asia-Pacific Electric Propulsion Outboard Motors Consumption Value (2021-2032)

4.5 South America Electric Propulsion Outboard Motors Consumption Value (2021-2032)

4.6 Middle East & Africa Electric Propulsion Outboard Motors Consumption Value (2021-2032)

5 MARKET SEGMENT BY TYPE

5.1 Global Electric Propulsion Outboard Motors Sales Quantity by Type (2021-2032)

5.2 Global Electric Propulsion Outboard Motors Consumption Value by Type (2021-2032)

5.3 Global Electric Propulsion Outboard Motors Average Price by Type (2021-2032)

6 MARKET SEGMENT BY APPLICATION

6.1 Global Electric Propulsion Outboard Motors Sales Quantity by Application (2021-2032)

6.2 Global Electric Propulsion Outboard Motors Consumption Value by Application (2021-2032)

6.3 Global Electric Propulsion Outboard Motors Average Price by Application (2021-2032)

7 NORTH AMERICA

- 7.1 North America Electric Propulsion Outboard Motors Sales Quantity by Type (2021-2032)
- 7.2 North America Electric Propulsion Outboard Motors Sales Quantity by Application (2021-2032)
- 7.3 North America Electric Propulsion Outboard Motors Market Size by Country
 - 7.3.1 North America Electric Propulsion Outboard Motors Sales Quantity by Country (2021-2032)
 - 7.3.2 North America Electric Propulsion Outboard Motors Consumption Value by Country (2021-2032)
 - 7.3.3 United States Market Size and Forecast (2021-2032)
 - 7.3.4 Canada Market Size and Forecast (2021-2032)
 - 7.3.5 Mexico Market Size and Forecast (2021-2032)

8 EUROPE

- 8.1 Europe Electric Propulsion Outboard Motors Sales Quantity by Type (2021-2032)
- 8.2 Europe Electric Propulsion Outboard Motors Sales Quantity by Application (2021-2032)
- 8.3 Europe Electric Propulsion Outboard Motors Market Size by Country
 - 8.3.1 Europe Electric Propulsion Outboard Motors Sales Quantity by Country (2021-2032)
 - 8.3.2 Europe Electric Propulsion Outboard Motors Consumption Value by Country (2021-2032)
 - 8.3.3 Germany Market Size and Forecast (2021-2032)
 - 8.3.4 France Market Size and Forecast (2021-2032)
 - 8.3.5 United Kingdom Market Size and Forecast (2021-2032)
 - 8.3.6 Russia Market Size and Forecast (2021-2032)
 - 8.3.7 Italy Market Size and Forecast (2021-2032)

9 ASIA-PACIFIC

- 9.1 Asia-Pacific Electric Propulsion Outboard Motors Sales Quantity by Type (2021-2032)
- 9.2 Asia-Pacific Electric Propulsion Outboard Motors Sales Quantity by Application (2021-2032)
- 9.3 Asia-Pacific Electric Propulsion Outboard Motors Market Size by Region
 - 9.3.1 Asia-Pacific Electric Propulsion Outboard Motors Sales Quantity by Region

(2021-2032)

9.3.2 Asia-Pacific Electric Propulsion Outboard Motors Consumption Value by Region

(2021-2032)

9.3.3 China Market Size and Forecast (2021-2032)

9.3.4 Japan Market Size and Forecast (2021-2032)

9.3.5 South Korea Market Size and Forecast (2021-2032)

9.3.6 India Market Size and Forecast (2021-2032)

9.3.7 Southeast Asia Market Size and Forecast (2021-2032)

9.3.8 Australia Market Size and Forecast (2021-2032)

10 SOUTH AMERICA

10.1 South America Electric Propulsion Outboard Motors Sales Quantity by Type

(2021-2032)

10.2 South America Electric Propulsion Outboard Motors Sales Quantity by Application

(2021-2032)

10.3 South America Electric Propulsion Outboard Motors Market Size by Country

10.3.1 South America Electric Propulsion Outboard Motors Sales Quantity by Country

(2021-2032)

10.3.2 South America Electric Propulsion Outboard Motors Consumption Value by Country (2021-2032)

10.3.3 Brazil Market Size and Forecast (2021-2032)

10.3.4 Argentina Market Size and Forecast (2021-2032)

11 MIDDLE EAST & AFRICA

11.1 Middle East & Africa Electric Propulsion Outboard Motors Sales Quantity by Type

(2021-2032)

11.2 Middle East & Africa Electric Propulsion Outboard Motors Sales Quantity by

Application (2021-2032)

11.3 Middle East & Africa Electric Propulsion Outboard Motors Market Size by Country

11.3.1 Middle East & Africa Electric Propulsion Outboard Motors Sales Quantity by

Country (2021-2032)

11.3.2 Middle East & Africa Electric Propulsion Outboard Motors Consumption Value by Country (2021-2032)

11.3.3 Turkey Market Size and Forecast (2021-2032)

11.3.4 Egypt Market Size and Forecast (2021-2032)

11.3.5 Saudi Arabia Market Size and Forecast (2021-2032)

11.3.6 South Africa Market Size and Forecast (2021-2032)

12 MARKET DYNAMICS

- 12.1 Electric Propulsion Outboard Motors Market Drivers
- 12.2 Electric Propulsion Outboard Motors Market Restraints
- 12.3 Electric Propulsion Outboard Motors Trends Analysis
- 12.4 Porters Five Forces Analysis
 - 12.4.1 Threat of New Entrants
 - 12.4.2 Bargaining Power of Suppliers
 - 12.4.3 Bargaining Power of Buyers
 - 12.4.4 Threat of Substitutes
 - 12.4.5 Competitive Rivalry

13 RAW MATERIAL AND INDUSTRY CHAIN

- 13.1 Raw Material of Electric Propulsion Outboard Motors and Key Manufacturers
- 13.2 Manufacturing Costs Percentage of Electric Propulsion Outboard Motors
- 13.3 Electric Propulsion Outboard Motors Production Process
- 13.4 Industry Value Chain Analysis

14 SHIPMENTS BY DISTRIBUTION CHANNEL

- 14.1 Sales Channel
 - 14.1.1 Direct to End-User
 - 14.1.2 Distributors
- 14.2 Electric Propulsion Outboard Motors Typical Distributors
- 14.3 Electric Propulsion Outboard Motors Typical Customers

15 RESEARCH FINDINGS AND CONCLUSION

16 APPENDIX

- 16.1 Methodology
- 16.2 Research Process and Data Source
- 16.3 Disclaimer

List Of Figures

LIST OF FIGURES

Table 1. Global Electric Propulsion Outboard Motors Consumption Value by Type, (USD Million), 2021 & 2025 & 2032

Table 2. Global Electric Propulsion Outboard Motors Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Table 3. Torqeedo Basic Information, Manufacturing Base and Competitors

Table 4. Torqeedo Major Business

Table 5. Torqeedo Electric Propulsion Outboard Motors Product and Services

Table 6. Torqeedo Electric Propulsion Outboard Motors Sales Quantity (Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 7. Torqeedo Recent Developments/Updates

Table 8. ePropulsion Technology Basic Information, Manufacturing Base and Competitors

Table 9. ePropulsion Technology Major Business

Table 10. ePropulsion Technology Electric Propulsion Outboard Motors Product and Services

Table 11. ePropulsion Technology Electric Propulsion Outboard Motors Sales Quantity (Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 12. ePropulsion Technology Recent Developments/Updates

Table 13. Mercury Basic Information, Manufacturing Base and Competitors

Table 14. Mercury Major Business

Table 15. Mercury Electric Propulsion Outboard Motors Product and Services

Table 16. Mercury Electric Propulsion Outboard Motors Sales Quantity (Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 17. Mercury Recent Developments/Updates

Table 18. ACEL Power Inc Basic Information, Manufacturing Base and Competitors

Table 19. ACEL Power Inc Major Business

Table 20. ACEL Power Inc Electric Propulsion Outboard Motors Product and Services

Table 21. ACEL Power Inc Electric Propulsion Outboard Motors Sales Quantity (Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 22. ACEL Power Inc Recent Developments/Updates

Table 23. AquaWatt Basic Information, Manufacturing Base and Competitors

Table 24. AquaWatt Major Business

Table 25. AquaWatt Electric Propulsion Outboard Motors Product and Services

Table 26. AquaWatt Electric Propulsion Outboard Motors Sales Quantity (Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 27. AquaWatt Recent Developments/Updates

Table 28. Elco Motor Yachts Basic Information, Manufacturing Base and Competitors

Table 29. Elco Motor Yachts Major Business

Table 30. Elco Motor Yachts Electric Propulsion Outboard Motors Product and Services

Table 31. Elco Motor Yachts Electric Propulsion Outboard Motors Sales Quantity (Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 32. Elco Motor Yachts Recent Developments/Updates

Table 33. Evoy AS Basic Information, Manufacturing Base and Competitors

Table 34. Evoy AS Major Business

Table 35. Evoy AS Electric Propulsion Outboard Motors Product and Services

Table 36. Evoy AS Electric Propulsion Outboard Motors Sales Quantity (Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 37. Evoy AS Recent Developments/Updates

Table 38. Aquamot Basic Information, Manufacturing Base and Competitors

Table 39. Aquamot Major Business

Table 40. Aquamot Electric Propulsion Outboard Motors Product and Services

Table 41. Aquamot Electric Propulsion Outboard Motors Sales Quantity (Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 42. Aquamot Recent Developments/Updates

Table 43. Parsun Power Basic Information, Manufacturing Base and Competitors

Table 44. Parsun Power Major Business

Table 45. Parsun Power Electric Propulsion Outboard Motors Product and Services

Table 46. Parsun Power Electric Propulsion Outboard Motors Sales Quantity (Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 47. Parsun Power Recent Developments/Updates

Table 48. Ray Electric Outboards Basic Information, Manufacturing Base and Competitors

Table 49. Ray Electric Outboards Major Business

Table 50. Ray Electric Outboards Electric Propulsion Outboard Motors Product and Services

Table 51. Ray Electric Outboards Electric Propulsion Outboard Motors Sales Quantity (Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

- Table 52. Ray Electric Outboards Recent Developments/Updates
- Table 53. Global Electric Propulsion Outboard Motors Sales Quantity by Manufacturer (2021-2026) & (Units)
- Table 54. Global Electric Propulsion Outboard Motors Revenue by Manufacturer (2021-2026) & (USD Million)
- Table 55. Global Electric Propulsion Outboard Motors Average Price by Manufacturer (2021-2026) & (USD/Unit)
- Table 56. Market Position of Manufacturers in Electric Propulsion Outboard Motors, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025
- Table 57. Head Office and Electric Propulsion Outboard Motors Production Site of Key Manufacturer
- Table 58. Electric Propulsion Outboard Motors Market: Company Product Type Footprint
- Table 59. Electric Propulsion Outboard Motors Market: Company Product Application Footprint
- Table 60. Electric Propulsion Outboard Motors New Market Entrants and Barriers to Market Entry
- Table 61. Electric Propulsion Outboard Motors Mergers, Acquisition, Agreements, and Collaborations
- Table 62. Global Electric Propulsion Outboard Motors Consumption Value by Region (2021-2025-2032) & (USD Million) & CAGR
- Table 63. Global Electric Propulsion Outboard Motors Sales Quantity by Region (2021-2026) & (Units)
- Table 64. Global Electric Propulsion Outboard Motors Sales Quantity by Region (2027-2032) & (Units)
- Table 65. Global Electric Propulsion Outboard Motors Consumption Value by Region (2021-2026) & (USD Million)
- Table 66. Global Electric Propulsion Outboard Motors Consumption Value by Region (2027-2032) & (USD Million)
- Table 67. Global Electric Propulsion Outboard Motors Average Price by Region (2021-2026) & (USD/Unit)
- Table 68. Global Electric Propulsion Outboard Motors Average Price by Region (2027-2032) & (USD/Unit)
- Table 69. Global Electric Propulsion Outboard Motors Sales Quantity by Type (2021-2026) & (Units)
- Table 70. Global Electric Propulsion Outboard Motors Sales Quantity by Type (2027-2032) & (Units)
- Table 71. Global Electric Propulsion Outboard Motors Consumption Value by Type (2021-2026) & (USD Million)

Table 72. Global Electric Propulsion Outboard Motors Consumption Value by Type (2027-2032) & (USD Million)

Table 73. Global Electric Propulsion Outboard Motors Average Price by Type (2021-2026) & (USD/Unit)

Table 74. Global Electric Propulsion Outboard Motors Average Price by Type (2027-2032) & (USD/Unit)

Table 75. Global Electric Propulsion Outboard Motors Sales Quantity by Application (2021-2026) & (Units)

Table 76. Global Electric Propulsion Outboard Motors Sales Quantity by Application (2027-2032) & (Units)

Table 77. Global Electric Propulsion Outboard Motors Consumption Value by Application (2021-2026) & (USD Million)

Table 78. Global Electric Propulsion Outboard Motors Consumption Value by Application (2027-2032) & (USD Million)

Table 79. Global Electric Propulsion Outboard Motors Average Price by Application (2021-2026) & (USD/Unit)

Table 80. Global Electric Propulsion Outboard Motors Average Price by Application (2027-2032) & (USD/Unit)

Table 81. North America Electric Propulsion Outboard Motors Sales Quantity by Type (2021-2026) & (Units)

Table 82. North America Electric Propulsion Outboard Motors Sales Quantity by Type (2027-2032) & (Units)

Table 83. North America Electric Propulsion Outboard Motors Sales Quantity by Application (2021-2026) & (Units)

Table 84. North America Electric Propulsion Outboard Motors Sales Quantity by Application (2027-2032) & (Units)

Table 85. North America Electric Propulsion Outboard Motors Sales Quantity by Country (2021-2026) & (Units)

Table 86. North America Electric Propulsion Outboard Motors Sales Quantity by Country (2027-2032) & (Units)

Table 87. North America Electric Propulsion Outboard Motors Consumption Value by Country (2021-2026) & (USD Million)

Table 88. North America Electric Propulsion Outboard Motors Consumption Value by Country (2027-2032) & (USD Million)

Table 89. Europe Electric Propulsion Outboard Motors Sales Quantity by Type (2021-2026) & (Units)

Table 90. Europe Electric Propulsion Outboard Motors Sales Quantity by Type (2027-2032) & (Units)

Table 91. Europe Electric Propulsion Outboard Motors Sales Quantity by Application

(2021-2026) & (Units)

Table 92. Europe Electric Propulsion Outboard Motors Sales Quantity by Application

(2027-2032) & (Units)

Table 93. Europe Electric Propulsion Outboard Motors Sales Quantity by Country

(2021-2026) & (Units)

Table 94. Europe Electric Propulsion Outboard Motors Sales Quantity by Country

(2027-2032) & (Units)

Table 95. Europe Electric Propulsion Outboard Motors Consumption Value by Country

(2021-2026) & (USD Million)

Table 96. Europe Electric Propulsion Outboard Motors Consumption Value by Country

(2027-2032) & (USD Million)

Table 97. Asia-Pacific Electric Propulsion Outboard Motors Sales Quantity by Type

(2021-2026) & (Units)

Table 98. Asia-Pacific Electric Propulsion Outboard Motors Sales Quantity by Type

(2027-2032) & (Units)

Table 99. Asia-Pacific Electric Propulsion Outboard Motors Sales Quantity by

Application (2021-2026) & (Units)

Table 100. Asia-Pacific Electric Propulsion Outboard Motors Sales Quantity by

Application (2027-2032) & (Units)

Table 101. Asia-Pacific Electric Propulsion Outboard Motors Sales Quantity by Region

(2021-2026) & (Units)

Table 102. Asia-Pacific Electric Propulsion Outboard Motors Sales Quantity by Region

(2027-2032) & (Units)

Table 103. Asia-Pacific Electric Propulsion Outboard Motors Consumption Value by

Region (2021-2026) & (USD Million)

Table 104. Asia-Pacific Electric Propulsion Outboard Motors Consumption Value by

Region (2027-2032) & (USD Million)

Table 105. South America Electric Propulsion Outboard Motors Sales Quantity by Type

(2021-2026) & (Units)

Table 106. South America Electric Propulsion Outboard Motors Sales Quantity by Type

(2027-2032) & (Units)

Table 107. South America Electric Propulsion Outboard Motors Sales Quantity by

Application (2021-2026) & (Units)

Table 108. South America Electric Propulsion Outboard Motors Sales Quantity by

Application (2027-2032) & (Units)

Table 109. South America Electric Propulsion Outboard Motors Sales Quantity by

Country (2021-2026) & (Units)

Table 110. South America Electric Propulsion Outboard Motors Sales Quantity by

Country (2027-2032) & (Units)

Table 111. South America Electric Propulsion Outboard Motors Consumption Value by Country (2021-2026) & (USD Million)

Table 112. South America Electric Propulsion Outboard Motors Consumption Value by Country (2027-2032) & (USD Million)

Table 113. Middle East & Africa Electric Propulsion Outboard Motors Sales Quantity by Type (2021-2026) & (Units)

Table 114. Middle East & Africa Electric Propulsion Outboard Motors Sales Quantity by Type (2027-2032) & (Units)

Table 115. Middle East & Africa Electric Propulsion Outboard Motors Sales Quantity by Application (2021-2026) & (Units)

Table 116. Middle East & Africa Electric Propulsion Outboard Motors Sales Quantity by Application (2027-2032) & (Units)

Table 117. Middle East & Africa Electric Propulsion Outboard Motors Sales Quantity by Country (2021-2026) & (Units)

Table 118. Middle East & Africa Electric Propulsion Outboard Motors Sales Quantity by Country (2027-2032) & (Units)

Table 119. Middle East & Africa Electric Propulsion Outboard Motors Consumption Value by Country (2021-2026) & (USD Million)

Table 120. Middle East & Africa Electric Propulsion Outboard Motors Consumption Value by Country (2027-2032) & (USD Million)

Table 121. Electric Propulsion Outboard Motors Raw Material

Table 122. Key Manufacturers of Electric Propulsion Outboard Motors Raw Materials

Table 123. Electric Propulsion Outboard Motors Typical Distributors

Table 124. Electric Propulsion Outboard Motors Typical Customers

LIST OF FIGURES

Figure 1. Electric Propulsion Outboard Motors Picture

Figure 2. Global Electric Propulsion Outboard Motors Revenue by Type, (USD Million), 2021 & 2025 & 2032

Figure 3. Global Electric Propulsion Outboard Motors Revenue Market Share by Type in 2025

Figure 4. Below 10 HP Examples

Figure 5. 10-35 HP Examples

Figure 6. 35.1-70 HP Examples

Figure 7. Above 70 HP Examples

Figure 8. Global Electric Propulsion Outboard Motors Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 9. Global Electric Propulsion Outboard Motors Revenue Market Share by

Application in 2025

Figure 10. Civil Entertainment Examples

Figure 11. Municipal Application Examples

Figure 12. Commercial Application Examples

Figure 13. Other Examples

Figure 14. Global Electric Propulsion Outboard Motors Consumption Value, (USD Million): 2021 & 2025 & 2032

Figure 15. Global Electric Propulsion Outboard Motors Consumption Value and Forecast (2021-2032) & (USD Million)

Figure 16. Global Electric Propulsion Outboard Motors Sales Quantity (2021-2032) & (Units)

Figure 17. Global Electric Propulsion Outboard Motors Price (2021-2032) & (USD/Unit)

Figure 18. Global Electric Propulsion Outboard Motors Sales Quantity Market Share by Manufacturer in 2025

Figure 19. Global Electric Propulsion Outboard Motors Revenue Market Share by Manufacturer in 2025

Figure 20. Producer Shipments of Electric Propulsion Outboard Motors by Manufacturer Sales (\$MM) and Market Share (%): 2025

Figure 21. Top 3 Electric Propulsion Outboard Motors Manufacturer (Revenue) Market Share in 2025

Figure 22. Top 6 Electric Propulsion Outboard Motors Manufacturer (Revenue) Market Share in 2025

Figure 23. Global Electric Propulsion Outboard Motors Sales Quantity Market Share by Region (2021-2032)

Figure 24. Global Electric Propulsion Outboard Motors Consumption Value Market Share by Region (2021-2032)

Figure 25. North America Electric Propulsion Outboard Motors Consumption Value (2021-2032) & (USD Million)

Figure 26. Europe Electric Propulsion Outboard Motors Consumption Value (2021-2032) & (USD Million)

Figure 27. Asia-Pacific Electric Propulsion Outboard Motors Consumption Value (2021-2032) & (USD Million)

Figure 28. South America Electric Propulsion Outboard Motors Consumption Value (2021-2032) & (USD Million)

Figure 29. Middle East & Africa Electric Propulsion Outboard Motors Consumption Value (2021-2032) & (USD Million)

Figure 30. Global Electric Propulsion Outboard Motors Sales Quantity Market Share by Type (2021-2032)

Figure 31. Global Electric Propulsion Outboard Motors Consumption Value Market

Share by Type (2021-2032)

Figure 32. Global Electric Propulsion Outboard Motors Average Price by Type (2021-2032) & (USD/Unit)

Figure 33. Global Electric Propulsion Outboard Motors Sales Quantity Market Share by Application (2021-2032)

Figure 34. Global Electric Propulsion Outboard Motors Revenue Market Share by Application (2021-2032)

Figure 35. Global Electric Propulsion Outboard Motors Average Price by Application (2021-2032) & (USD/Unit)

Figure 36. North America Electric Propulsion Outboard Motors Sales Quantity Market Share by Type (2021-2032)

Figure 37. North America Electric Propulsion Outboard Motors Sales Quantity Market Share by Application (2021-2032)

Figure 38. North America Electric Propulsion Outboard Motors Sales Quantity Market Share by Country (2021-2032)

Figure 39. North America Electric Propulsion Outboard Motors Consumption Value Market Share by Country (2021-2032)

Figure 40. United States Electric Propulsion Outboard Motors Consumption Value (2021-2032) & (USD Million)

Figure 41. Canada Electric Propulsion Outboard Motors Consumption Value (2021-2032) & (USD Million)

Figure 42. Mexico Electric Propulsion Outboard Motors Consumption Value (2021-2032) & (USD Million)

Figure 43. Europe Electric Propulsion Outboard Motors Sales Quantity Market Share by Type (2021-2032)

Figure 44. Europe Electric Propulsion Outboard Motors Sales Quantity Market Share by Application (2021-2032)

Figure 45. Europe Electric Propulsion Outboard Motors Sales Quantity Market Share by Country (2021-2032)

Figure 46. Europe Electric Propulsion Outboard Motors Consumption Value Market Share by Country (2021-2032)

Figure 47. Germany Electric Propulsion Outboard Motors Consumption Value (2021-2032) & (USD Million)

Figure 48. France Electric Propulsion Outboard Motors Consumption Value (2021-2032) & (USD Million)

Figure 49. United Kingdom Electric Propulsion Outboard Motors Consumption Value (2021-2032) & (USD Million)

Figure 50. Russia Electric Propulsion Outboard Motors Consumption Value (2021-2032) & (USD Million)

Figure 51. Italy Electric Propulsion Outboard Motors Consumption Value (2021-2032) & (USD Million)

Figure 52. Asia-Pacific Electric Propulsion Outboard Motors Sales Quantity Market Share by Type (2021-2032)

Figure 53. Asia-Pacific Electric Propulsion Outboard Motors Sales Quantity Market Share by Application (2021-2032)

Figure 54. Asia-Pacific Electric Propulsion Outboard Motors Sales Quantity Market Share by Region (2021-2032)

Figure 55. Asia-Pacific Electric Propulsion Outboard Motors Consumption Value Market Share by Region (2021-2032)

Figure 56. China Electric Propulsion Outboard Motors Consumption Value (2021-2032) & (USD Million)

Figure 57. Japan Electric Propulsion Outboard Motors Consumption Value (2021-2032) & (USD Million)

Figure 58. South Korea Electric Propulsion Outboard Motors Consumption Value (2021-2032) & (USD Million)

Figure 59. India Electric Propulsion Outboard Motors Consumption Value (2021-2032) & (USD Million)

Figure 60. Southeast Asia Electric Propulsion Outboard Motors Consumption Value (2021-2032) & (USD Million)

Figure 61. Australia Electric Propulsion Outboard Motors Consumption Value (2021-2032) & (USD Million)

Figure 62. South America Electric Propulsion Outboard Motors Sales Quantity Market Share by Type (2021-2032)

Figure 63. South America Electric Propulsion Outboard Motors Sales Quantity Market Share by Application (2021-2032)

Figure 64. South America Electric Propulsion Outboard Motors Sales Quantity Market Share by Country (2021-2032)

Figure 65. South America Electric Propulsion Outboard Motors Consumption Value Market Share by Country (2021-2032)

Figure 66. Brazil Electric Propulsion Outboard Motors Consumption Value (2021-2032) & (USD Million)

Figure 67. Argentina Electric Propulsion Outboard Motors Consumption Value (2021-2032) & (USD Million)

Figure 68. Middle East & Africa Electric Propulsion Outboard Motors Sales Quantity Market Share by Type (2021-2032)

Figure 69. Middle East & Africa Electric Propulsion Outboard Motors Sales Quantity Market Share by Application (2021-2032)

Figure 70. Middle East & Africa Electric Propulsion Outboard Motors Sales Quantity

Market Share by Country (2021-2032)

Figure 71. Middle East & Africa Electric Propulsion Outboard Motors Consumption Value Market Share by Country (2021-2032)

Figure 72. Turkey Electric Propulsion Outboard Motors Consumption Value (2021-2032) & (USD Million)

Figure 73. Egypt Electric Propulsion Outboard Motors Consumption Value (2021-2032) & (USD Million)

Figure 74. Saudi Arabia Electric Propulsion Outboard Motors Consumption Value (2021-2032) & (USD Million)

Figure 75. South Africa Electric Propulsion Outboard Motors Consumption Value (2021-2032) & (USD Million)

Figure 76. Electric Propulsion Outboard Motors Market Drivers

Figure 77. Electric Propulsion Outboard Motors Market Restraints

Figure 78. Electric Propulsion Outboard Motors Market Trends

Figure 79. Porters Five Forces Analysis

Figure 80. Manufacturing Cost Structure Analysis of Electric Propulsion Outboard Motors in 2025

Figure 81. Manufacturing Process Analysis of Electric Propulsion Outboard Motors

Figure 82. Electric Propulsion Outboard Motors Industrial Chain

Figure 83. Sales Channel: Direct to End-User vs Distributors

Figure 84. Direct Channel Pros & Cons

Figure 85. Indirect Channel Pros & Cons

Figure 86. Methodology

Figure 87. Research Process and Data Source

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