

Global Fish Finders Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Fish Finders market size is expected to reach \$ 987 million by 2032, rising at a market growth of 4.2% CAGR during the forecast period (2026-2032).

In 2024, global Fish Finders production reached approximately 2.3 million units, with an average global market price of around US\$ 300 per unit. A fish finder is an instrument used to locate fish underwater by detecting reflected pulses of sound energy, as in sonar. A modern fish finder displays measurements of reflected sound on a graphical display, allowing an operator to interpret information to locate schools of fish, underwater debris, and the bottom of body of water. Fish finder instruments are used both by sport and commercial fishermen.

The global fish finders market has experienced notable growth over the past decade, driven by increasing demand for advanced fishing solutions across both recreational and commercial sectors. Fish finders, which utilize sonar technology to detect the presence of fish, underwater structures, and terrain, have evolved significantly in terms of capability, ease of use, and integration with other navigation and marine systems. These devices have become essential for improving fishing efficiency, reducing time spent searching for fish, and enhancing overall marine navigation and safety. One of the primary drivers of the fish finders market is the growing popularity of recreational fishing. With a rising number of people participating in boating and fishing as leisure activities, especially in North America and Europe, demand for easy-to-use, portable, and feature-rich fish finders has surged. Recreational users are increasingly seeking devices that not only locate fish but also offer GPS mapping, depth tracking, and wireless connectivity with smartphones and tablets. This trend is pushing manufacturers to develop more compact and multifunctional devices suitable for smaller boats, kayaks, and even shore-based anglers. From a regional perspective, North America remains the

largest market for fish finders, supported by a strong culture of recreational fishing, advanced marine infrastructure, and high consumer awareness. The United States and Canada have a substantial base of boat owners and fishing enthusiasts, which fuels steady demand for high-quality fish finder products. Europe is also a significant market, particularly in countries like Norway, Sweden, and the UK, where both commercial and sport fishing are popular.

This report studies the global Fish Finders production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Fish Finders and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Fish Finders that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Fish Finders total production and demand, 2021-2032, (K Units)

Global Fish Finders total production value, 2021-2032, (USD Million)

Global Fish Finders production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Fish Finders consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Fish Finders domestic production, consumption, key domestic manufacturers and share

Global Fish Finders production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Fish Finders production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Fish Finders production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Fish Finders market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Humminbird, Navico, Garmin, Furuno, Raymarine, Lucky Sonar, Deeper, Samyung ENC, NorCross Outdoors?HawkEye?, SI-TEX Marine Electronics, etc.

This report also provides key insights about market drivers, restraints, opportunities,

new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Fish Finders market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Fish Finders Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Fish Finders Market, Segmentation by Type:

Portable Fish Finders

Fixed Fish Finders

Global Fish Finders Market, Segmentation by Application:

Recreational Fishing

Commercial Fishing

Companies Profiled:

Humminbird

Navico

Garmin

Furuno

Raymarine

Lucky Sonar

Deeper

Samyung ENC

NorCross Outdoors?HawkEye?

SI-TEX Marine Electronics

Key Questions Answered:

1. How big is the global Fish Finders market?
2. What is the demand of the global Fish Finders market?
3. What is the year over year growth of the global Fish Finders market?
4. What is the production and production value of the global Fish Finders market?
5. Who are the key producers in the global Fish Finders market?
6. What are the growth factors driving the market demand?

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