

Global Fishfinder Transducer 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 Fishfinder Transducer market size was valued at US\$ 864 million in 2025 and is forecast to a readjusted size of US\$ 1160 million by 2032 with a CAGR of 4.3% during review period.

In 2025, global shipments of fishfinder transducers reached approximately 3.5 million units, with an average unit price of about US\$240. Mid-to-high-end models featuring CHIRP broadband excitation, multi-element composite structures, integrated side-scan/down-scan, or high-power deep-water designs can have system-level procurement prices of US\$370-500 per unit. In terms of typical equipment usage, a standard marine fishfinder system usually configures 1-2 transducers (bottom-mounted or stern-mounted). In high-end yachts, deep-sea fishing vessels, and research/law enforcement vessels, a broadband CHIRP main transducer plus dedicated SideScan/DownScan transducers are often deployed simultaneously, with 2-4 transducers per vessel. Within the entire avionics system, the transducer is a core front-end component with a moderate unit price but the most decisive impact on detection performance. Its performance directly determines target recognition capability, detection depth, imaging resolution, and system stability. With the continuous upgrading of recreational fishing, intelligent avionics, and high-end marine electronic systems, fish finder transducers are gradually evolving from 'passive acoustic transmitters and receivers' into key front-end nodes for underwater environmental perception. Essentially, a fish finder transducer is a piezoelectric-based underwater acoustic energy conversion and transceiver. Its core function is to convert electrical signals into underwater sound waves and receive the reflected echoes from targets, which are then processed and imaged by the main unit. Unlike early single-frequency fixed-operation transducers, modern fish finder transducers generally employ CHIRP broadband excitation technology, which

significantly improves target resolution and noise immunity by continuously sweeping frequencies within a certain frequency band. These products are typically installed directly on the bottom of the hull, stern plate, or through-cabin locations, and are typical 'front-end underwater acoustic sensing units.' From an engineering perspective, the transducer is not simply a sound wave transmitter; the consistency of its piezoelectric materials, array structure design, acoustic window materials, and packaging reliability directly affect the system's stability and imaging consistency under high-speed navigation, complex water currents, and long-term immersion conditions.

Supply Situation

The upstream components of fish finder transducers mainly include: piezoelectric ceramic materials (PZT series), composite piezoelectric arrays, engineering plastic or epoxy resin acoustic window materials, stainless steel or polymer encapsulation housings, shielded cables, and watertight connectors. Among these, the piezoelectric materials and array structure design significantly impact acoustic energy conversion efficiency, operating bandwidth, and signal-to-noise ratio. Related material and process costs typically account for 55%-65% of the total product cost, requiring extremely high standards for material consistency and manufacturing process stability. Typical upstream suppliers include: CTS Corporation, PI Ceramic, TDK, Kyocera, and Morgan Advanced Materials.

Manufacturer Characteristics

Raymarine: Continuously enhances the multi-frequency CHIRP and imaging algorithm matching design in its high-end fish finder systems, improving target discrimination capabilities in shallow water and complex substrate conditions through transducer and host algorithm synergy. Garmin: Focuses on high-power broadband transducers and real-time imaging technology (LiveScope), emphasizing stable sound field output from transducers in dynamic aquatic environments. Navico Group: Covers the needs of different vessel types through its brand matrix (Lowrance / Simrad / B&G), continuously optimizing the integrated side-scan and bottom-scan transducer structure. Furuno: Strengthens deep-water, high-reliability transducer design in the commercial and professional vessel sectors, emphasizing long-term stable operation and consistency. Airmar: As a professional transducer manufacturer, continuously iterates its technology in array structure, wideband coverage, and packaging reliability, providing core front-ends for multiple avionics brands.

Breakthrough Point

For fish finder transducer manufacturers, the real breakthrough lies not in simply increasing transmission power or the number of frequency bands, but in upgrading the transducer from 'acoustic transmitting and receiving hardware' to a system-level sensing node deeply coupled with algorithms and the main unit. For example, Garmin, in recent years, has achieved stable target contours in its high-end transducers through synergistic optimization of array structure and real-time imaging algorithms, enabling the system to maintain a stable target profile even in high-speed navigation and strong echo interference environments. Compared to traditional solutions that only focus on single-point depth or fish school echo intensity, this design significantly enhances the user's overall understanding of the underwater environment. Technical specifications in some high-end yacht and law enforcement vessel tenders explicitly require transducers to meet indicators such as 'wideband coverage, real-time imaging compatibility, and long-term watertight reliability,' indicating that the industry's competitive focus is shifting from 'detectability' to 'the ability to continuously provide usable and reliable underwater information.'

Applications

Fish finder transducers are primarily used in recreational fishing boats, professional fishing boats, high-end yachts, research and law enforcement vessels, and offshore engineering vessels. Typical downstream customers include boat manufacturers and system integrators such as Brunswick, Yamaha Motor, Princess Yachts, Beneteau Group, and Boston Whaler.

Technology Trends

From a technological perspective, fish finder transducers are evolving from 'single-frequency sonar components' to 'multimodal underwater sensing front-ends.' Taking Garmin as an example, its new generation of transducers, while maintaining high power output, enables users to obtain near-video-level underwater feedback during dynamic navigation through broadband CHIRP and real-time imaging technology. Compared to traditional two-dimensional sonar, this trend significantly improves target identification efficiency and intuitiveness, providing a practical path for the further penetration of avionics systems in recreational and professional fields.

Example

A fishing vessel from Nantong, Jiangsu Province, experienced a sudden anomaly while

operating in the East China Sea. The previously stable fish school signal abruptly interrupted, and the crew was unable to locate underwater targets for several hours. An emergency investigation revealed that the original fish finder transducer had experienced signal attenuation due to prolonged high-load operation, leading to detection failure. The captain temporarily replaced it with a Saiyang professional A-TD25 copper dual-frequency ultrasonic probe, which re-captured the dynamics of deep-sea fish schools within minutes, successfully mitigating the day's catch losses.

Market Influencing Factors

The development of the fish finder transducer market is mainly driven by the upgrading of recreational fishing consumption, the increasing penetration rate of intelligent avionics systems, and the deepening of electronic capabilities in high-end yachts and professional vessels. On the one hand, users' demand for 'clearer and more intuitive' underwater information continues to rise, leading to a renewed appreciation of the value of high-performance transducers. On the other hand, the development of multi-sensor fusion and real-time imaging technologies is also forcing continuous optimization of transducers in terms of structural design, material consistency, and long-term reliability. From a competitive perspective, US and Japanese manufacturers hold a clear advantage in high-end imaging and system synergy, while Asian manufacturers are accelerating their expansion in the low-to-mid-range and OEM markets. Overall, products relying solely on low-cost or single-frequency solutions are gradually being marginalized. The ability to consistently provide definite value in imaging capabilities, system adaptability, and long-term stability is becoming a key variable determining the market position of fish finder transducer manufacturers.

This report is a detailed and comprehensive analysis for global Fishfinder Transducer 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 Fishfinder Transducer market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Fishfinder Transducer market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Fishfinder Transducer market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Fishfinder Transducer market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/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 Fishfinder Transducer
- 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 Fishfinder Transducer 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 Raymarine (Public, Hudson, USA), Garmin (Public, Olathe, USA), Navico Group (Public, Egersund, Norway), Furuno (Public, Hyogo, Japan), Airmar (Private, Milford, USA), Humminbird (Public, Eufaula, USA), Fish Hawk (Private, Brainerd, USA), Cannon (Private, Racine, USA), Echonautics (Private, Las Vegas, USA), SI-TEX (Private, Riverhead, USA), etc.

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

Market Segmentation

Fishfinder Transducer 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

In-Hull Type

Thru-Hull Type

Market segment by Frequency

50kHz

200kHz

Others

Market segment by Power

150W

300W

600W

Others

Market segment by Application

Fishing Boats

Yachts

Others

Major players covered

Raymarine (Public, Hudson, USA)

Garmin (Public, Olathe, USA)

Navico Group (Public, Egersund, Norway)

Furuno (Public, Hyogo, Japan)

Airmar (Private, Milford, USA)

Humminbird (Public, Eufaula, USA)

Fish Hawk (Private, Brainerd, USA)

Cannon (Private, Racine, USA)

Echonautics (Private, Las Vegas, USA)

SI-TEX (Private, Riverhead, USA)

Hondax (Public, Tokyo, Japan)

Deeper (Private, Vilnius, Lithuania)

NorCross Outdoors (Private, Orlando, USA)

Marcum Technologies (Private, Minneapolis, USA)

Vexilar (Public, Bloomington, USA)

Standard Horizon (Private, Cypress, USA)

OVA Technology (Private, London, UK)

Saiyang Electronics (Private, Nantong, China)

Osenon (Private, Shenzhen, China)

DA YU (Private, Fuzhou, China)

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 Fishfinder Transducer product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Fishfinder Transducer, with price, sales quantity, revenue, and global market share of Fishfinder Transducer from 2021 to 2026.

Chapter 3, the Fishfinder Transducer competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Fishfinder Transducer 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 Fishfinder Transducer 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 Fishfinder Transducer.

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