

Global Inflatable Stand Up Paddleboards (iSUP) 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 Inflatable Stand Up Paddleboards (iSUP) market size was valued at US\$ 1794 million in 2024 and is forecast to a readjusted size of USD 2762 million by 2031 with a CAGR of 6.6% during review period.

Inflatable stand up paddleboards (iSUP) are portable and lightweight water sports equipment made of high-strength PVC material and an inflatable liner. When inflated, they can provide buoyancy and stability similar to traditional hardboards. Users can stand on the board to paddle, and it is widely used in various water activities such as leisure cruising, yoga, surfing, fishing, etc. Compared with hardboards, iSUP can be folded and stored when not inflated, which is easy to carry and store, especially suitable for urban users or travel enthusiasts. Its market has grown rapidly in recent years. It is favored by beginners and advanced users because of its convenience, safety and adaptability to multiple waters.

This report is a detailed and comprehensive analysis for global Inflatable Stand Up Paddleboards (iSUP) 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.

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.

Key Features:

Global Inflatable Stand Up Paddleboards (iSUP) market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Inflatable Stand Up Paddleboards (iSUP) market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Inflatable Stand Up Paddleboards (iSUP) market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Inflatable Stand Up Paddleboards (iSUP) market shares of main players, shipments in revenue (\$ Million), sales quantity (K 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 Inflatable Stand Up Paddleboards (iSUP)
- 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 Inflatable Stand Up Paddleboards (iSUP) 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 Bote, Roc Outdoors, Advenor, Bluefin, ISLE Paddle Boards, Thurso Surf, Red Equipment, Hobie, NRS, Airhead, etc.

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

Market Segmentation

Inflatable Stand Up Paddleboards (iSUP) 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

Above 11ft

Below 11ft

Market segment by Application

Online Sales

Offline Sales

Major players covered

Bote

Roc Outdoors

Advenor

Bluefin

ISLE Paddle Boards

Thurso Surf

Red Equipment

Hobie

NRS

Airhead

NSP

SereneLife

Atoll Board

Fanatic

Aquaplanet

Wave SUPS

Shark SUPs

Torpedo7

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 Inflatable Stand Up Paddleboards (iSUP) product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Inflatable Stand Up Paddleboards (iSUP), with price, sales quantity, revenue, and global market share of Inflatable Stand Up Paddleboards (iSUP) from 2020 to 2025.

Chapter 3, the Inflatable Stand Up Paddleboards (iSUP) competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed

emphatically by landscape contrast.

Chapter 4, the Inflatable Stand Up Paddleboards (iSUP) 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 Inflatable Stand Up Paddleboards (iSUP) 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 Inflatable Stand Up Paddleboards (iSUP).

Chapter 14 and 15, to describe Inflatable Stand Up Paddleboards (iSUP) 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 Inflatable Stand Up Paddleboards (iSUP) Consumption Value by Type: 2020 Versus 2024 Versus 2031

1.3.2 Above 11ft

1.3.3 Below 11ft

1.4 Market Analysis by Application

1.4.1 Overview: Global Inflatable Stand Up Paddleboards (iSUP) Consumption Value by Application: 2020 Versus 2024 Versus 2031

1.4.2 Online Sales

1.4.3 Offline Sales

1.5 Global Inflatable Stand Up Paddleboards (iSUP) Market Size & Forecast

1.5.1 Global Inflatable Stand Up Paddleboards (iSUP) Consumption Value (2020 & 2024 & 2031)

1.5.2 Global Inflatable Stand Up Paddleboards (iSUP) Sales Quantity (2020-2031)

1.5.3 Global Inflatable Stand Up Paddleboards (iSUP) Average Price (2020-2031)

2 MANUFACTURERS PROFILES

2.1 Bote

2.1.1 Bote Details

2.1.2 Bote Major Business

2.1.3 Bote Inflatable Stand Up Paddleboards (iSUP) Product and Services

2.1.4 Bote Inflatable Stand Up Paddleboards (iSUP) Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.1.5 Bote Recent Developments/Updates

2.2 Roc Outdoors

2.2.1 Roc Outdoors Details

2.2.2 Roc Outdoors Major Business

2.2.3 Roc Outdoors Inflatable Stand Up Paddleboards (iSUP) Product and Services

2.2.4 Roc Outdoors Inflatable Stand Up Paddleboards (iSUP) Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.2.5 Roc Outdoors Recent Developments/Updates

2.3 Advenor

- 2.3.1 Advenor Details
- 2.3.2 Advenor Major Business
- 2.3.3 Advenor Inflatable Stand Up Paddleboards (iSUP) Product and Services
- 2.3.4 Advenor Inflatable Stand Up Paddleboards (iSUP) Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
- 2.3.5 Advenor Recent Developments/Updates
- 2.4 Bluefin
 - 2.4.1 Bluefin Details
 - 2.4.2 Bluefin Major Business
 - 2.4.3 Bluefin Inflatable Stand Up Paddleboards (iSUP) Product and Services
 - 2.4.4 Bluefin Inflatable Stand Up Paddleboards (iSUP) Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.4.5 Bluefin Recent Developments/Updates
- 2.5 ISLE Paddle Boards
 - 2.5.1 ISLE Paddle Boards Details
 - 2.5.2 ISLE Paddle Boards Major Business
 - 2.5.3 ISLE Paddle Boards Inflatable Stand Up Paddleboards (iSUP) Product and Services
 - 2.5.4 ISLE Paddle Boards Inflatable Stand Up Paddleboards (iSUP) Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.5.5 ISLE Paddle Boards Recent Developments/Updates
- 2.6 Thurso Surf
 - 2.6.1 Thurso Surf Details
 - 2.6.2 Thurso Surf Major Business
 - 2.6.3 Thurso Surf Inflatable Stand Up Paddleboards (iSUP) Product and Services
 - 2.6.4 Thurso Surf Inflatable Stand Up Paddleboards (iSUP) Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.6.5 Thurso Surf Recent Developments/Updates
- 2.7 Red Equipment
 - 2.7.1 Red Equipment Details
 - 2.7.2 Red Equipment Major Business
 - 2.7.3 Red Equipment Inflatable Stand Up Paddleboards (iSUP) Product and Services
 - 2.7.4 Red Equipment Inflatable Stand Up Paddleboards (iSUP) Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.7.5 Red Equipment Recent Developments/Updates
- 2.8 Hobie
 - 2.8.1 Hobie Details
 - 2.8.2 Hobie Major Business
 - 2.8.3 Hobie Inflatable Stand Up Paddleboards (iSUP) Product and Services

2.8.4 Hobie Inflatable Stand Up Paddleboards (iSUP) Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.8.5 Hobie Recent Developments/Updates

2.9 NRS

2.9.1 NRS Details

2.9.2 NRS Major Business

2.9.3 NRS Inflatable Stand Up Paddleboards (iSUP) Product and Services

2.9.4 NRS Inflatable Stand Up Paddleboards (iSUP) Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.9.5 NRS Recent Developments/Updates

2.10 Airhead

2.10.1 Airhead Details

2.10.2 Airhead Major Business

2.10.3 Airhead Inflatable Stand Up Paddleboards (iSUP) Product and Services

2.10.4 Airhead Inflatable Stand Up Paddleboards (iSUP) Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.10.5 Airhead Recent Developments/Updates

2.11 NSP

2.11.1 NSP Details

2.11.2 NSP Major Business

2.11.3 NSP Inflatable Stand Up Paddleboards (iSUP) Product and Services

2.11.4 NSP Inflatable Stand Up Paddleboards (iSUP) Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.11.5 NSP Recent Developments/Updates

2.12 SereneLife

2.12.1 SereneLife Details

2.12.2 SereneLife Major Business

2.12.3 SereneLife Inflatable Stand Up Paddleboards (iSUP) Product and Services

2.12.4 SereneLife Inflatable Stand Up Paddleboards (iSUP) Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.12.5 SereneLife Recent Developments/Updates

2.13 Atoll Board

2.13.1 Atoll Board Details

2.13.2 Atoll Board Major Business

2.13.3 Atoll Board Inflatable Stand Up Paddleboards (iSUP) Product and Services

2.13.4 Atoll Board Inflatable Stand Up Paddleboards (iSUP) Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.13.5 Atoll Board Recent Developments/Updates

2.14 Fanatic

- 2.14.1 Fanatic Details
- 2.14.2 Fanatic Major Business
- 2.14.3 Fanatic Inflatable Stand Up Paddleboards (iSUP) Product and Services
- 2.14.4 Fanatic Inflatable Stand Up Paddleboards (iSUP) Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
- 2.14.5 Fanatic Recent Developments/Updates
- 2.15 Aquaplanet
 - 2.15.1 Aquaplanet Details
 - 2.15.2 Aquaplanet Major Business
 - 2.15.3 Aquaplanet Inflatable Stand Up Paddleboards (iSUP) Product and Services
 - 2.15.4 Aquaplanet Inflatable Stand Up Paddleboards (iSUP) Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.15.5 Aquaplanet Recent Developments/Updates
- 2.16 Wave SUPS
 - 2.16.1 Wave SUPS Details
 - 2.16.2 Wave SUPS Major Business
 - 2.16.3 Wave SUPS Inflatable Stand Up Paddleboards (iSUP) Product and Services
 - 2.16.4 Wave SUPS Inflatable Stand Up Paddleboards (iSUP) Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.16.5 Wave SUPS Recent Developments/Updates
- 2.17 Shark SUPs
 - 2.17.1 Shark SUPs Details
 - 2.17.2 Shark SUPs Major Business
 - 2.17.3 Shark SUPs Inflatable Stand Up Paddleboards (iSUP) Product and Services
 - 2.17.4 Shark SUPs Inflatable Stand Up Paddleboards (iSUP) Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.17.5 Shark SUPs Recent Developments/Updates
- 2.18 Torpedo7
 - 2.18.1 Torpedo7 Details
 - 2.18.2 Torpedo7 Major Business
 - 2.18.3 Torpedo7 Inflatable Stand Up Paddleboards (iSUP) Product and Services
 - 2.18.4 Torpedo7 Inflatable Stand Up Paddleboards (iSUP) Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.18.5 Torpedo7 Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: INFLATABLE STAND UP PADDLEBOARDS (ISUP) BY MANUFACTURER

3.1 Global Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Manufacturer

(2020-2025)

3.2 Global Inflatable Stand Up Paddleboards (iSUP) Revenue by Manufacturer

(2020-2025)

3.3 Global Inflatable Stand Up Paddleboards (iSUP) Average Price by Manufacturer

(2020-2025)

3.4 Market Share Analysis (2024)

3.4.1 Producer Shipments of Inflatable Stand Up Paddleboards (iSUP) by Manufacturer Revenue (\$MM) and Market Share (%): 2024

3.4.2 Top 3 Inflatable Stand Up Paddleboards (iSUP) Manufacturer Market Share in 2024

3.4.3 Top 6 Inflatable Stand Up Paddleboards (iSUP) Manufacturer Market Share in 2024

3.5 Inflatable Stand Up Paddleboards (iSUP) Market: Overall Company Footprint Analysis

3.5.1 Inflatable Stand Up Paddleboards (iSUP) Market: Region Footprint

3.5.2 Inflatable Stand Up Paddleboards (iSUP) Market: Company Product Type Footprint

3.5.3 Inflatable Stand Up Paddleboards (iSUP) 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 Inflatable Stand Up Paddleboards (iSUP) Market Size by Region

4.1.1 Global Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Region (2020-2031)

4.1.2 Global Inflatable Stand Up Paddleboards (iSUP) Consumption Value by Region (2020-2031)

4.1.3 Global Inflatable Stand Up Paddleboards (iSUP) Average Price by Region (2020-2031)

4.2 North America Inflatable Stand Up Paddleboards (iSUP) Consumption Value (2020-2031)

4.3 Europe Inflatable Stand Up Paddleboards (iSUP) Consumption Value (2020-2031)

4.4 Asia-Pacific Inflatable Stand Up Paddleboards (iSUP) Consumption Value (2020-2031)

4.5 South America Inflatable Stand Up Paddleboards (iSUP) Consumption Value (2020-2031)

4.6 Middle East & Africa Inflatable Stand Up Paddleboards (iSUP) Consumption Value

(2020-2031)

5 MARKET SEGMENT BY TYPE

5.1 Global Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Type
(2020-2031)

5.2 Global Inflatable Stand Up Paddleboards (iSUP) Consumption Value by Type
(2020-2031)

5.3 Global Inflatable Stand Up Paddleboards (iSUP) Average Price by Type
(2020-2031)

6 MARKET SEGMENT BY APPLICATION

6.1 Global Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Application
(2020-2031)

6.2 Global Inflatable Stand Up Paddleboards (iSUP) Consumption Value by Application
(2020-2031)

6.3 Global Inflatable Stand Up Paddleboards (iSUP) Average Price by Application
(2020-2031)

7 NORTH AMERICA

7.1 North America Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Type
(2020-2031)

7.2 North America Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by
Application (2020-2031)

7.3 North America Inflatable Stand Up Paddleboards (iSUP) Market Size by Country

7.3.1 North America Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by
Country (2020-2031)

7.3.2 North America Inflatable Stand Up Paddleboards (iSUP) Consumption Value by
Country (2020-2031)

7.3.3 United States Market Size and Forecast (2020-2031)

7.3.4 Canada Market Size and Forecast (2020-2031)

7.3.5 Mexico Market Size and Forecast (2020-2031)

8 EUROPE

8.1 Europe Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Type
(2020-2031)

8.2 Europe Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Application (2020-2031)

8.3 Europe Inflatable Stand Up Paddleboards (iSUP) Market Size by Country

8.3.1 Europe Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Country (2020-2031)

8.3.2 Europe Inflatable Stand Up Paddleboards (iSUP) Consumption Value by Country (2020-2031)

8.3.3 Germany Market Size and Forecast (2020-2031)

8.3.4 France Market Size and Forecast (2020-2031)

8.3.5 United Kingdom Market Size and Forecast (2020-2031)

8.3.6 Russia Market Size and Forecast (2020-2031)

8.3.7 Italy Market Size and Forecast (2020-2031)

9 ASIA-PACIFIC

9.1 Asia-Pacific Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Type (2020-2031)

9.2 Asia-Pacific Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Application (2020-2031)

9.3 Asia-Pacific Inflatable Stand Up Paddleboards (iSUP) Market Size by Region

9.3.1 Asia-Pacific Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Region (2020-2031)

9.3.2 Asia-Pacific Inflatable Stand Up Paddleboards (iSUP) Consumption Value by Region (2020-2031)

9.3.3 China Market Size and Forecast (2020-2031)

9.3.4 Japan Market Size and Forecast (2020-2031)

9.3.5 South Korea Market Size and Forecast (2020-2031)

9.3.6 India Market Size and Forecast (2020-2031)

9.3.7 Southeast Asia Market Size and Forecast (2020-2031)

9.3.8 Australia Market Size and Forecast (2020-2031)

10 SOUTH AMERICA

10.1 South America Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Type (2020-2031)

10.2 South America Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Application (2020-2031)

10.3 South America Inflatable Stand Up Paddleboards (iSUP) Market Size by Country

10.3.1 South America Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by

Country (2020-2031)

10.3.2 South America Inflatable Stand Up Paddleboards (iSUP) Consumption Value by Country (2020-2031)

10.3.3 Brazil Market Size and Forecast (2020-2031)

10.3.4 Argentina Market Size and Forecast (2020-2031)

11 MIDDLE EAST & AFRICA

11.1 Middle East & Africa Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Type (2020-2031)

11.2 Middle East & Africa Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Application (2020-2031)

11.3 Middle East & Africa Inflatable Stand Up Paddleboards (iSUP) Market Size by Country

11.3.1 Middle East & Africa Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Country (2020-2031)

11.3.2 Middle East & Africa Inflatable Stand Up Paddleboards (iSUP) Consumption Value by Country (2020-2031)

11.3.3 Turkey Market Size and Forecast (2020-2031)

11.3.4 Egypt Market Size and Forecast (2020-2031)

11.3.5 Saudi Arabia Market Size and Forecast (2020-2031)

11.3.6 South Africa Market Size and Forecast (2020-2031)

12 MARKET DYNAMICS

12.1 Inflatable Stand Up Paddleboards (iSUP) Market Drivers

12.2 Inflatable Stand Up Paddleboards (iSUP) Market Restraints

12.3 Inflatable Stand Up Paddleboards (iSUP) 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 Inflatable Stand Up Paddleboards (iSUP) and Key Manufacturers

13.2 Manufacturing Costs Percentage of Inflatable Stand Up Paddleboards (iSUP)

13.3 Inflatable Stand Up Paddleboards (iSUP) 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 Inflatable Stand Up Paddleboards (iSUP) Typical Distributors

14.3 Inflatable Stand Up Paddleboards (iSUP) Typical Customers

15 RESEARCH FINDINGS AND CONCLUSION

16 APPENDIX

16.1 Methodology

16.2 Research Process and Data Source

16.3 Disclaimer

List Of Tables

LIST OF TABLES

- Table 1. Global Inflatable Stand Up Paddleboards (iSUP) Consumption Value by Type, (USD Million), 2020 & 2024 & 2031
- Table 2. Global Inflatable Stand Up Paddleboards (iSUP) Consumption Value by Application, (USD Million), 2020 & 2024 & 2031
- Table 3. Bote Basic Information, Manufacturing Base and Competitors
- Table 4. Bote Major Business
- Table 5. Bote Inflatable Stand Up Paddleboards (iSUP) Product and Services
- Table 6. Bote Inflatable Stand Up Paddleboards (iSUP) Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)
- Table 7. Bote Recent Developments/Updates
- Table 8. Roc Outdoors Basic Information, Manufacturing Base and Competitors
- Table 9. Roc Outdoors Major Business
- Table 10. Roc Outdoors Inflatable Stand Up Paddleboards (iSUP) Product and Services
- Table 11. Roc Outdoors Inflatable Stand Up Paddleboards (iSUP) Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)
- Table 12. Roc Outdoors Recent Developments/Updates
- Table 13. Advenor Basic Information, Manufacturing Base and Competitors
- Table 14. Advenor Major Business
- Table 15. Advenor Inflatable Stand Up Paddleboards (iSUP) Product and Services
- Table 16. Advenor Inflatable Stand Up Paddleboards (iSUP) Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)
- Table 17. Advenor Recent Developments/Updates
- Table 18. Bluefin Basic Information, Manufacturing Base and Competitors
- Table 19. Bluefin Major Business
- Table 20. Bluefin Inflatable Stand Up Paddleboards (iSUP) Product and Services
- Table 21. Bluefin Inflatable Stand Up Paddleboards (iSUP) Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)
- Table 22. Bluefin Recent Developments/Updates
- Table 23. ISLE Paddle Boards Basic Information, Manufacturing Base and Competitors
- Table 24. ISLE Paddle Boards Major Business
- Table 25. ISLE Paddle Boards Inflatable Stand Up Paddleboards (iSUP) Product and

Services

Table 26. ISLE Paddle Boards Inflatable Stand Up Paddleboards (iSUP) Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 27. ISLE Paddle Boards Recent Developments/Updates

Table 28. Thurso Surf Basic Information, Manufacturing Base and Competitors

Table 29. Thurso Surf Major Business

Table 30. Thurso Surf Inflatable Stand Up Paddleboards (iSUP) Product and Services

Table 31. Thurso Surf Inflatable Stand Up Paddleboards (iSUP) Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 32. Thurso Surf Recent Developments/Updates

Table 33. Red Equipment Basic Information, Manufacturing Base and Competitors

Table 34. Red Equipment Major Business

Table 35. Red Equipment Inflatable Stand Up Paddleboards (iSUP) Product and Services

Table 36. Red Equipment Inflatable Stand Up Paddleboards (iSUP) Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 37. Red Equipment Recent Developments/Updates

Table 38. Hobie Basic Information, Manufacturing Base and Competitors

Table 39. Hobie Major Business

Table 40. Hobie Inflatable Stand Up Paddleboards (iSUP) Product and Services

Table 41. Hobie Inflatable Stand Up Paddleboards (iSUP) Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 42. Hobie Recent Developments/Updates

Table 43. NRS Basic Information, Manufacturing Base and Competitors

Table 44. NRS Major Business

Table 45. NRS Inflatable Stand Up Paddleboards (iSUP) Product and Services

Table 46. NRS Inflatable Stand Up Paddleboards (iSUP) Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 47. NRS Recent Developments/Updates

Table 48. Airhead Basic Information, Manufacturing Base and Competitors

Table 49. Airhead Major Business

Table 50. Airhead Inflatable Stand Up Paddleboards (iSUP) Product and Services

Table 51. Airhead Inflatable Stand Up Paddleboards (iSUP) Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share

(2020-2025)

Table 52. Airhead Recent Developments/Updates

Table 53. NSP Basic Information, Manufacturing Base and Competitors

Table 54. NSP Major Business

Table 55. NSP Inflatable Stand Up Paddleboards (iSUP) Product and Services

Table 56. NSP Inflatable Stand Up Paddleboards (iSUP) Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 57. NSP Recent Developments/Updates

Table 58. SereneLife Basic Information, Manufacturing Base and Competitors

Table 59. SereneLife Major Business

Table 60. SereneLife Inflatable Stand Up Paddleboards (iSUP) Product and Services

Table 61. SereneLife Inflatable Stand Up Paddleboards (iSUP) Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 62. SereneLife Recent Developments/Updates

Table 63. Atoll Board Basic Information, Manufacturing Base and Competitors

Table 64. Atoll Board Major Business

Table 65. Atoll Board Inflatable Stand Up Paddleboards (iSUP) Product and Services

Table 66. Atoll Board Inflatable Stand Up Paddleboards (iSUP) Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 67. Atoll Board Recent Developments/Updates

Table 68. Fanatic Basic Information, Manufacturing Base and Competitors

Table 69. Fanatic Major Business

Table 70. Fanatic Inflatable Stand Up Paddleboards (iSUP) Product and Services

Table 71. Fanatic Inflatable Stand Up Paddleboards (iSUP) Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 72. Fanatic Recent Developments/Updates

Table 73. Aquaplanet Basic Information, Manufacturing Base and Competitors

Table 74. Aquaplanet Major Business

Table 75. Aquaplanet Inflatable Stand Up Paddleboards (iSUP) Product and Services

Table 76. Aquaplanet Inflatable Stand Up Paddleboards (iSUP) Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 77. Aquaplanet Recent Developments/Updates

Table 78. Wave SUPS Basic Information, Manufacturing Base and Competitors

Table 79. Wave SUPS Major Business

Table 80. Wave SUPS Inflatable Stand Up Paddleboards (iSUP) Product and Services

Table 81. Wave SUPS Inflatable Stand Up Paddleboards (iSUP) Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 82. Wave SUPS Recent Developments/Updates

Table 83. Shark SUPs Basic Information, Manufacturing Base and Competitors

Table 84. Shark SUPs Major Business

Table 85. Shark SUPs Inflatable Stand Up Paddleboards (iSUP) Product and Services

Table 86. Shark SUPs Inflatable Stand Up Paddleboards (iSUP) Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 87. Shark SUPs Recent Developments/Updates

Table 88. Torpedo7 Basic Information, Manufacturing Base and Competitors

Table 89. Torpedo7 Major Business

Table 90. Torpedo7 Inflatable Stand Up Paddleboards (iSUP) Product and Services

Table 91. Torpedo7 Inflatable Stand Up Paddleboards (iSUP) Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 92. Torpedo7 Recent Developments/Updates

Table 93. Global Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Manufacturer (2020-2025) & (K Units)

Table 94. Global Inflatable Stand Up Paddleboards (iSUP) Revenue by Manufacturer (2020-2025) & (USD Million)

Table 95. Global Inflatable Stand Up Paddleboards (iSUP) Average Price by Manufacturer (2020-2025) & (US\$/Unit)

Table 96. Market Position of Manufacturers in Inflatable Stand Up Paddleboards (iSUP), (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2024

Table 97. Head Office and Inflatable Stand Up Paddleboards (iSUP) Production Site of Key Manufacturer

Table 98. Inflatable Stand Up Paddleboards (iSUP) Market: Company Product Type Footprint

Table 99. Inflatable Stand Up Paddleboards (iSUP) Market: Company Product Application Footprint

Table 100. Inflatable Stand Up Paddleboards (iSUP) New Market Entrants and Barriers to Market Entry

Table 101. Inflatable Stand Up Paddleboards (iSUP) Mergers, Acquisition, Agreements, and Collaborations

Table 102. Global Inflatable Stand Up Paddleboards (iSUP) Consumption Value by Region (2020-2024-2031) & (USD Million) & CAGR

Table 103. Global Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Region (2020-2025) & (K Units)

Table 104. Global Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Region (2026-2031) & (K Units)

Table 105. Global Inflatable Stand Up Paddleboards (iSUP) Consumption Value by Region (2020-2025) & (USD Million)

Table 106. Global Inflatable Stand Up Paddleboards (iSUP) Consumption Value by Region (2026-2031) & (USD Million)

Table 107. Global Inflatable Stand Up Paddleboards (iSUP) Average Price by Region (2020-2025) & (US\$/Unit)

Table 108. Global Inflatable Stand Up Paddleboards (iSUP) Average Price by Region (2026-2031) & (US\$/Unit)

Table 109. Global Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Type (2020-2025) & (K Units)

Table 110. Global Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Type (2026-2031) & (K Units)

Table 111. Global Inflatable Stand Up Paddleboards (iSUP) Consumption Value by Type (2020-2025) & (USD Million)

Table 112. Global Inflatable Stand Up Paddleboards (iSUP) Consumption Value by Type (2026-2031) & (USD Million)

Table 113. Global Inflatable Stand Up Paddleboards (iSUP) Average Price by Type (2020-2025) & (US\$/Unit)

Table 114. Global Inflatable Stand Up Paddleboards (iSUP) Average Price by Type (2026-2031) & (US\$/Unit)

Table 115. Global Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Application (2020-2025) & (K Units)

Table 116. Global Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Application (2026-2031) & (K Units)

Table 117. Global Inflatable Stand Up Paddleboards (iSUP) Consumption Value by Application (2020-2025) & (USD Million)

Table 118. Global Inflatable Stand Up Paddleboards (iSUP) Consumption Value by Application (2026-2031) & (USD Million)

Table 119. Global Inflatable Stand Up Paddleboards (iSUP) Average Price by Application (2020-2025) & (US\$/Unit)

Table 120. Global Inflatable Stand Up Paddleboards (iSUP) Average Price by Application (2026-2031) & (US\$/Unit)

Table 121. North America Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Type (2020-2025) & (K Units)

Table 122. North America Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by

Type (2026-2031) & (K Units)

Table 123. North America Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Application (2020-2025) & (K Units)

Table 124. North America Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Application (2026-2031) & (K Units)

Table 125. North America Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Country (2020-2025) & (K Units)

Table 126. North America Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Country (2026-2031) & (K Units)

Table 127. North America Inflatable Stand Up Paddleboards (iSUP) Consumption Value by Country (2020-2025) & (USD Million)

Table 128. North America Inflatable Stand Up Paddleboards (iSUP) Consumption Value by Country (2026-2031) & (USD Million)

Table 129. Europe Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Type (2020-2025) & (K Units)

Table 130. Europe Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Type (2026-2031) & (K Units)

Table 131. Europe Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Application (2020-2025) & (K Units)

Table 132. Europe Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Application (2026-2031) & (K Units)

Table 133. Europe Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Country (2020-2025) & (K Units)

Table 134. Europe Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Country (2026-2031) & (K Units)

Table 135. Europe Inflatable Stand Up Paddleboards (iSUP) Consumption Value by Country (2020-2025) & (USD Million)

Table 136. Europe Inflatable Stand Up Paddleboards (iSUP) Consumption Value by Country (2026-2031) & (USD Million)

Table 137. Asia-Pacific Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Type (2020-2025) & (K Units)

Table 138. Asia-Pacific Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Type (2026-2031) & (K Units)

Table 139. Asia-Pacific Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Application (2020-2025) & (K Units)

Table 140. Asia-Pacific Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Application (2026-2031) & (K Units)

Table 141. Asia-Pacific Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Region (2020-2025) & (K Units)

Table 142. Asia-Pacific Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Region (2026-2031) & (K Units)

Table 143. Asia-Pacific Inflatable Stand Up Paddleboards (iSUP) Consumption Value by Region (2020-2025) & (USD Million)

Table 144. Asia-Pacific Inflatable Stand Up Paddleboards (iSUP) Consumption Value by Region (2026-2031) & (USD Million)

Table 145. South America Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Type (2020-2025) & (K Units)

Table 146. South America Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Type (2026-2031) & (K Units)

Table 147. South America Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Application (2020-2025) & (K Units)

Table 148. South America Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Application (2026-2031) & (K Units)

Table 149. South America Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Country (2020-2025) & (K Units)

Table 150. South America Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Country (2026-2031) & (K Units)

Table 151. South America Inflatable Stand Up Paddleboards (iSUP) Consumption Value by Country (2020-2025) & (USD Million)

Table 152. South America Inflatable Stand Up Paddleboards (iSUP) Consumption Value by Country (2026-2031) & (USD Million)

Table 153. Middle East & Africa Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Type (2020-2025) & (K Units)

Table 154. Middle East & Africa Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Type (2026-2031) & (K Units)

Table 155. Middle East & Africa Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Application (2020-2025) & (K Units)

Table 156. Middle East & Africa Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Application (2026-2031) & (K Units)

Table 157. Middle East & Africa Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Country (2020-2025) & (K Units)

Table 158. Middle East & Africa Inflatable Stand Up Paddleboards (iSUP) Sales Quantity by Country (2026-2031) & (K Units)

Table 159. Middle East & Africa Inflatable Stand Up Paddleboards (iSUP) Consumption Value by Country (2020-2025) & (USD Million)

Table 160. Middle East & Africa Inflatable Stand Up Paddleboards (iSUP) Consumption Value by Country (2026-2031) & (USD Million)

Table 161. Inflatable Stand Up Paddleboards (iSUP) Raw Material

Table 162. Key Manufacturers of Inflatable Stand Up Paddleboards (iSUP) Raw Materials

Table 163. Inflatable Stand Up Paddleboards (iSUP) Typical Distributors

Table 164. Inflatable Stand Up Paddleboards (iSUP) Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Inflatable Stand Up Paddleboards (iSUP) Picture

Figure 2. Global Inflatable Stand Up Paddleboards (iSUP) Revenue by Type, (USD Million), 2020 & 2024 & 2031

Figure 3. Global Inflatable Stand Up Paddleboards (iSUP) Revenue Market Share by Type in 2024

Figure 4. Above 11ft Examples

Figure 5. Below 11ft Examples

Figure 6. Global Inflatable Stand Up Paddleboards (iSUP) Consumption Value by Application, (USD Million), 2020 & 2024 & 2031

Figure 7. Global Inflatable Stand Up Paddleboards (iSUP) Revenue Market Share by Application in 2024

Figure 8. Online Sales Examples

Figure 9. Offline Sales Examples

Figure 10. Global Inflatable Stand Up Paddleboards (iSUP) Consumption Value, (USD Million): 2020 & 2024 & 2031

Figure 11. Global Inflatable Stand Up Paddleboards (iSUP) Consumption Value and Forecast (2020-2031) & (USD Million)

Figure 12. Global Inflatable Stand Up Paddleboards (iSUP) Sales Quantity (2020-2031) & (K Units)

Figure 13. Global Inflatable Stand Up Paddleboards (iSUP) Price (2020-2031) & (US\$/Unit)

Figure 14. Global Inflatable Stand Up Paddleboards (iSUP) Sales Quantity Market Share by Manufacturer in 2024

Figure 15. Global Inflatable Stand Up Paddleboards (iSUP) Revenue Market Share by Manufacturer in 2024

Figure 16. Producer Shipments of Inflatable Stand Up Paddleboards (iSUP) by Manufacturer Sales (\$MM) and Market Share (%): 2024

Figure 17. Top 3 Inflatable Stand Up Paddleboards (iSUP) Manufacturer (Revenue) Market Share in 2024

Figure 18. Top 6 Inflatable Stand Up Paddleboards (iSUP) Manufacturer (Revenue) Market Share in 2024

Figure 19. Global Inflatable Stand Up Paddleboards (iSUP) Sales Quantity Market Share by Region (2020-2031)

Figure 20. Global Inflatable Stand Up Paddleboards (iSUP) Consumption Value Market Share by Region (2020-2031)

Figure 21. North America Inflatable Stand Up Paddleboards (iSUP) Consumption Value (2020-2031) & (USD Million)

Figure 22. Europe Inflatable Stand Up Paddleboards (iSUP) Consumption Value (2020-2031) & (USD Million)

Figure 23. Asia-Pacific Inflatable Stand Up Paddleboards (iSUP) Consumption Value (2020-2031) & (USD Million)

Figure 24. South America Inflatable Stand Up Paddleboards (iSUP) Consumption Value (2020-2031) & (USD Million)

Figure 25. Middle East & Africa Inflatable Stand Up Paddleboards (iSUP) Consumption Value (2020-2031) & (USD Million)

Figure 26. Global Inflatable Stand Up Paddleboards (iSUP) Sales Quantity Market Share by Type (2020-2031)

Figure 27. Global Inflatable Stand Up Paddleboards (iSUP) Consumption Value Market Share by Type (2020-2031)

Figure 28. Global Inflatable Stand Up Paddleboards (iSUP) Average Price by Type (2020-2031) & (US\$/Unit)

Figure 29. Global Inflatable Stand Up Paddleboards (iSUP) Sales Quantity Market Share by Application (2020-2031)

Figure 30. Global Inflatable Stand Up Paddleboards (iSUP) Revenue Market Share by Application (2020-2031)

Figure 31. Global Inflatable Stand Up Paddleboards (iSUP) Average Price by Application (2020-2031) & (US\$/Unit)

Figure 32. North America Inflatable Stand Up Paddleboards (iSUP) Sales Quantity Market Share by Type (2020-2031)

Figure 33. North America Inflatable Stand Up Paddleboards (iSUP) Sales Quantity Market Share by Application (2020-2031)

Figure 34. North America Inflatable Stand Up Paddleboards (iSUP) Sales Quantity Market Share by Country (2020-2031)

Figure 35. North America Inflatable Stand Up Paddleboards (iSUP) Consumption Value Market Share by Country (2020-2031)

Figure 36. United States Inflatable Stand Up Paddleboards (iSUP) Consumption Value (2020-2031) & (USD Million)

Figure 37. Canada Inflatable Stand Up Paddleboards (iSUP) Consumption Value (2020-2031) & (USD Million)

Figure 38. Mexico Inflatable Stand Up Paddleboards (iSUP) Consumption Value (2020-2031) & (USD Million)

Figure 39. Europe Inflatable Stand Up Paddleboards (iSUP) Sales Quantity Market Share by Type (2020-2031)

Figure 40. Europe Inflatable Stand Up Paddleboards (iSUP) Sales Quantity Market

Share by Application (2020-2031)

Figure 41. Europe Inflatable Stand Up Paddleboards (iSUP) Sales Quantity Market

Share by Country (2020-2031)

Figure 42. Europe Inflatable Stand Up Paddleboards (iSUP) Consumption Value Market

Share by Country (2020-2031)

Figure 43. Germany Inflatable Stand Up Paddleboards (iSUP) Consumption Value (2020-2031) & (USD Million)

Figure 44. France Inflatable Stand Up Paddleboards (iSUP) Consumption Value (2020-2031) & (USD Million)

Figure 45. United Kingdom Inflatable Stand Up Paddleboards (iSUP) Consumption Value (2020-2031) & (USD Million)

Figure 46. Russia Inflatable Stand Up Paddleboards (iSUP) Consumption Value (2020-2031) & (USD Million)

Figure 47. Italy Inflatable Stand Up Paddleboards (iSUP) Consumption Value (2020-2031) & (USD Million)

Figure 48. Asia-Pacific Inflatable Stand Up Paddleboards (iSUP) Sales Quantity Market Share by Type (2020-2031)

Figure 49. Asia-Pacific Inflatable Stand Up Paddleboards (iSUP) Sales Quantity Market Share by Application (2020-2031)

Figure 50. Asia-Pacific Inflatable Stand Up Paddleboards (iSUP) Sales Quantity Market Share by Region (2020-2031)

Figure 51. Asia-Pacific Inflatable Stand Up Paddleboards (iSUP) Consumption Value Market Share by Region (2020-2031)

Figure 52. China Inflatable Stand Up Paddleboards (iSUP) Consumption Value (2020-2031) & (USD Million)

Figure 53. Japan Inflatable Stand Up Paddleboards (iSUP) Consumption Value (2020-2031) & (USD Million)

Figure 54. South Korea Inflatable Stand Up Paddleboards (iSUP) Consumption Value (2020-2031) & (USD Million)

Figure 55. India Inflatable Stand Up Paddleboards (iSUP) Consumption Value (2020-2031) & (USD Million)

Figure 56. Southeast Asia Inflatable Stand Up Paddleboards (iSUP) Consumption Value (2020-2031) & (USD Million)

Figure 57. Australia Inflatable Stand Up Paddleboards (iSUP) Consumption Value (2020-2031) & (USD Million)

Figure 58. South America Inflatable Stand Up Paddleboards (iSUP) Sales Quantity Market Share by Type (2020-2031)

Figure 59. South America Inflatable Stand Up Paddleboards (iSUP) Sales Quantity Market Share by Application (2020-2031)

Figure 60. South America Inflatable Stand Up Paddleboards (iSUP) Sales Quantity Market Share by Country (2020-2031)

Figure 61. South America Inflatable Stand Up Paddleboards (iSUP) Consumption Value Market Share by Country (2020-2031)

Figure 62. Brazil Inflatable Stand Up Paddleboards (iSUP) Consumption Value (2020-2031) & (USD Million)

Figure 63. Argentina Inflatable Stand Up Paddleboards (iSUP) Consumption Value (2020-2031) & (USD Million)

Figure 64. Middle East & Africa Inflatable Stand Up Paddleboards (iSUP) Sales Quantity Market Share by Type (2020-2031)

Figure 65. Middle East & Africa Inflatable Stand Up Paddleboards (iSUP) Sales Quantity Market Share by Application (2020-2031)

Figure 66. Middle East & Africa Inflatable Stand Up Paddleboards (iSUP) Sales Quantity Market Share by Country (2020-2031)

Figure 67. Middle East & Africa Inflatable Stand Up Paddleboards (iSUP) Consumption Value Market Share by Country (2020-2031)

Figure 68. Turkey Inflatable Stand Up Paddleboards (iSUP) Consumption Value (2020-2031) & (USD Million)

Figure 69. Egypt Inflatable Stand Up Paddleboards (iSUP) Consumption Value (2020-2031) & (USD Million)

Figure 70. Saudi Arabia Inflatable Stand Up Paddleboards (iSUP) Consumption Value (2020-2031) & (USD Million)

Figure 71. South Africa Inflatable Stand Up Paddleboards (iSUP) Consumption Value (2020-2031) & (USD Million)

Figure 72. Inflatable Stand Up Paddleboards (iSUP) Market Drivers

Figure 73. Inflatable Stand Up Paddleboards (iSUP) Market Restraints

Figure 74. Inflatable Stand Up Paddleboards (iSUP) Market Trends

Figure 75. Porters Five Forces Analysis

Figure 76. Manufacturing Cost Structure Analysis of Inflatable Stand Up Paddleboards (iSUP) in 2024

Figure 77. Manufacturing Process Analysis of Inflatable Stand Up Paddleboards (iSUP)

Figure 78. Inflatable Stand Up Paddleboards (iSUP) Industrial Chain

Figure 79. Sales Channel: Direct to End-User vs Distributors

Figure 80. Direct Channel Pros & Cons

Figure 81. Indirect Channel Pros & Cons

Figure 82. Methodology

Figure 83. Research Process and Data Source

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