

Global Marine Outboard Engines 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 Marine Outboard Engines market size was valued at US\$ 5504 million in 2024 and is forecast to a readjusted size of USD 6346 million by 2031 with a CAGR of 3.0% during review period.

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

An Marine Outboard Engine or outboard motor is a self-contained propulsion system mounted on the stern of a boat, typically comprising an internal combustion engine, electric motor, transmission system, and propeller.

Marine Outboard Engines dominate are prevalent in various applications, including recreational boats, commercial vessels, and fishing boats. Electric Marine Outboard Engines, while emerging, are gaining traction due to advancements in battery technology and increasing environmental awareness.

Recreational Boats accounting for approximately 45% of the global market share. This segment includes fishing boats, yachts, and personal watercraft.

Regional Market

North America: The largest consumer market, accounting for about 40% of global revenue. The U.S. leads in both production and consumption, driven by a strong recreational boating culture and commercial maritime activities.

Asia-Pacific: A rapidly growing market, especially in countries like China, Japan, and India, due to expanding coastal tourism and fishing industries.

Europe: Notable for its emphasis on environmental sustainability, with increasing adoption of electric Marine Outboard Engines in countries like Norway and the Netherlands.

Market Drivers

Growth in Recreational Boating

The rise in leisure activities such as fishing, water sports, and cruising has significantly increased the demand for outboard motors.

Environmental Regulations

Stricter emission standards and environmental regulations are pushing the industry towards cleaner propulsion technologies. Electric Marine Outboard Engines, which produce zero emissions, are becoming more appealing to environmentally conscious consumers and regulatory agencies.

Technological Advancements

Advancements in battery technology, particularly lithium-ion batteries, have improved the performance and affordability of electric Marine Outboard Engines. These innovations are making electric propulsion systems more practical for various uses, including commercial and recreational boating.

Government Incentives

Several governments are offering subsidies, tax breaks, and rebates to encourage the adoption of electric outboard motors. These financial incentives are playing a significant role in accelerating the transition to cleaner marine propulsion systems.

Market Restraints

High Initial Costs

Electric outboard motors generally have higher upfront costs compared to their internal combustion counterparts. The expense of advanced battery systems and electric

propulsion technology can be a barrier for price-sensitive consumers.

Limited Range and Power

While electric Marine Outboard Engines are suitable for short-distance travel, their range and power output are currently limited compared to internal combustion engines. This limitation restricts their use in long-distance and high-power applications.

Charging Infrastructure

The availability of charging stations for electric outboard motors is still limited, especially in remote or rural areas. The lack of widespread charging infrastructure can hinder the adoption of electric propulsion systems.

Consumer Awareness

There is a need for increased consumer education regarding the benefits and capabilities of electric Marine Outboard Engines. Misconceptions about performance and reliability can deter potential buyers.

Conclusion

The outboard motor market is experiencing significant growth, driven by advancements in technology, environmental regulations, and changing consumer preferences. While internal combustion engines currently dominate the market, electric and hybrid propulsion systems are gaining traction and are expected to play a larger role in the future. Manufacturers need to focus on innovation, sustainability, and consumer education to capitalize on these emerging trends and meet the evolving demands of the market.

This report is a detailed and comprehensive analysis for global Marine Outboard Engines 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 Marine Outboard Engines market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2020-2031

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

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

Global Marine Outboard Engines market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (USD/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 Marine Outboard Engines
- 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 Marine Outboard Engines 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 Mercury Marine, Yamaha, Suzuki, Honda, Evinrude Outboard Motors, Tohatsu, Torqeedo, ePropulsion Technology, Minn Kota, ACEL Power Inc, etc.

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

Market Segmentation

Marine Outboard Engines 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

Low-Power Marine Outboard Engines

Mid-Power Marine Outboard Engines

High-Power Marine Outboard Engines

Market segment by Application

Recreation Boat

Commercial Boat

Others

Major players covered

Mercury Marine

Yamaha

Suzuki

Honda

Evinrude Outboard Motors

Tohatsu

Torqeedo

ePropulsion Technology

Minn Kota

ACEL Power Inc

AquaWatt

Elco Motor Yachts

CSM Tech

Haibo

Evoy AS

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 Marine Outboard Engines product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Marine Outboard Engines 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 Marine Outboard Engines 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 Marine Outboard Engines.

Chapter 14 and 15, to describe Marine Outboard Engines 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 Marine Outboard Engines Consumption Value by Type: 2020 Versus 2024 Versus 2031

1.3.2 Low-Power Marine Outboard Engines

1.3.3 Mid-Power Marine Outboard Engines

1.3.4 High-Power Marine Outboard Engines

1.4 Market Analysis by Application

1.4.1 Overview: Global Marine Outboard Engines Consumption Value by Application: 2020 Versus 2024 Versus 2031

1.4.2 Recreation Boat

1.4.3 Commercial Boat

1.4.4 Others

1.5 Global Marine Outboard Engines Market Size & Forecast

1.5.1 Global Marine Outboard Engines Consumption Value (2020 & 2024 & 2031)

1.5.2 Global Marine Outboard Engines Sales Quantity (2020-2031)

1.5.3 Global Marine Outboard Engines Average Price (2020-2031)

2 MANUFACTURERS PROFILES

2.1 Mercury Marine

2.1.1 Mercury Marine Details

2.1.2 Mercury Marine Major Business

2.1.3 Mercury Marine Marine Outboard Engines Product and Services

2.1.4 Mercury Marine Marine Outboard Engines Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.1.5 Mercury Marine Recent Developments/Updates

2.2 Yamaha

2.2.1 Yamaha Details

2.2.2 Yamaha Major Business

2.2.3 Yamaha Marine Outboard Engines Product and Services

2.2.4 Yamaha Marine Outboard Engines Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.2.5 Yamaha Recent Developments/Updates

2.3 Suzuki

2.3.1 Suzuki Details

2.3.2 Suzuki Major Business

2.3.3 Suzuki Marine Outboard Engines Product and Services

2.3.4 Suzuki Marine Outboard Engines Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.3.5 Suzuki Recent Developments/Updates

2.4 Honda

2.4.1 Honda Details

2.4.2 Honda Major Business

2.4.3 Honda Marine Outboard Engines Product and Services

2.4.4 Honda Marine Outboard Engines Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.4.5 Honda Recent Developments/Updates

2.5 Evinrude Outboard Motors

2.5.1 Evinrude Outboard Motors Details

2.5.2 Evinrude Outboard Motors Major Business

2.5.3 Evinrude Outboard Motors Marine Outboard Engines Product and Services

2.5.4 Evinrude Outboard Motors Marine Outboard Engines Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.5.5 Evinrude Outboard Motors Recent Developments/Updates

2.6 Tohatsu

2.6.1 Tohatsu Details

2.6.2 Tohatsu Major Business

2.6.3 Tohatsu Marine Outboard Engines Product and Services

2.6.4 Tohatsu Marine Outboard Engines Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.6.5 Tohatsu Recent Developments/Updates

2.7 Torqeedo

2.7.1 Torqeedo Details

2.7.2 Torqeedo Major Business

2.7.3 Torqeedo Marine Outboard Engines Product and Services

2.7.4 Torqeedo Marine Outboard Engines Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.7.5 Torqeedo Recent Developments/Updates

2.8 ePropulsion Technology

2.8.1 ePropulsion Technology Details

2.8.2 ePropulsion Technology Major Business

2.8.3 ePropulsion Technology Marine Outboard Engines Product and Services

2.8.4 ePropulsion Technology Marine Outboard Engines Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.8.5 ePropulsion Technology Recent Developments/Updates

2.9 Minn Kota

2.9.1 Minn Kota Details

2.9.2 Minn Kota Major Business

2.9.3 Minn Kota Marine Outboard Engines Product and Services

2.9.4 Minn Kota Marine Outboard Engines Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.9.5 Minn Kota Recent Developments/Updates

2.10 ACEL Power Inc

2.10.1 ACEL Power Inc Details

2.10.2 ACEL Power Inc Major Business

2.10.3 ACEL Power Inc Marine Outboard Engines Product and Services

2.10.4 ACEL Power Inc Marine Outboard Engines Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.10.5 ACEL Power Inc Recent Developments/Updates

2.11 AquaWatt

2.11.1 AquaWatt Details

2.11.2 AquaWatt Major Business

2.11.3 AquaWatt Marine Outboard Engines Product and Services

2.11.4 AquaWatt Marine Outboard Engines Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.11.5 AquaWatt Recent Developments/Updates

2.12 Elco Motor Yachts

2.12.1 Elco Motor Yachts Details

2.12.2 Elco Motor Yachts Major Business

2.12.3 Elco Motor Yachts Marine Outboard Engines Product and Services

2.12.4 Elco Motor Yachts Marine Outboard Engines Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.12.5 Elco Motor Yachts Recent Developments/Updates

2.13 CSM Tech

2.13.1 CSM Tech Details

2.13.2 CSM Tech Major Business

2.13.3 CSM Tech Marine Outboard Engines Product and Services

2.13.4 CSM Tech Marine Outboard Engines Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.13.5 CSM Tech Recent Developments/Updates

2.14 Haibo

- 2.14.1 Haibo Details
- 2.14.2 Haibo Major Business
- 2.14.3 Haibo Marine Outboard Engines Product and Services
- 2.14.4 Haibo Marine Outboard Engines Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
- 2.14.5 Haibo Recent Developments/Updates
- 2.15 Evoy AS
 - 2.15.1 Evoy AS Details
 - 2.15.2 Evoy AS Major Business
 - 2.15.3 Evoy AS Marine Outboard Engines Product and Services
 - 2.15.4 Evoy AS Marine Outboard Engines Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.15.5 Evoy AS Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: MARINE OUTBOARD ENGINES BY MANUFACTURER

- 3.1 Global Marine Outboard Engines Sales Quantity by Manufacturer (2020-2025)
- 3.2 Global Marine Outboard Engines Revenue by Manufacturer (2020-2025)
- 3.3 Global Marine Outboard Engines Average Price by Manufacturer (2020-2025)
- 3.4 Market Share Analysis (2024)
 - 3.4.1 Producer Shipments of Marine Outboard Engines by Manufacturer Revenue (\$MM) and Market Share (%): 2024
 - 3.4.2 Top 3 Marine Outboard Engines Manufacturer Market Share in 2024
 - 3.4.3 Top 6 Marine Outboard Engines Manufacturer Market Share in 2024
- 3.5 Marine Outboard Engines Market: Overall Company Footprint Analysis
 - 3.5.1 Marine Outboard Engines Market: Region Footprint
 - 3.5.2 Marine Outboard Engines Market: Company Product Type Footprint
 - 3.5.3 Marine Outboard Engines 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 Marine Outboard Engines Market Size by Region
 - 4.1.1 Global Marine Outboard Engines Sales Quantity by Region (2020-2031)
 - 4.1.2 Global Marine Outboard Engines Consumption Value by Region (2020-2031)
 - 4.1.3 Global Marine Outboard Engines Average Price by Region (2020-2031)
- 4.2 North America Marine Outboard Engines Consumption Value (2020-2031)

- 4.3 Europe Marine Outboard Engines Consumption Value (2020-2031)
- 4.4 Asia-Pacific Marine Outboard Engines Consumption Value (2020-2031)
- 4.5 South America Marine Outboard Engines Consumption Value (2020-2031)
- 4.6 Middle East & Africa Marine Outboard Engines Consumption Value (2020-2031)

5 MARKET SEGMENT BY TYPE

- 5.1 Global Marine Outboard Engines Sales Quantity by Type (2020-2031)
- 5.2 Global Marine Outboard Engines Consumption Value by Type (2020-2031)
- 5.3 Global Marine Outboard Engines Average Price by Type (2020-2031)

6 MARKET SEGMENT BY APPLICATION

- 6.1 Global Marine Outboard Engines Sales Quantity by Application (2020-2031)
- 6.2 Global Marine Outboard Engines Consumption Value by Application (2020-2031)
- 6.3 Global Marine Outboard Engines Average Price by Application (2020-2031)

7 NORTH AMERICA

- 7.1 North America Marine Outboard Engines Sales Quantity by Type (2020-2031)
- 7.2 North America Marine Outboard Engines Sales Quantity by Application (2020-2031)
- 7.3 North America Marine Outboard Engines Market Size by Country
 - 7.3.1 North America Marine Outboard Engines Sales Quantity by Country (2020-2031)
 - 7.3.2 North America Marine Outboard Engines 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 Marine Outboard Engines Sales Quantity by Type (2020-2031)
- 8.2 Europe Marine Outboard Engines Sales Quantity by Application (2020-2031)
- 8.3 Europe Marine Outboard Engines Market Size by Country
 - 8.3.1 Europe Marine Outboard Engines Sales Quantity by Country (2020-2031)
 - 8.3.2 Europe Marine Outboard Engines 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 Marine Outboard Engines Sales Quantity by Type (2020-2031)

9.2 Asia-Pacific Marine Outboard Engines Sales Quantity by Application (2020-2031)

9.3 Asia-Pacific Marine Outboard Engines Market Size by Region

9.3.1 Asia-Pacific Marine Outboard Engines Sales Quantity by Region (2020-2031)

9.3.2 Asia-Pacific Marine Outboard Engines 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 Marine Outboard Engines Sales Quantity by Type (2020-2031)

10.2 South America Marine Outboard Engines Sales Quantity by Application
(2020-2031)

10.3 South America Marine Outboard Engines Market Size by Country

10.3.1 South America Marine Outboard Engines Sales Quantity by Country
(2020-2031)

10.3.2 South America Marine Outboard Engines 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 Marine Outboard Engines Sales Quantity by Type
(2020-2031)

11.2 Middle East & Africa Marine Outboard Engines Sales Quantity by Application
(2020-2031)

11.3 Middle East & Africa Marine Outboard Engines Market Size by Country

11.3.1 Middle East & Africa Marine Outboard Engines Sales Quantity by Country

(2020-2031)

11.3.2 Middle East & Africa Marine Outboard Engines 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 Marine Outboard Engines Market Drivers

12.2 Marine Outboard Engines Market Restraints

12.3 Marine Outboard Engines 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 Marine Outboard Engines and Key Manufacturers

13.2 Manufacturing Costs Percentage of Marine Outboard Engines

13.3 Marine Outboard Engines 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 Marine Outboard Engines Typical Distributors

14.3 Marine Outboard Engines 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 Marine Outboard Engines Consumption Value by Type, (USD Million), 2020 & 2024 & 2031

Table 2. Global Marine Outboard Engines Consumption Value by Application, (USD Million), 2020 & 2024 & 2031

Table 3. Mercury Marine Basic Information, Manufacturing Base and Competitors

Table 4. Mercury Marine Major Business

Table 5. Mercury Marine Marine Outboard Engines Product and Services

Table 6. Mercury Marine Marine Outboard Engines Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 7. Mercury Marine Recent Developments/Updates

Table 8. Yamaha Basic Information, Manufacturing Base and Competitors

Table 9. Yamaha Major Business

Table 10. Yamaha Marine Outboard Engines Product and Services

Table 11. Yamaha Marine Outboard Engines Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 12. Yamaha Recent Developments/Updates

Table 13. Suzuki Basic Information, Manufacturing Base and Competitors

Table 14. Suzuki Major Business

Table 15. Suzuki Marine Outboard Engines Product and Services

Table 16. Suzuki Marine Outboard Engines Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 17. Suzuki Recent Developments/Updates

Table 18. Honda Basic Information, Manufacturing Base and Competitors

Table 19. Honda Major Business

Table 20. Honda Marine Outboard Engines Product and Services

Table 21. Honda Marine Outboard Engines Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 22. Honda Recent Developments/Updates

Table 23. Evinrude Outboard Motors Basic Information, Manufacturing Base and Competitors

Table 24. Evinrude Outboard Motors Major Business

Table 25. Evinrude Outboard Motors Marine Outboard Engines Product and Services

Table 26. Evinrude Outboard Motors Marine Outboard Engines Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 27. Evinrude Outboard Motors Recent Developments/Updates

Table 28. Tohatsu Basic Information, Manufacturing Base and Competitors

Table 29. Tohatsu Major Business

Table 30. Tohatsu Marine Outboard Engines Product and Services

Table 31. Tohatsu Marine Outboard Engines Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 32. Tohatsu Recent Developments/Updates

Table 33. Torqeedo Basic Information, Manufacturing Base and Competitors

Table 34. Torqeedo Major Business

Table 35. Torqeedo Marine Outboard Engines Product and Services

Table 36. Torqeedo Marine Outboard Engines Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 37. Torqeedo Recent Developments/Updates

Table 38. ePropulsion Technology Basic Information, Manufacturing Base and Competitors

Table 39. ePropulsion Technology Major Business

Table 40. ePropulsion Technology Marine Outboard Engines Product and Services

Table 41. ePropulsion Technology Marine Outboard Engines Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 42. ePropulsion Technology Recent Developments/Updates

Table 43. Minn Kota Basic Information, Manufacturing Base and Competitors

Table 44. Minn Kota Major Business

Table 45. Minn Kota Marine Outboard Engines Product and Services

Table 46. Minn Kota Marine Outboard Engines Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 47. Minn Kota Recent Developments/Updates

Table 48. ACEL Power Inc Basic Information, Manufacturing Base and Competitors

Table 49. ACEL Power Inc Major Business

Table 50. ACEL Power Inc Marine Outboard Engines Product and Services

Table 51. ACEL Power Inc Marine Outboard Engines Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 52. ACEL Power Inc Recent Developments/Updates

Table 53. AquaWatt Basic Information, Manufacturing Base and Competitors

Table 54. AquaWatt Major Business

Table 55. AquaWatt Marine Outboard Engines Product and Services

Table 56. AquaWatt Marine Outboard Engines Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 57. AquaWatt Recent Developments/Updates

Table 58. Elco Motor Yachts Basic Information, Manufacturing Base and Competitors

Table 59. Elco Motor Yachts Major Business

Table 60. Elco Motor Yachts Marine Outboard Engines Product and Services

Table 61. Elco Motor Yachts Marine Outboard Engines Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 62. Elco Motor Yachts Recent Developments/Updates

Table 63. CSM Tech Basic Information, Manufacturing Base and Competitors

Table 64. CSM Tech Major Business

Table 65. CSM Tech Marine Outboard Engines Product and Services

Table 66. CSM Tech Marine Outboard Engines Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 67. CSM Tech Recent Developments/Updates

Table 68. Haibo Basic Information, Manufacturing Base and Competitors

Table 69. Haibo Major Business

Table 70. Haibo Marine Outboard Engines Product and Services

Table 71. Haibo Marine Outboard Engines Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 72. Haibo Recent Developments/Updates

Table 73. Evoy AS Basic Information, Manufacturing Base and Competitors

Table 74. Evoy AS Major Business

Table 75. Evoy AS Marine Outboard Engines Product and Services

Table 76. Evoy AS Marine Outboard Engines Sales Quantity (K Units), Average Price (USD/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 77. Evoy AS Recent Developments/Updates

Table 78. Global Marine Outboard Engines Sales Quantity by Manufacturer (2020-2025) & (K Units)

Table 79. Global Marine Outboard Engines Revenue by Manufacturer (2020-2025) & (USD Million)

Table 80. Global Marine Outboard Engines Average Price by Manufacturer (2020-2025) & (USD/Unit)

Table 81. Market Position of Manufacturers in Marine Outboard Engines, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2024

Table 82. Head Office and Marine Outboard Engines Production Site of Key Manufacturer

Table 83. Marine Outboard Engines Market: Company Product Type Footprint

Table 84. Marine Outboard Engines Market: Company Product Application Footprint

Table 85. Marine Outboard Engines New Market Entrants and Barriers to Market Entry

Table 86. Marine Outboard Engines Mergers, Acquisition, Agreements, and

Collaborations

Table 87. Global Marine Outboard Engines Consumption Value by Region (2020-2024-2031) & (USD Million) & CAGR

Table 88. Global Marine Outboard Engines Sales Quantity by Region (2020-2025) & (K Units)

Table 89. Global Marine Outboard Engines Sales Quantity by Region (2026-2031) & (K Units)

Table 90. Global Marine Outboard Engines Consumption Value by Region (2020-2025) & (USD Million)

Table 91. Global Marine Outboard Engines Consumption Value by Region (2026-2031) & (USD Million)

Table 92. Global Marine Outboard Engines Average Price by Region (2020-2025) & (USD/Unit)

Table 93. Global Marine Outboard Engines Average Price by Region (2026-2031) & (USD/Unit)

Table 94. Global Marine Outboard Engines Sales Quantity by Type (2020-2025) & (K Units)

Table 95. Global Marine Outboard Engines Sales Quantity by Type (2026-2031) & (K Units)

Table 96. Global Marine Outboard Engines Consumption Value by Type (2020-2025) & (USD Million)

Table 97. Global Marine Outboard Engines Consumption Value by Type (2026-2031) & (USD Million)

Table 98. Global Marine Outboard Engines Average Price by Type (2020-2025) & (USD/Unit)

Table 99. Global Marine Outboard Engines Average Price by Type (2026-2031) & (USD/Unit)

Table 100. Global Marine Outboard Engines Sales Quantity by Application (2020-2025) & (K Units)

Table 101. Global Marine Outboard Engines Sales Quantity by Application (2026-2031) & (K Units)

Table 102. Global Marine Outboard Engines Consumption Value by Application (2020-2025) & (USD Million)

Table 103. Global Marine Outboard Engines Consumption Value by Application (2026-2031) & (USD Million)

Table 104. Global Marine Outboard Engines Average Price by Application (2020-2025) & (USD/Unit)

Table 105. Global Marine Outboard Engines Average Price by Application (2026-2031) & (USD/Unit)

Table 106. North America Marine Outboard Engines Sales Quantity by Type (2020-2025) & (K Units)

Table 107. North America Marine Outboard Engines Sales Quantity by Type (2026-2031) & (K Units)

Table 108. North America Marine Outboard Engines Sales Quantity by Application (2020-2025) & (K Units)

Table 109. North America Marine Outboard Engines Sales Quantity by Application (2026-2031) & (K Units)

Table 110. North America Marine Outboard Engines Sales Quantity by Country (2020-2025) & (K Units)

Table 111. North America Marine Outboard Engines Sales Quantity by Country (2026-2031) & (K Units)

Table 112. North America Marine Outboard Engines Consumption Value by Country (2020-2025) & (USD Million)

Table 113. North America Marine Outboard Engines Consumption Value by Country (2026-2031) & (USD Million)

Table 114. Europe Marine Outboard Engines Sales Quantity by Type (2020-2025) & (K Units)

Table 115. Europe Marine Outboard Engines Sales Quantity by Type (2026-2031) & (K Units)

Table 116. Europe Marine Outboard Engines Sales Quantity by Application (2020-2025) & (K Units)

Table 117. Europe Marine Outboard Engines Sales Quantity by Application (2026-2031) & (K Units)

Table 118. Europe Marine Outboard Engines Sales Quantity by Country (2020-2025) & (K Units)

Table 119. Europe Marine Outboard Engines Sales Quantity by Country (2026-2031) & (K Units)

Table 120. Europe Marine Outboard Engines Consumption Value by Country (2020-2025) & (USD Million)

Table 121. Europe Marine Outboard Engines Consumption Value by Country (2026-2031) & (USD Million)

Table 122. Asia-Pacific Marine Outboard Engines Sales Quantity by Type (2020-2025) & (K Units)

Table 123. Asia-Pacific Marine Outboard Engines Sales Quantity by Type (2026-2031) & (K Units)

Table 124. Asia-Pacific Marine Outboard Engines Sales Quantity by Application (2020-2025) & (K Units)

Table 125. Asia-Pacific Marine Outboard Engines Sales Quantity by Application

(2026-2031) & (K Units)

Table 126. Asia-Pacific Marine Outboard Engines Sales Quantity by Region

(2020-2025) & (K Units)

Table 127. Asia-Pacific Marine Outboard Engines Sales Quantity by Region

(2026-2031) & (K Units)

Table 128. Asia-Pacific Marine Outboard Engines Consumption Value by Region

(2020-2025) & (USD Million)

Table 129. Asia-Pacific Marine Outboard Engines Consumption Value by Region

(2026-2031) & (USD Million)

Table 130. South America Marine Outboard Engines Sales Quantity by Type

(2020-2025) & (K Units)

Table 131. South America Marine Outboard Engines Sales Quantity by Type

(2026-2031) & (K Units)

Table 132. South America Marine Outboard Engines Sales Quantity by Application

(2020-2025) & (K Units)

Table 133. South America Marine Outboard Engines Sales Quantity by Application

(2026-2031) & (K Units)

Table 134. South America Marine Outboard Engines Sales Quantity by Country

(2020-2025) & (K Units)

Table 135. South America Marine Outboard Engines Sales Quantity by Country

(2026-2031) & (K Units)

Table 136. South America Marine Outboard Engines Consumption Value by Country

(2020-2025) & (USD Million)

Table 137. South America Marine Outboard Engines Consumption Value by Country

(2026-2031) & (USD Million)

Table 138. Middle East & Africa Marine Outboard Engines Sales Quantity by Type

(2020-2025) & (K Units)

Table 139. Middle East & Africa Marine Outboard Engines Sales Quantity by Type

(2026-2031) & (K Units)

Table 140. Middle East & Africa Marine Outboard Engines Sales Quantity by Application

(2020-2025) & (K Units)

Table 141. Middle East & Africa Marine Outboard Engines Sales Quantity by Application

(2026-2031) & (K Units)

Table 142. Middle East & Africa Marine Outboard Engines Sales Quantity by Country

(2020-2025) & (K Units)

Table 143. Middle East & Africa Marine Outboard Engines Sales Quantity by Country

(2026-2031) & (K Units)

Table 144. Middle East & Africa Marine Outboard Engines Consumption Value by

Country (2020-2025) & (USD Million)

Table 145. Middle East & Africa Marine Outboard Engines Consumption Value by Country (2026-2031) & (USD Million)

Table 146. Marine Outboard Engines Raw Material

Table 147. Key Manufacturers of Marine Outboard Engines Raw Materials

Table 148. Marine Outboard Engines Typical Distributors

Table 149. Marine Outboard Engines Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Marine Outboard Engines Picture

Figure 2. Global Marine Outboard Engines Revenue by Type, (USD Million), 2020 & 2024 & 2031

Figure 3. Global Marine Outboard Engines Revenue Market Share by Type in 2024

Figure 4. Low-Power Marine Outboard Engines Examples

Figure 5. Mid-Power Marine Outboard Engines Examples

Figure 6. High-Power Marine Outboard Engines Examples

Figure 7. Global Marine Outboard Engines Consumption Value by Application, (USD Million), 2020 & 2024 & 2031

Figure 8. Global Marine Outboard Engines Revenue Market Share by Application in 2024

Figure 9. Recreation Boat Examples

Figure 10. Commercial Boat Examples

Figure 11. Others Examples

Figure 12. Global Marine Outboard Engines Consumption Value, (USD Million): 2020 & 2024 & 2031

Figure 13. Global Marine Outboard Engines Consumption Value and Forecast (2020-2031) & (USD Million)

Figure 14. Global Marine Outboard Engines Sales Quantity (2020-2031) & (K Units)

Figure 15. Global Marine Outboard Engines Price (2020-2031) & (USD/Unit)

Figure 16. Global Marine Outboard Engines Sales Quantity Market Share by Manufacturer in 2024

Figure 17. Global Marine Outboard Engines Revenue Market Share by Manufacturer in 2024

Figure 18. Producer Shipments of Marine Outboard Engines by Manufacturer Sales (\$MM) and Market Share (%): 2024

Figure 19. Top 3 Marine Outboard Engines Manufacturer (Revenue) Market Share in 2024

Figure 20. Top 6 Marine Outboard Engines Manufacturer (Revenue) Market Share in 2024

Figure 21. Global Marine Outboard Engines Sales Quantity Market Share by Region (2020-2031)

Figure 22. Global Marine Outboard Engines Consumption Value Market Share by Region (2020-2031)

Figure 23. North America Marine Outboard Engines Consumption Value (2020-2031) &

(USD Million)

Figure 24. Europe Marine Outboard Engines Consumption Value (2020-2031) & (USD Million)

Figure 25. Asia-Pacific Marine Outboard Engines Consumption Value (2020-2031) & (USD Million)

Figure 26. South America Marine Outboard Engines Consumption Value (2020-2031) & (USD Million)

Figure 27. Middle East & Africa Marine Outboard Engines Consumption Value (2020-2031) & (USD Million)

Figure 28. Global Marine Outboard Engines Sales Quantity Market Share by Type (2020-2031)

Figure 29. Global Marine Outboard Engines Consumption Value Market Share by Type (2020-2031)

Figure 30. Global Marine Outboard Engines Average Price by Type (2020-2031) & (USD/Unit)

Figure 31. Global Marine Outboard Engines Sales Quantity Market Share by Application (2020-2031)

Figure 32. Global Marine Outboard Engines Revenue Market Share by Application (2020-2031)

Figure 33. Global Marine Outboard Engines Average Price by Application (2020-2031) & (USD/Unit)

Figure 34. North America Marine Outboard Engines Sales Quantity Market Share by Type (2020-2031)

Figure 35. North America Marine Outboard Engines Sales Quantity Market Share by Application (2020-2031)

Figure 36. North America Marine Outboard Engines Sales Quantity Market Share by Country (2020-2031)

Figure 37. North America Marine Outboard Engines Consumption Value Market Share by Country (2020-2031)

Figure 38. United States Marine Outboard Engines Consumption Value (2020-2031) & (USD Million)

Figure 39. Canada Marine Outboard Engines Consumption Value (2020-2031) & (USD Million)

Figure 40. Mexico Marine Outboard Engines Consumption Value (2020-2031) & (USD Million)

Figure 41. Europe Marine Outboard Engines Sales Quantity Market Share by Type (2020-2031)

Figure 42. Europe Marine Outboard Engines Sales Quantity Market Share by Application (2020-2031)

Figure 43. Europe Marine Outboard Engines Sales Quantity Market Share by Country (2020-2031)

Figure 44. Europe Marine Outboard Engines Consumption Value Market Share by Country (2020-2031)

Figure 45. Germany Marine Outboard Engines Consumption Value (2020-2031) & (USD Million)

Figure 46. France Marine Outboard Engines Consumption Value (2020-2031) & (USD Million)

Figure 47. United Kingdom Marine Outboard Engines Consumption Value (2020-2031) & (USD Million)

Figure 48. Russia Marine Outboard Engines Consumption Value (2020-2031) & (USD Million)

Figure 49. Italy Marine Outboard Engines Consumption Value (2020-2031) & (USD Million)

Figure 50. Asia-Pacific Marine Outboard Engines Sales Quantity Market Share by Type (2020-2031)

Figure 51. Asia-Pacific Marine Outboard Engines Sales Quantity Market Share by Application (2020-2031)

Figure 52. Asia-Pacific Marine Outboard Engines Sales Quantity Market Share by Region (2020-2031)

Figure 53. Asia-Pacific Marine Outboard Engines Consumption Value Market Share by Region (2020-2031)

Figure 54. China Marine Outboard Engines Consumption Value (2020-2031) & (USD Million)

Figure 55. Japan Marine Outboard Engines Consumption Value (2020-2031) & (USD Million)

Figure 56. South Korea Marine Outboard Engines Consumption Value (2020-2031) & (USD Million)

Figure 57. India Marine Outboard Engines Consumption Value (2020-2031) & (USD Million)

Figure 58. Southeast Asia Marine Outboard Engines Consumption Value (2020-2031) & (USD Million)

Figure 59. Australia Marine Outboard Engines Consumption Value (2020-2031) & (USD Million)

Figure 60. South America Marine Outboard Engines Sales Quantity Market Share by Type (2020-2031)

Figure 61. South America Marine Outboard Engines Sales Quantity Market Share by Application (2020-2031)

Figure 62. South America Marine Outboard Engines Sales Quantity Market Share by

Country (2020-2031)

Figure 63. South America Marine Outboard Engines Consumption Value Market Share by Country (2020-2031)

Figure 64. Brazil Marine Outboard Engines Consumption Value (2020-2031) & (USD Million)

Figure 65. Argentina Marine Outboard Engines Consumption Value (2020-2031) & (USD Million)

Figure 66. Middle East & Africa Marine Outboard Engines Sales Quantity Market Share by Type (2020-2031)

Figure 67. Middle East & Africa Marine Outboard Engines Sales Quantity Market Share by Application (2020-2031)

Figure 68. Middle East & Africa Marine Outboard Engines Sales Quantity Market Share by Country (2020-2031)

Figure 69. Middle East & Africa Marine Outboard Engines Consumption Value Market Share by Country (2020-2031)

Figure 70. Turkey Marine Outboard Engines Consumption Value (2020-2031) & (USD Million)

Figure 71. Egypt Marine Outboard Engines Consumption Value (2020-2031) & (USD Million)

Figure 72. Saudi Arabia Marine Outboard Engines Consumption Value (2020-2031) & (USD Million)

Figure 73. South Africa Marine Outboard Engines Consumption Value (2020-2031) & (USD Million)

Figure 74. Marine Outboard Engines Market Drivers

Figure 75. Marine Outboard Engines Market Restraints

Figure 76. Marine Outboard Engines Market Trends

Figure 77. Porters Five Forces Analysis

Figure 78. Manufacturing Cost Structure Analysis of Marine Outboard Engines in 2024

Figure 79. Manufacturing Process Analysis of Marine Outboard Engines

Figure 80. Marine Outboard Engines Industrial Chain

Figure 81. Sales Channel: Direct to End-User vs Distributors

Figure 82. Direct Channel Pros & Cons

Figure 83. Indirect Channel Pros & Cons

Figure 84. Methodology

Figure 85. Research Process and Data Source

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