

Global Marine Radio for Leisure Boat 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 Marine Radio for Leisure Boat market size was valued at US\$ 420 million in 2025 and is forecast to a readjusted size of US\$ 620 million by 2032 with a CAGR of 5.6% during review period.

In 2025, global Marine Radio for Leisure Boat production reached approximately 1,200 K units, with an average global market price of around 340 US\$/unit.

Marine Radio for Leisure Boat is a specialized two-way communication device designed exclusively for non-commercial recreational vessels, such as private yachts, fishing boats, pontoon boats and personal watercraft, mainly operating in the VHF maritime mobile band (156-174 MHz) designated by the International Telecommunication Union. It serves as the core communication and safety guarantee equipment for leisure boating, integrating functions such as ship-to-ship, ship-to-shore communication, emergency distress calls, and 24-hour NOAA weather forecast reception, and is available in fixed and portable types to adapt to different leisure boat sizes and usage scenarios. Unlike marine radios for commercial ships, it features small size, simple operation, low power consumption and easy installation, and most of them do not require an operator license for domestic operation in many countries, though a license may be needed for international navigation or entry into foreign ports. With the upgrading of product technology, modern marine radios for leisure boats are increasingly integrated with DSC (Digital Selective Calling), GPS positioning and AIS (Automatic Identification System) functions, further enhancing navigation safety and communication efficiency for leisure boaters. Its core role is to ensure the safety of leisure navigation by enabling timely communication with other vessels, marinas, bridges and coast guard departments, and providing emergency rescue support when

needed.

The demand for Marine Radio for Leisure Boat is showing a steady growth trend, driven by the continuous expansion of the global leisure boat market and the rising popularity of water leisure activities, which drives the demand for supporting communication and safety equipment. In addition, the gradual improvement of navigation safety regulations in various regions (some areas have introduced mandatory installation requirements for small leisure boats) and the increasing safety awareness of leisure boaters further boost market demand. Business opportunities are concentrated in several key areas: first, the intelligent upgrading of products, as the demand for digital and multi-functional marine radios (integrated with DSC, GPS, AIS and Beidou navigation) continues to rise, becoming a new growth point; second, the broad space for domestic substitution, with the continuous improvement of the localization rate of core components such as radio frequency chips, domestic enterprises can gain market share by enhancing product performance and cost control capabilities; third, the export market has great potential, especially in regions with active leisure navigation, and cross-border e-commerce channels provide convenient conditions for export expansion; in addition, the after-sales service market and customized product demand for special leisure boat types also bring new business opportunities for enterprises with mature technology and perfect service systems.

This report is a detailed and comprehensive analysis for global Marine Radio for Leisure Boat market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Communication Band 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 Radio for Leisure Boat market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Marine Radio for Leisure Boat 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 Marine Radio for Leisure Boat market size and forecasts, by Communication

Band and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Marine Radio for Leisure Boat 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 Marine Radio for Leisure Boat
- 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 Radio for Leisure Boat 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 Icom, Standard Horizon, Cobra, Uniden, Raymarine, Entel, Jotron, Cobham, Rexon Technology, JRC, etc.

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

Market Segmentation

Marine Radio for Leisure Boat market is split by Communication Band and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Communication Band, 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 Communication Band

VHF Marine Radio (156-174 MHz)

UHF Marine Radio

Dual-band Marine Radio

Others

Market segment by Functional Type

Basic Communication Radio

DSC-enabled Radio

GPS/AIS Integrated Radio

Weather Reception Radio

Others

Market segment by Installation Type

Fixed Marine Radio

Portable Marine Radio

Market segment by Application

Private Yachts

Leisure Fishing Boats

Personal Watercraft

Leisure Sailboats

Small Recreational Speedboats

Others

Major players covered

Icom

Standard Horizon

Cobra

Uniden

Raymarine

Entel

Jotron

Cobham

Rexon Technology

JRC

Garmin

Simrad

ACR Electronics

Samyung ENC

Lowrance

B&G

Furuno

GME

Midland

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 Radio for Leisure Boat product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Marine Radio for Leisure Boat, with price, sales quantity, revenue, and global market share of Marine Radio for Leisure Boat from 2021 to 2026.

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

Chapter 4, the Marine Radio for Leisure Boat 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 Communication Band and by Application, with sales market share and growth rate by Communication Band, 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 Marine Radio for Leisure Boat market forecast, by regions, by Communication Band, 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 Marine Radio for Leisure Boat.

Chapter 14 and 15, to describe Marine Radio for Leisure Boat sales channel, distributors, customers, research findings and conclusion.

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