

Global Outboard Boat Motors 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 Outboard Boat Motors 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.

Outboard Boat Motor is a kind of propulsion system for boats which uses electric as power. Outboard Boat Motor, commonly referred to as “trolling motor” or “electric Outboard motor”, is generally used on very small craft or on small lakes where gasoline motor is prohibited or used as a secondary means of propulsion on larger craft, and can also be used as repositioning thrusters while fishing.

Outboard Boat Motors are prevalent in various applications, including recreational boats, commercial vessels, and fishing boats. Electric Outboard Boat Motors, 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 Outboard Boat Motors 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 Outboard Boat Motors, 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 Outboard Boat Motors. 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 Outboard Boat Motors 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 Outboard Boat Motors. 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 Outboard Boat Motors 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 Outboard Boat Motors market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (USD/Unit), 2020-2031

Global Outboard Boat Motors 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 Outboard Boat Motors 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 Outboard Boat Motors 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 Outboard Boat Motors
- 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 Outboard Boat Motors 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

Outboard Boat Motors 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

Below 10 HP

10.1-30 HP

30.1-100 HP

100.1-200 HP

Above 200 HP

Market segment by Application

Recreation Boat

Commercial Boat

Municipal and Official Boat

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 Outboard Boat Motors product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Outboard Boat Motors 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 Outboard Boat Motors 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 Outboard Boat Motors.

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

1.3.2 Below 10 HP

1.3.3 10.1-30 HP

1.3.4 30.1-100 HP

1.3.5 100.1-200 HP

1.3.6 Above 200 HP

1.4 Market Analysis by Application

1.4.1 Overview: Global Outboard Boat Motors Consumption Value by Application: 2020 Versus 2024 Versus 2031

1.4.2 Recreation Boat

1.4.3 Commercial Boat

1.4.4 Municipal and Official Boat

1.5 Global Outboard Boat Motors Market Size & Forecast

1.5.1 Global Outboard Boat Motors Consumption Value (2020 & 2024 & 2031)

1.5.2 Global Outboard Boat Motors Sales Quantity (2020-2031)

1.5.3 Global Outboard Boat Motors 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 Outboard Boat Motors Product and Services

2.1.4 Mercury Marine Outboard Boat Motors 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 Outboard Boat Motors Product and Services

2.2.4 Yamaha Outboard Boat Motors 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 Outboard Boat Motors Product and Services

2.3.4 Suzuki Outboard Boat Motors 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 Outboard Boat Motors Product and Services

2.4.4 Honda Outboard Boat Motors 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 Outboard Boat Motors Product and Services

2.5.4 Evinrude Outboard Motors Outboard Boat Motors 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 Outboard Boat Motors Product and Services

2.6.4 Tohatsu Outboard Boat Motors 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 Outboard Boat Motors Product and Services

2.7.4 Torqeedo Outboard Boat Motors 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 Outboard Boat Motors Product and Services
- 2.8.4 ePropulsion Technology Outboard Boat Motors 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 Outboard Boat Motors Product and Services
 - 2.9.4 Minn Kota Outboard Boat Motors 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 Outboard Boat Motors Product and Services
 - 2.10.4 ACEL Power Inc Outboard Boat Motors 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 Outboard Boat Motors Product and Services
 - 2.11.4 AquaWatt Outboard Boat Motors 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 Outboard Boat Motors Product and Services
 - 2.12.4 Elco Motor Yachts Outboard Boat Motors 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 Outboard Boat Motors Product and Services
 - 2.13.4 CSM Tech Outboard Boat Motors 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 Outboard Boat Motors Product and Services

2.14.4 Haibo Outboard Boat Motors 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 Outboard Boat Motors Product and Services

2.15.4 Evoy AS Outboard Boat Motors Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.15.5 Evoy AS Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: OUTBOARD BOAT MOTORS BY MANUFACTURER

3.1 Global Outboard Boat Motors Sales Quantity by Manufacturer (2020-2025)

3.2 Global Outboard Boat Motors Revenue by Manufacturer (2020-2025)

3.3 Global Outboard Boat Motors Average Price by Manufacturer (2020-2025)

3.4 Market Share Analysis (2024)

3.4.1 Producer Shipments of Outboard Boat Motors by Manufacturer Revenue (\$MM) and Market Share (%): 2024

3.4.2 Top 3 Outboard Boat Motors Manufacturer Market Share in 2024

3.4.3 Top 6 Outboard Boat Motors Manufacturer Market Share in 2024

3.5 Outboard Boat Motors Market: Overall Company Footprint Analysis

3.5.1 Outboard Boat Motors Market: Region Footprint

3.5.2 Outboard Boat Motors Market: Company Product Type Footprint

3.5.3 Outboard Boat Motors 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 Outboard Boat Motors Market Size by Region

4.1.1 Global Outboard Boat Motors Sales Quantity by Region (2020-2031)

4.1.2 Global Outboard Boat Motors Consumption Value by Region (2020-2031)

- 4.1.3 Global Outboard Boat Motors Average Price by Region (2020-2031)
- 4.2 North America Outboard Boat Motors Consumption Value (2020-2031)
- 4.3 Europe Outboard Boat Motors Consumption Value (2020-2031)
- 4.4 Asia-Pacific Outboard Boat Motors Consumption Value (2020-2031)
- 4.5 South America Outboard Boat Motors Consumption Value (2020-2031)
- 4.6 Middle East & Africa Outboard Boat Motors Consumption Value (2020-2031)

5 MARKET SEGMENT BY TYPE

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

6 MARKET SEGMENT BY APPLICATION

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

7 NORTH AMERICA

- 7.1 North America Outboard Boat Motors Sales Quantity by Type (2020-2031)
- 7.2 North America Outboard Boat Motors Sales Quantity by Application (2020-2031)
- 7.3 North America Outboard Boat Motors Market Size by Country
 - 7.3.1 North America Outboard Boat Motors Sales Quantity by Country (2020-2031)
 - 7.3.2 North America Outboard Boat Motors 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 Outboard Boat Motors Sales Quantity by Type (2020-2031)
- 8.2 Europe Outboard Boat Motors Sales Quantity by Application (2020-2031)
- 8.3 Europe Outboard Boat Motors Market Size by Country
 - 8.3.1 Europe Outboard Boat Motors Sales Quantity by Country (2020-2031)
 - 8.3.2 Europe Outboard Boat Motors 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 Outboard Boat Motors Sales Quantity by Type (2020-2031)
- 9.2 Asia-Pacific Outboard Boat Motors Sales Quantity by Application (2020-2031)
- 9.3 Asia-Pacific Outboard Boat Motors Market Size by Region
 - 9.3.1 Asia-Pacific Outboard Boat Motors Sales Quantity by Region (2020-2031)
 - 9.3.2 Asia-Pacific Outboard Boat Motors 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 Outboard Boat Motors Sales Quantity by Type (2020-2031)
- 10.2 South America Outboard Boat Motors Sales Quantity by Application (2020-2031)
- 10.3 South America Outboard Boat Motors Market Size by Country
 - 10.3.1 South America Outboard Boat Motors Sales Quantity by Country (2020-2031)
 - 10.3.2 South America Outboard Boat Motors 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 Outboard Boat Motors Sales Quantity by Type (2020-2031)
- 11.2 Middle East & Africa Outboard Boat Motors Sales Quantity by Application (2020-2031)
- 11.3 Middle East & Africa Outboard Boat Motors Market Size by Country
 - 11.3.1 Middle East & Africa Outboard Boat Motors Sales Quantity by Country (2020-2031)
 - 11.3.2 Middle East & Africa Outboard Boat Motors 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 Outboard Boat Motors Market Drivers

12.2 Outboard Boat Motors Market Restraints

12.3 Outboard Boat Motors 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 Outboard Boat Motors and Key Manufacturers

13.2 Manufacturing Costs Percentage of Outboard Boat Motors

13.3 Outboard Boat Motors 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 Outboard Boat Motors Typical Distributors

14.3 Outboard Boat Motors 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 Outboard Boat Motors Consumption Value by Type, (USD Million), 2020 & 2024 & 2031

Table 2. Global Outboard Boat Motors 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 Outboard Boat Motors Product and Services

Table 6. Mercury Marine Outboard Boat Motors 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 Outboard Boat Motors Product and Services

Table 11. Yamaha Outboard Boat Motors 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 Outboard Boat Motors Product and Services

Table 16. Suzuki Outboard Boat Motors 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 Outboard Boat Motors Product and Services

Table 21. Honda Outboard Boat Motors 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 Outboard Boat Motors Product and Services

Table 26. Evinrude Outboard Motors Outboard Boat Motors 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 Outboard Boat Motors Product and Services

Table 31. Tohatsu Outboard Boat Motors 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 Outboard Boat Motors Product and Services

Table 36. Torqeedo Outboard Boat Motors 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 Outboard Boat Motors Product and Services

Table 41. ePropulsion Technology Outboard Boat Motors 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 Outboard Boat Motors Product and Services

Table 46. Minn Kota Outboard Boat Motors 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 Outboard Boat Motors Product and Services

Table 51. ACEL Power Inc Outboard Boat Motors 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 Outboard Boat Motors Product and Services

Table 56. AquaWatt Outboard Boat Motors 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 Outboard Boat Motors Product and Services
Table 61. Elco Motor Yachts Outboard Boat Motors 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 Outboard Boat Motors Product and Services
Table 66. CSM Tech Outboard Boat Motors 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 Outboard Boat Motors Product and Services
Table 71. Haibo Outboard Boat Motors 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 Outboard Boat Motors Product and Services
Table 76. Evoy AS Outboard Boat Motors 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 Outboard Boat Motors Sales Quantity by Manufacturer (2020-2025) & (K Units)
Table 79. Global Outboard Boat Motors Revenue by Manufacturer (2020-2025) & (USD Million)
Table 80. Global Outboard Boat Motors Average Price by Manufacturer (2020-2025) & (USD/Unit)
Table 81. Market Position of Manufacturers in Outboard Boat Motors, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2024
Table 82. Head Office and Outboard Boat Motors Production Site of Key Manufacturer
Table 83. Outboard Boat Motors Market: Company Product Type Footprint
Table 84. Outboard Boat Motors Market: Company Product Application Footprint
Table 85. Outboard Boat Motors New Market Entrants and Barriers to Market Entry
Table 86. Outboard Boat Motors Mergers, Acquisition, Agreements, and Collaborations
Table 87. Global Outboard Boat Motors Consumption Value by Region (2020-2024-2031) & (USD Million) & CAGR

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Table 108. North America Outboard Boat Motors Sales Quantity by Application

(2020-2025) & (K Units)

Table 109. North America Outboard Boat Motors Sales Quantity by Application

(2026-2031) & (K Units)

Table 110. North America Outboard Boat Motors Sales Quantity by Country

(2020-2025) & (K Units)

Table 111. North America Outboard Boat Motors Sales Quantity by Country

(2026-2031) & (K Units)

Table 112. North America Outboard Boat Motors Consumption Value by Country

(2020-2025) & (USD Million)

Table 113. North America Outboard Boat Motors Consumption Value by Country

(2026-2031) & (USD Million)

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

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

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

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

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

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

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

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

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

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

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

Table 125. Asia-Pacific Outboard Boat Motors Sales Quantity by Application (2026-2031) & (K Units)

Table 126. Asia-Pacific Outboard Boat Motors Sales Quantity by Region (2020-2025) & (K Units)

Table 127. Asia-Pacific Outboard Boat Motors Sales Quantity by Region (2026-2031) & (K Units)

Table 128. Asia-Pacific Outboard Boat Motors Consumption Value by Region
(2020-2025) & (USD Million)

Table 129. Asia-Pacific Outboard Boat Motors Consumption Value by Region
(2026-2031) & (USD Million)

Table 130. South America Outboard Boat Motors Sales Quantity by Type (2020-2025) &
(K Units)

Table 131. South America Outboard Boat Motors Sales Quantity by Type (2026-2031) &
(K Units)

Table 132. South America Outboard Boat Motors Sales Quantity by Application
(2020-2025) & (K Units)

Table 133. South America Outboard Boat Motors Sales Quantity by Application
(2026-2031) & (K Units)

Table 134. South America Outboard Boat Motors Sales Quantity by Country
(2020-2025) & (K Units)

Table 135. South America Outboard Boat Motors Sales Quantity by Country
(2026-2031) & (K Units)

Table 136. South America Outboard Boat Motors Consumption Value by Country
(2020-2025) & (USD Million)

Table 137. South America Outboard Boat Motors Consumption Value by Country
(2026-2031) & (USD Million)

Table 138. Middle East & Africa Outboard Boat Motors Sales Quantity by Type
(2020-2025) & (K Units)

Table 139. Middle East & Africa Outboard Boat Motors Sales Quantity by Type
(2026-2031) & (K Units)

Table 140. Middle East & Africa Outboard Boat Motors Sales Quantity by Application
(2020-2025) & (K Units)

Table 141. Middle East & Africa Outboard Boat Motors Sales Quantity by Application
(2026-2031) & (K Units)

Table 142. Middle East & Africa Outboard Boat Motors Sales Quantity by Country
(2020-2025) & (K Units)

Table 143. Middle East & Africa Outboard Boat Motors Sales Quantity by Country
(2026-2031) & (K Units)

Table 144. Middle East & Africa Outboard Boat Motors Consumption Value by Country
(2020-2025) & (USD Million)

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

Table 146. Outboard Boat Motors Raw Material

Table 147. Key Manufacturers of Outboard Boat Motors Raw Materials

Table 148. Outboard Boat Motors Typical Distributors

Table 149. Outboard Boat Motors Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Outboard Boat Motors Picture

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

Figure 3. Global Outboard Boat Motors Revenue Market Share by Type in 2024

Figure 4. Below 10 HP Examples

Figure 5. 10.1-30 HP Examples

Figure 6. 30.1-100 HP Examples

Figure 7. 100.1-200 HP Examples

Figure 8. Above 200 HP Examples

Figure 9. Global Outboard Boat Motors Consumption Value by Application, (USD Million), 2020 & 2024 & 2031

Figure 10. Global Outboard Boat Motors Revenue Market Share by Application in 2024

Figure 11. Recreation Boat Examples

Figure 12. Commercial Boat Examples

Figure 13. Municipal and Official Boat Examples

Figure 14. Global Outboard Boat Motors Consumption Value, (USD Million): 2020 & 2024 & 2031

Figure 15. Global Outboard Boat Motors Consumption Value and Forecast (2020-2031) & (USD Million)

Figure 16. Global Outboard Boat Motors Sales Quantity (2020-2031) & (K Units)

Figure 17. Global Outboard Boat Motors Price (2020-2031) & (USD/Unit)

Figure 18. Global Outboard Boat Motors Sales Quantity Market Share by Manufacturer in 2024

Figure 19. Global Outboard Boat Motors Revenue Market Share by Manufacturer in 2024

Figure 20. Producer Shipments of Outboard Boat Motors by Manufacturer Sales (\$MM) and Market Share (%): 2024

Figure 21. Top 3 Outboard Boat Motors Manufacturer (Revenue) Market Share in 2024

Figure 22. Top 6 Outboard Boat Motors Manufacturer (Revenue) Market Share in 2024

Figure 23. Global Outboard Boat Motors Sales Quantity Market Share by Region (2020-2031)

Figure 24. Global Outboard Boat Motors Consumption Value Market Share by Region (2020-2031)

Figure 25. North America Outboard Boat Motors Consumption Value (2020-2031) & (USD Million)

Figure 26. Europe Outboard Boat Motors Consumption Value (2020-2031) & (USD Million)

Figure 27. Asia-Pacific Outboard Boat Motors Consumption Value (2020-2031) & (USD Million)

Figure 28. South America Outboard Boat Motors Consumption Value (2020-2031) & (USD Million)

Figure 29. Middle East & Africa Outboard Boat Motors Consumption Value (2020-2031) & (USD Million)

Figure 30. Global Outboard Boat Motors Sales Quantity Market Share by Type (2020-2031)

Figure 31. Global Outboard Boat Motors Consumption Value Market Share by Type (2020-2031)

Figure 32. Global Outboard Boat Motors Average Price by Type (2020-2031) & (USD/Unit)

Figure 33. Global Outboard Boat Motors Sales Quantity Market Share by Application (2020-2031)

Figure 34. Global Outboard Boat Motors Revenue Market Share by Application (2020-2031)

Figure 35. Global Outboard Boat Motors Average Price by Application (2020-2031) & (USD/Unit)

Figure 36. North America Outboard Boat Motors Sales Quantity Market Share by Type (2020-2031)

Figure 37. North America Outboard Boat Motors Sales Quantity Market Share by Application (2020-2031)

Figure 38. North America Outboard Boat Motors Sales Quantity Market Share by Country (2020-2031)

Figure 39. North America Outboard Boat Motors Consumption Value Market Share by Country (2020-2031)

Figure 40. United States Outboard Boat Motors Consumption Value (2020-2031) & (USD Million)

Figure 41. Canada Outboard Boat Motors Consumption Value (2020-2031) & (USD Million)

Figure 42. Mexico Outboard Boat Motors Consumption Value (2020-2031) & (USD Million)

Figure 43. Europe Outboard Boat Motors Sales Quantity Market Share by Type (2020-2031)

Figure 44. Europe Outboard Boat Motors Sales Quantity Market Share by Application (2020-2031)

Figure 45. Europe Outboard Boat Motors Sales Quantity Market Share by Country

(2020-2031)

Figure 46. Europe Outboard Boat Motors Consumption Value Market Share by Country (2020-2031)

Figure 47. Germany Outboard Boat Motors Consumption Value (2020-2031) & (USD Million)

Figure 48. France Outboard Boat Motors Consumption Value (2020-2031) & (USD Million)

Figure 49. United Kingdom Outboard Boat Motors Consumption Value (2020-2031) & (USD Million)

Figure 50. Russia Outboard Boat Motors Consumption Value (2020-2031) & (USD Million)

Figure 51. Italy Outboard Boat Motors Consumption Value (2020-2031) & (USD Million)

Figure 52. Asia-Pacific Outboard Boat Motors Sales Quantity Market Share by Type (2020-2031)

Figure 53. Asia-Pacific Outboard Boat Motors Sales Quantity Market Share by Application (2020-2031)

Figure 54. Asia-Pacific Outboard Boat Motors Sales Quantity Market Share by Region (2020-2031)

Figure 55. Asia-Pacific Outboard Boat Motors Consumption Value Market Share by Region (2020-2031)

Figure 56. China Outboard Boat Motors Consumption Value (2020-2031) & (USD Million)

Figure 57. Japan Outboard Boat Motors Consumption Value (2020-2031) & (USD Million)

Figure 58. South Korea Outboard Boat Motors Consumption Value (2020-2031) & (USD Million)

Figure 59. India Outboard Boat Motors Consumption Value (2020-2031) & (USD Million)

Figure 60. Southeast Asia Outboard Boat Motors Consumption Value (2020-2031) & (USD Million)

Figure 61. Australia Outboard Boat Motors Consumption Value (2020-2031) & (USD Million)

Figure 62. South America Outboard Boat Motors Sales Quantity Market Share by Type (2020-2031)

Figure 63. South America Outboard Boat Motors Sales Quantity Market Share by Application (2020-2031)

Figure 64. South America Outboard Boat Motors Sales Quantity Market Share by Country (2020-2031)

Figure 65. South America Outboard Boat Motors Consumption Value Market Share by Country (2020-2031)

Figure 66. Brazil Outboard Boat Motors Consumption Value (2020-2031) & (USD Million)

Figure 67. Argentina Outboard Boat Motors Consumption Value (2020-2031) & (USD Million)

Figure 68. Middle East & Africa Outboard Boat Motors Sales Quantity Market Share by Type (2020-2031)

Figure 69. Middle East & Africa Outboard Boat Motors Sales Quantity Market Share by Application (2020-2031)

Figure 70. Middle East & Africa Outboard Boat Motors Sales Quantity Market Share by Country (2020-2031)

Figure 71. Middle East & Africa Outboard Boat Motors Consumption Value Market Share by Country (2020-2031)

Figure 72. Turkey Outboard Boat Motors Consumption Value (2020-2031) & (USD Million)

Figure 73. Egypt Outboard Boat Motors Consumption Value (2020-2031) & (USD Million)

Figure 74. Saudi Arabia Outboard Boat Motors Consumption Value (2020-2031) & (USD Million)

Figure 75. South Africa Outboard Boat Motors Consumption Value (2020-2031) & (USD Million)

Figure 76. Outboard Boat Motors Market Drivers

Figure 77. Outboard Boat Motors Market Restraints

Figure 78. Outboard Boat Motors Market Trends

Figure 79. Porters Five Forces Analysis

Figure 80. Manufacturing Cost Structure Analysis of Outboard Boat Motors in 2024

Figure 81. Manufacturing Process Analysis of Outboard Boat Motors

Figure 82. Outboard Boat Motors Industrial Chain

Figure 83. Sales Channel: Direct to End-User vs Distributors

Figure 84. Direct Channel Pros & Cons

Figure 85. Indirect Channel Pros & Cons

Figure 86. Methodology

Figure 87. Research Process and Data Source

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