

# Global Personal Flotation Devices Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Personal Flotation Devices market size was valued at USD 2249.2 million in 2023 and is forecast to a readjusted size of USD 2944.6 million by 2030 with a CAGR of 3.9% during review period.

Personal flotation device (abbreviated as PFD; also referred to as a life jacket, life preserver, life belt, Mae West, life vest, life saver, cork jacket, buoyancy aid or flotation suit) is a piece of equipment designed to assist a wearer to keep afloat in water. The wearer may be either conscious or unconscious.

The classification of Personal Flotation Devices includes Buoyancy Aid (Foam Core), Life Jacket, Survival Suit, Buoyancy Compensator and Others.

The sales proportion of Life Jacket in 2019 is about 54%.

Personal Flotation Devices is widely used in Water Entertainment and Sporting, Government & Military and others. The most proportion of Personal Flotation Devices is Water Entertainment and Sporting and in 2019 with nearly 52% market share.

Asia-Pacific is the largest consumption region, with a consumption market share of nearly 30% in 2019. Following Asia-Pacific, Europe is the second-largest consumption region with a consumption volume market share of around 28% in 2019.

Market competition is very intense. Survitec Group Limited, VIKING Life-Saving Equipment, The Coleman Company, Kent Sporting Goods, Mustang Survival, Hansen

Protection, Drager, Johnson Outdoors are the leaders of the industry.

The Global Info Research report includes an overview of the development of the Personal Flotation Devices industry chain, the market status of Water Entertainment and Sporting (Buoyancy Aid (Foam Core), Life Jacket), Government & Military (Buoyancy Aid (Foam Core), Life Jacket), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Personal Flotation Devices.

Regionally, the report analyzes the Personal Flotation Devices markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Personal Flotation Devices market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Personal Flotation Devices market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Personal Flotation Devices industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Buoyancy Aid (Foam Core), Life Jacket).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Personal Flotation Devices market.

**Regional Analysis:** The report involves examining the Personal Flotation Devices market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future

projections and forecasts for the Personal Flotation Devices market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Personal Flotation Devices:

**Company Analysis:** Report covers individual Personal Flotation Devices manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Personal Flotation Devices. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Water Entertainment and Sporting, Government & Military).

**Technology Analysis:** Report covers specific technologies relevant to Personal Flotation Devices. It assesses the current state, advancements, and potential future developments in Personal Flotation Devices areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Personal Flotation Devices market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Personal Flotation Devices market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

### Market segment by Type

Buoyancy Aid (Foam Core)

Life Jacket

Survival Suit

Buoyancy Compensator

Others

#### Market segment by Application

Water Entertainment and Sporting

Government & Military

Others

#### Major players covered

Survitec Group Limited

VIKING Life-Saving Equipment

The Coleman Company

Kent Sporting Goods

Mustang Survival

Hansen Protection

Drarger

Johnson Outdoors

LALIZAS

Secumar

International Safety Products

NRS (Northwest River Supplies)

Dongtai Jianghai

Wuxi Xingtai Shipping Equipment

SALUS MARINE WEAR INC.

Aqua Lung International

O'Neill

Astral

Stormy Lifejackets

Kokatat

Harmony Gear

JimBuoy

SeaSafe Systems

Spinlock

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 Personal Flotation Devices product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Personal Flotation Devices, with price, sales, revenue and global market share of Personal Flotation Devices from 2019 to 2024.

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

Chapter 4, the Personal Flotation Devices breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

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 2017 to 2023. and Personal Flotation Devices market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

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 Personal Flotation Devices.

Chapter 14 and 15, to describe Personal Flotation Devices sales channel, distributors, customers, research findings and conclusion.

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