

Global Sports Fishing Equipment Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Sports Fishing Equipment market size was valued at US\$ 14540 million in 2025 and is forecast to a readjusted size of US\$ 19530 million by 2032 with a CAGR of 4.4% during review period.

Sports fishing equipment refers to the full range of tools used in recreational and sport fishing activities, including fishing rods, reels, lines and leaders, lures and baits, hooks, and increasingly popular electronic devices. It is one of the fastest-growing segments in the global outdoor leisure gear market. Upstream materials consist primarily of carbon fiber, fiberglass, aluminum alloys, stainless steel, nylon, polyethylene lines, rubber, silicone, and electronic components. Major suppliers include global material leaders such as Toray, Mitsubishi Rayon, SABIC, 3M, Sumitomo, and regional players like Ningbo Huaxiang. Downstream customers include individuals and fishing clubs, with demand also coming from tourism and leisure sports companies. Gross margins for fishing equipment are generally moderate to high. Premium rods, electronic sonar devices, and branded bait products can yield margins exceeding 40%, while generic hooks and lines tend to have thinner margins.

In terms of product segmentation, fishing rods are the dominant category, expected to account for 30% of the global market in 2024. As the central gear in any fishing activity, rods come in various types such as carbon rods, fiberglass rods, serving a wide range of users from beginners to professionals. Other key product categories include reels, lines and leaders, hooks, baits and lures, and a growing segment of smart electronics such as portable fish finders, GPS locators, and smart casting systems. Together, these products form a complete fishing gear ecosystem supporting various fishing

environments and techniques.

On the application side, freshwater fishing is the leading segment, projected to represent approximately 70% of the global market in 2024. This dominance is driven by the broad availability of lakes, rivers, and reservoirs worldwide, the relatively low barrier to entry, and the affordability of freshwater fishing equipment. Although saltwater fishing holds a smaller share, it is growing rapidly, especially in regions such as North America, Australia, Japan, and coastal China. The rise of high-end offshore fishing tourism is generating increasing demand for performance-oriented gear and advanced electronics.

The primary drivers of market growth include the steady rise in outdoor leisure participants globally, with fishing increasingly embraced as a relaxing, nature-connected activity. Digital platforms are amplifying fishing culture, with social media and video sharing attracting younger demographics. The emergence of premium fishing tourism is also expanding the need for specialized gear. On the supply side, innovations in material science and the shift toward lighter and smarter gear are continuously enhancing the product value proposition.

Key market restraints include stricter fishing and environmental regulations in some regions, which may impact equipment usage and angler behavior. Volatility in raw material prices and occasional supply chain disruptions could increase cost pressures. Additionally, the low industry concentration leads to intense price competition in lower-end segments, limiting brand premium potential. Overall, sports fishing equipment, combining leisure, specialization, and community appeal, holds strong long-term growth potential. Global leaders such as Globberide (Daiwa), Shimano, Pure Fishing, Rapala VMC Corporation, Johshuya Co., Cabela's Inc., Weihai Guangwei Group, and Shandong Weihai Huanqiu Fishing Tackle continue to consolidate their market positions through branding and technological innovation.

This report is a detailed and comprehensive analysis for global Sports Fishing Equipment market. Both quantitative and qualitative analyses are presented by company, 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 Sports Fishing Equipment market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Sports Fishing Equipment market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Sports Fishing Equipment market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Sports Fishing Equipment market shares of main players, in revenue (\$ Million), 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 Sports Fishing Equipment

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 Sports Fishing Equipment market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Globberide(Daiwa), Shimano, Pure Fishing, Rapala VMC Corporation, Johshuya Co., Cabela's Inc., Weihai Guangwei Group, Pokee Fishing, Humminbird, Shandong Weihai Huanqiu Fishing Tackle, etc.

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

Market segmentation

Sports Fishing Equipment market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Fishing Rods

Fishing Reels

Line and Leaders

Lures, Files, Baits

Fishing Hook

Electronics

Others

Market segment by Application

Freshwater Fishing

Saltwater Fishing

Market segment by players, this report covers

Globeride(Daiwa)

Shimano

Pure Fishing

Rapala VMC Corporation

Johshuya Co.

Cabela's Inc.

Weihai Guangwei Group

Pokee Fishing

Humminbird

Shandong Weihai Huanqiu Fishing Tackle

Dongmi Fishing

Eagle Claw

St. Croix Rods

DUEL(YO-ZURI)

Tica Fishing

Ningbo ZhongYuan Alljoy Fishing Tackle Co., Ltd

Gamakatsu

Preston Innovations

AFTCO Mfg.

Haibo

O. Mustad & Son

Okuma Fishing

Barfilon Fishing

Tiemco

Shandong Huashi

Wuhan Tianyuan Qianchuan

PoYang Black Kingkong (BKK)

Jiadiaoni

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Sports Fishing Equipment product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Sports Fishing Equipment, with revenue, gross margin, and global market share of Sports Fishing Equipment from 2021 to 2026.

Chapter 3, the Sports Fishing Equipment competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Sports Fishing Equipment market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Sports Fishing Equipment.

Chapter 13, to describe Sports Fishing Equipment research findings and conclusion.

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