

Global Sports Fishing Equipment Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Sports Fishing Equipment market size is expected to reach \$ 19530 million by 2032, rising at a market growth of 4.4% CAGR during the forecast period (2026-2032).

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 studies the global Sports Fishing Equipment demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Sports Fishing Equipment, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Sports Fishing Equipment that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Sports Fishing Equipment total market, 2021-2032, (USD Million)

Global Sports Fishing Equipment Supply, Demand and Key Producers, 2026-2032

Global Sports Fishing Equipment total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Sports Fishing Equipment total market, key domestic companies, and share, (USD Million)

Global Sports Fishing Equipment revenue by player, revenue and market share 2021-2026, (USD Million)

Global Sports Fishing Equipment total market by Type, CAGR, 2021-2032, (USD Million)

Global Sports Fishing Equipment total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Sports Fishing Equipment market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Sports Fishing Equipment Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Sports Fishing Equipment Market, Segmentation by Type:

Fishing Rods

Fishing Reels

Line and Leaders

Lures, Files, Baits

Fishing Hook

Electronics

Others

Global Sports Fishing Equipment Market, Segmentation by Application:

Freshwater Fishing

Saltwater Fishing

Companies Profiled:

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

Key Questions Answered

1. How big is the global Sports Fishing Equipment market?
2. What is the demand of the global Sports Fishing Equipment market?
3. What is the year over year growth of the global Sports Fishing Equipment market?
4. What is the total value of the global Sports Fishing Equipment market?
5. Who are the Major Players in the global Sports Fishing Equipment market?
6. What are the growth factors driving the market demand?

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