

Global Stand Up Paddle (SUP) Boards 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 Stand Up Paddle (SUP) Boards market size was valued at USD 659.6 million in 2023 and is forecast to a readjusted size of USD 962.7 million by 2030 with a CAGR of 5.6% during review period.

SUP Board is an acronym that stands for “stand up paddle boarding” and it is one of the fastest growing water sports. A combination of kayaking and surfing, this sports is fundamentally standing on a surfboard and using a paddle to propel yourself. Stand Up Paddle boards are longer, wider, and more buoyant than traditional surfboards, which enables you to comfortably balance on them.

The Global Info Research report includes an overview of the development of the Stand Up Paddle (SUP) Boards industry chain, the market status of Sporting Goods Retailers (Short Boards (under 10’), Medium Boards (10’ to 12’)), Department Stores (Short Boards (under 10’), Medium Boards (10’ to 12’)), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Stand Up Paddle (SUP) Boards.

Regionally, the report analyzes the Stand Up Paddle (SUP) Boards 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 Stand Up Paddle (SUP) Boards market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Stand Up Paddle (SUP) Boards 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 Stand Up Paddle (SUP) Boards 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., Short Boards (under 10'), Medium Boards (10' to 12')).

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 Stand Up Paddle (SUP) Boards market.

Regional Analysis: The report involves examining the Stand Up Paddle (SUP) Boards 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 Stand Up Paddle (SUP) Boards market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Stand Up Paddle (SUP) Boards:

Company Analysis: Report covers individual Stand Up Paddle (SUP) Boards 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 Stand Up Paddle (SUP) Boards This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Sporting Goods Retailers, Department Stores).

Technology Analysis: Report covers specific technologies relevant to Stand Up Paddle (SUP) Boards. It assesses the current state, advancements, and potential future developments in Stand Up Paddle (SUP) Boards areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Stand Up Paddle (SUP) Boards 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

Stand Up Paddle (SUP) Boards 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

Short Boards (under 10')

Medium Boards (10' to 12')

Long Boards (12' and above)

Market segment by Application

Sporting Goods Retailers

Department Stores

Supermarkets

Others

Major players covered

BIC Sport

Naish

Red Paddle

Starboard

Tower

AIRHEAD SUP

Aqua Marina

Imagine Paddle

RAVE Sports

Solstice Sports

Surftech

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 Stand Up Paddle (SUP) Boards product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Stand Up Paddle (SUP) Boards, with price, sales, revenue and global market share of Stand Up Paddle (SUP) Boards from 2019 to 2024.

Chapter 3, the Stand Up Paddle (SUP) Boards competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Stand Up Paddle (SUP) Boards 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 Stand Up Paddle (SUP) Boards 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 Stand Up Paddle (SUP) Boards.

Chapter 14 and 15, to describe Stand Up Paddle (SUP) Boards sales channel, distributors, customers, research findings and conclusion.

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