

Global Standing Paddle Board Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Standing Paddle Board market size is expected to reach \$ 2797 million by 2032, rising at a market growth of 5.2% CAGR during the forecast period (2026-2032).

A standing paddleboard (SUP) is a piece of water sports equipment consisting of a buoyant board upon which the user stands and propels themselves across the water using a single paddle. Suitable for activities such as recreational paddling, cruising, racing, surfing, yoga, fishing, and water-based tourism, it combines elements of fitness and outdoor recreation.

The upstream supply chain includes materials and components such as PVC, drop-stitch fabric, fiberglass, carbon fiber, epoxy resin, EVA traction pads, fins, paddle shafts, air valves, inflation pumps, and molding equipment. Downstream markets comprise water sports enthusiasts, clubs, scenic areas, rental businesses, e-commerce platforms, and outdoor retail channels.

The global SUP market features an average unit price of \$450 per unit; annual sales volume is approximately 4.25 million units against a production capacity of about 6.5 million units, with an industry profit margin of around 25%.

The global SUP market is poised for future growth driven by the rising popularity of outdoor sports, increased consumer interest in water-based leisure activities, and the development of sports tourism. Mature markets?such as those in Europe, North America, and Australia?have established stable sports communities and event circuits, with demand shifting toward specialized products like high-end racing, touring, yoga, and fishing boards. Meanwhile, the Asian market remains in the consumer cultivation phase; however, it holds significant growth potential fueled by trends in camping,

waterfront tourism, and social media influence. Regarding product types, inflatable SUPs will continue to expand their market penetration due to their portability and ease of storage, whereas hard-shell boards will focus on professional racing and high-performance applications. Future competition will center on material lightweighting, board rigidity, stability, safety accessories, brand design, and online sales capabilities.

This report studies the global Standing Paddle Board production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Standing Paddle Board 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 Standing Paddle Board that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Standing Paddle Board total production and demand, 2021-2032, (K Units)

Global Standing Paddle Board total production value, 2021-2032, (USD Million)

Global Standing Paddle Board production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Standing Paddle Board consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Standing Paddle Board domestic production, consumption, key domestic manufacturers and share

Global Standing Paddle Board production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Standing Paddle Board production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Standing Paddle Board production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Standing Paddle Board market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Red Paddle, Starboard, Aqua Marina, Bestway, ZRAY, Decathlon, Bluefin SUP, iROCKER, BOTE, ISLE, 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 Standing Paddle Board market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, 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 Standing Paddle Board Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Standing Paddle Board Market, Segmentation by Type:

Hard Racing Paddle Board

Inflatable Racing Paddle Board

Global Standing Paddle Board Market, Segmentation by Board Length:

Short Type (Below 10 ft)

Medium Type(10?12 ft)

Long Type(12?14 ft)

Extra-long Type(Above 14 ft)

Global Standing Paddle Board Market, Segmentation by Material:

Single-layer PVC

Double-layer PVC

Drop-stitch Fabric

Fusion Technology

Carbon Reinforced

Global Standing Paddle Board Market, Segmentation by Application:

Recreational Sports

Professional Competitive Sports

Companies Profiled:

Red Paddle

Starboard

Aqua Marina

Bestway

ZRAY

Decathlon

Bluefin SUP

iROCKER

BOTE

ISLE

NRS

Naish

Jobe

TAHE

SIC Maui

Fanatic

RRD Roberto Ricci Designs

Montbell

Surftech

Key Questions Answered:

1. How big is the global Standing Paddle Board market?
2. What is the demand of the global Standing Paddle Board market?
3. What is the year over year growth of the global Standing Paddle Board market?
4. What is the production and production value of the global Standing Paddle Board market?
5. Who are the key producers in the global Standing Paddle Board market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Standing Paddle Board Introduction
- 1.2 World Standing Paddle Board Supply & Forecast
 - 1.2.1 World Standing Paddle Board Production Value (2021 & 2025 & 2032)
 - 1.2.2 World Standing Paddle Board Production (2021-2032)
 - 1.2.3 World Standing Paddle Board Pricing Trends (2021-2032)
- 1.3 World Standing Paddle Board Production by Region (Based on Production Site)
 - 1.3.1 World Standing Paddle Board Production Value by Region (2021-2032)
 - 1.3.2 World Standing Paddle Board Production by Region (2021-2032)
 - 1.3.3 World Standing Paddle Board Average Price by Region (2021-2032)
 - 1.3.4 North America Standing Paddle Board Production (2021-2032)
 - 1.3.5 Europe Standing Paddle Board Production (2021-2032)
 - 1.3.6 China Standing Paddle Board Production (2021-2032)
 - 1.3.7 Japan Standing Paddle Board Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Standing Paddle Board Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Standing Paddle Board Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Standing Paddle Board Demand (2021-2032)
- 2.2 World Standing Paddle Board Consumption by Region
 - 2.2.1 World Standing Paddle Board Consumption by Region (2021-2026)
 - 2.2.2 World Standing Paddle Board Consumption Forecast by Region (2027-2032)
- 2.3 United States Standing Paddle Board Consumption (2021-2032)
- 2.4 China Standing Paddle Board Consumption (2021-2032)
- 2.5 Europe Standing Paddle Board Consumption (2021-2032)
- 2.6 Japan Standing Paddle Board Consumption (2021-2032)
- 2.7 South Korea Standing Paddle Board Consumption (2021-2032)
- 2.8 ASEAN Standing Paddle Board Consumption (2021-2032)
- 2.9 India Standing Paddle Board Consumption (2021-2032)

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World Standing Paddle Board Production Value by Manufacturer (2021-2026)

- 3.2 World Standing Paddle Board Production by Manufacturer (2021-2026)
- 3.3 World Standing Paddle Board Average Price by Manufacturer (2021-2026)
- 3.4 Standing Paddle Board Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
 - 3.5.1 Global Standing Paddle Board Industry Rank of Major Manufacturers
 - 3.5.2 Global Concentration Ratios (CR4) for Standing Paddle Board in 2025
 - 3.5.3 Global Concentration Ratios (CR8) for Standing Paddle Board in 2025
- 3.6 Standing Paddle Board Market: Overall Company Footprint Analysis
 - 3.6.1 Standing Paddle Board Market: Region Footprint
 - 3.6.2 Standing Paddle Board Market: Company Product Type Footprint
 - 3.6.3 Standing Paddle Board Market: Company Product Application Footprint
- 3.7 Competitive Environment
 - 3.7.1 Historical Structure of the Industry
 - 3.7.2 Barriers of Market Entry
 - 3.7.3 Factors of Competition
- 3.8 New Entrant and Capacity Expansion Plans
- 3.9 Mergers, Acquisition, Agreements, and Collaborations

4 UNITED STATES VS CHINA VS REST OF THE WORLD

- 4.1 United States VS China: Standing Paddle Board Production Value Comparison
 - 4.1.1 United States VS China: Standing Paddle Board Production Value Comparison (2021 & 2025 & 2032)
 - 4.1.2 United States VS China: Standing Paddle Board Production Value Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States VS China: Standing Paddle Board Production Comparison
 - 4.2.1 United States VS China: Standing Paddle Board Production Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: Standing Paddle Board Production Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States VS China: Standing Paddle Board Consumption Comparison
 - 4.3.1 United States VS China: Standing Paddle Board Consumption Comparison (2021 & 2025 & 2032)
 - 4.3.2 United States VS China: Standing Paddle Board Consumption Market Share Comparison (2021 & 2025 & 2032)
- 4.4 United States Based Standing Paddle Board Manufacturers and Market Share, 2021-2026
 - 4.4.1 United States Based Standing Paddle Board Manufacturers, Headquarters and Production Site (States, Country)

4.4.2 United States Based Manufacturers Standing Paddle Board Production Value (2021-2026)

4.4.3 United States Based Manufacturers Standing Paddle Board Production (2021-2026)

4.5 China Based Standing Paddle Board Manufacturers and Market Share

4.5.1 China Based Standing Paddle Board Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers Standing Paddle Board Production Value (2021-2026)

4.5.3 China Based Manufacturers Standing Paddle Board Production (2021-2026)

4.6 Rest of World Based Standing Paddle Board Manufacturers and Market Share, 2021-2026

4.6.1 Rest of World Based Standing Paddle Board Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers Standing Paddle Board Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers Standing Paddle Board Production (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Standing Paddle Board Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Hard Racing Paddle Board

5.2.2 Inflatable Racing Paddle Board

5.3 Market Segment by Type

5.3.1 World Standing Paddle Board Production by Type (2021-2032)

5.3.2 World Standing Paddle Board Production Value by Type (2021-2032)

5.3.3 World Standing Paddle Board Average Price by Type (2021-2032)

6 MARKET ANALYSIS BY BOARD LENGTH

6.1 World Standing Paddle Board Market Size Overview by Board Length: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Board Length

6.2.1 Short Type (Below 10 ft)

6.2.2 Medium Type(10?12 ft)

6.2.3 Long Type(12?14 ft)

6.2.4 Extra-long Type(Above 14 ft)

6.3 Market Segment by Board Length

6.3.1 World Standing Paddle Board Production by Board Length (2021-2032)

6.3.2 World Standing Paddle Board Production Value by Board Length (2021-2032)

6.3.3 World Standing Paddle Board Average Price by Board Length (2021-2032)

7 MARKET ANALYSIS BY MATERIAL

7.1 World Standing Paddle Board Market Size Overview by Material: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Material

7.2.1 Single-layer PVC

7.2.2 Double-layer PVC

7.2.3 Drop-stitch Fabric

7.2.4 Fusion Technology

7.2.5 Carbon Reinforced

7.3 Market Segment by Material

7.3.1 World Standing Paddle Board Production by Material (2021-2032)

7.3.2 World Standing Paddle Board Production Value by Material (2021-2032)

7.3.3 World Standing Paddle Board Average Price by Material (2021-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Standing Paddle Board Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Recreational Sports

8.2.2 Professional Competitive Sports

8.3 Market Segment by Application

8.3.1 World Standing Paddle Board Production by Application (2021-2032)

8.3.2 World Standing Paddle Board Production Value by Application (2021-2032)

8.3.3 World Standing Paddle Board Average Price by Application (2021-2032)

9 COMPANY PROFILES

9.1 Red Paddle

9.1.1 Red Paddle Details

9.1.2 Red Paddle Major Business

9.1.3 Red Paddle Standing Paddle Board Product and Services

9.1.4 Red Paddle Standing Paddle Board Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.1.5 Red Paddle Recent Developments/Updates

9.1.6 Red Paddle Competitive Strengths & Weaknesses

9.2 Starboard

9.2.1 Starboard Details

9.2.2 Starboard Major Business

9.2.3 Starboard Standing Paddle Board Product and Services

9.2.4 Starboard Standing Paddle Board Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.2.5 Starboard Recent Developments/Updates

9.2.6 Starboard Competitive Strengths & Weaknesses

9.3 Aqua Marina

9.3.1 Aqua Marina Details

9.3.2 Aqua Marina Major Business

9.3.3 Aqua Marina Standing Paddle Board Product and Services

9.3.4 Aqua Marina Standing Paddle Board Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.3.5 Aqua Marina Recent Developments/Updates

9.3.6 Aqua Marina Competitive Strengths & Weaknesses

9.4 Bestway

9.4.1 Bestway Details

9.4.2 Bestway Major Business

9.4.3 Bestway Standing Paddle Board Product and Services

9.4.4 Bestway Standing Paddle Board Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.4.5 Bestway Recent Developments/Updates

9.4.6 Bestway Competitive Strengths & Weaknesses

9.5 ZRAY

9.5.1 ZRAY Details

9.5.2 ZRAY Major Business

9.5.3 ZRAY Standing Paddle Board Product and Services

9.5.4 ZRAY Standing Paddle Board Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.5.5 ZRAY Recent Developments/Updates

9.5.6 ZRAY Competitive Strengths & Weaknesses

9.6 Decathlon

9.6.1 Decathlon Details

9.6.2 Decathlon Major Business

- 9.6.3 Decathlon Standing Paddle Board Product and Services
- 9.6.4 Decathlon Standing Paddle Board Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.6.5 Decathlon Recent Developments/Updates
- 9.6.6 Decathlon Competitive Strengths & Weaknesses
- 9.7 Bluefin SUP
 - 9.7.1 Bluefin SUP Details
 - 9.7.2 Bluefin SUP Major Business
 - 9.7.3 Bluefin SUP Standing Paddle Board Product and Services
 - 9.7.4 Bluefin SUP Standing Paddle Board Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.7.5 Bluefin SUP Recent Developments/Updates
 - 9.7.6 Bluefin SUP Competitive Strengths & Weaknesses
- 9.8 iROCKER
 - 9.8.1 iROCKER Details
 - 9.8.2 iROCKER Major Business
 - 9.8.3 iROCKER Standing Paddle Board Product and Services
 - 9.8.4 iROCKER Standing Paddle Board Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.8.5 iROCKER Recent Developments/Updates
 - 9.8.6 iROCKER Competitive Strengths & Weaknesses
- 9.9 BOTE
 - 9.9.1 BOTE Details
 - 9.9.2 BOTE Major Business
 - 9.9.3 BOTE Standing Paddle Board Product and Services
 - 9.9.4 BOTE Standing Paddle Board Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.9.5 BOTE Recent Developments/Updates
 - 9.9.6 BOTE Competitive Strengths & Weaknesses
- 9.10 ISLE
 - 9.10.1 ISLE Details
 - 9.10.2 ISLE Major Business
 - 9.10.3 ISLE Standing Paddle Board Product and Services
 - 9.10.4 ISLE Standing Paddle Board Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.10.5 ISLE Recent Developments/Updates
 - 9.10.6 ISLE Competitive Strengths & Weaknesses
- 9.11 NRS
 - 9.11.1 NRS Details

- 9.11.2 NRS Major Business
- 9.11.3 NRS Standing Paddle Board Product and Services
- 9.11.4 NRS Standing Paddle Board Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.11.5 NRS Recent Developments/Updates
- 9.11.6 NRS Competitive Strengths & Weaknesses
- 9.12 Naish
 - 9.12.1 Naish Details
 - 9.12.2 Naish Major Business
 - 9.12.3 Naish Standing Paddle Board Product and Services
 - 9.12.4 Naish Standing Paddle Board Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.12.5 Naish Recent Developments/Updates
 - 9.12.6 Naish Competitive Strengths & Weaknesses
- 9.13 Jobe
 - 9.13.1 Jobe Details
 - 9.13.2 Jobe Major Business
 - 9.13.3 Jobe Standing Paddle Board Product and Services
 - 9.13.4 Jobe Standing Paddle Board Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.13.5 Jobe Recent Developments/Updates
 - 9.13.6 Jobe Competitive Strengths & Weaknesses
- 9.14 TAHE
 - 9.14.1 TAHE Details
 - 9.14.2 TAHE Major Business
 - 9.14.3 TAHE Standing Paddle Board Product and Services
 - 9.14.4 TAHE Standing Paddle Board Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.14.5 TAHE Recent Developments/Updates
 - 9.14.6 TAHE Competitive Strengths & Weaknesses
- 9.15 SIC Maui
 - 9.15.1 SIC Maui Details
 - 9.15.2 SIC Maui Major Business
 - 9.15.3 SIC Maui Standing Paddle Board Product and Services
 - 9.15.4 SIC Maui Standing Paddle Board Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.15.5 SIC Maui Recent Developments/Updates
 - 9.15.6 SIC Maui Competitive Strengths & Weaknesses
- 9.16 Fanatic

- 9.16.1 Fanatic Details
- 9.16.2 Fanatic Major Business
- 9.16.3 Fanatic Standing Paddle Board Product and Services
- 9.16.4 Fanatic Standing Paddle Board Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.16.5 Fanatic Recent Developments/Updates
- 9.16.6 Fanatic Competitive Strengths & Weaknesses
- 9.17 RRD Roberto Ricci Designs
- 9.17.1 RRD Roberto Ricci Designs Details
- 9.17.2 RRD Roberto Ricci Designs Major Business
- 9.17.3 RRD Roberto Ricci Designs Standing Paddle Board Product and Services
- 9.17.4 RRD Roberto Ricci Designs Standing Paddle Board Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.17.5 RRD Roberto Ricci Designs Recent Developments/Updates
- 9.17.6 RRD Roberto Ricci Designs Competitive Strengths & Weaknesses
- 9.18 Montbell
- 9.18.1 Montbell Details
- 9.18.2 Montbell Major Business
- 9.18.3 Montbell Standing Paddle Board Product and Services
- 9.18.4 Montbell Standing Paddle Board Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.18.5 Montbell Recent Developments/Updates
- 9.18.6 Montbell Competitive Strengths & Weaknesses
- 9.19 Surfttech
- 9.19.1 Surfttech Details
- 9.19.2 Surfttech Major Business
- 9.19.3 Surfttech Standing Paddle Board Product and Services
- 9.19.4 Surfttech Standing Paddle Board Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.19.5 Surfttech Recent Developments/Updates
- 9.19.6 Surfttech Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

- 10.1 Standing Paddle Board Industry Chain
- 10.2 Standing Paddle Board Upstream Analysis
 - 10.2.1 Standing Paddle Board Core Raw Materials
 - 10.2.2 Main Manufacturers of Standing Paddle Board Core Raw Materials
- 10.3 Midstream Analysis

10.4 Downstream Analysis

10.5 Standing Paddle Board Production Mode

10.6 Standing Paddle Board Procurement Model

10.7 Standing Paddle Board Industry Sales Model and Sales Channels

10.7.1 Standing Paddle Board Sales Model

10.7.2 Standing Paddle Board Typical Distributors

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

12.1 Methodology

12.2 Research Process and Data Source

12.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World Standing Paddle Board Production Value by Region (2021, 2025 and 2032) & (USD Million)

Table 2. World Standing Paddle Board Production Value by Region (2021-2026) & (USD Million)

Table 3. World Standing Paddle Board Production Value by Region (2027-2032) & (USD Million)

Table 4. World Standing Paddle Board Production Value Market Share by Region (2021-2026)

Table 5. World Standing Paddle Board Production Value Market Share by Region (2027-2032)

Table 6. World Standing Paddle Board Production by Region (2021-2026) & (K Units)

Table 7. World Standing Paddle Board Production by Region (2027-2032) & (K Units)

Table 8. World Standing Paddle Board Production Market Share by Region (2021-2026)

Table 9. World Standing Paddle Board Production Market Share by Region (2027-2032)

Table 10. World Standing Paddle Board Average Price by Region (2021-2026) & (US\$/Unit)

Table 11. World Standing Paddle Board Average Price by Region (2027-2032) & (US\$/Unit)

Table 12. Standing Paddle Board Major Market Trends

Table 13. World Standing Paddle Board Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (K Units)

Table 14. World Standing Paddle Board Consumption by Region (2021-2026) & (K Units)

Table 15. World Standing Paddle Board Consumption Forecast by Region (2027-2032) & (K Units)

Table 16. World Standing Paddle Board Production Value by Manufacturer (2021-2026) & (USD Million)

Table 17. Production Value Market Share of Key Standing Paddle Board Producers in 2025

Table 18. World Standing Paddle Board Production by Manufacturer (2021-2026) & (K Units)

Table 19. Production Market Share of Key Standing Paddle Board Producers in 2025

Table 20. World Standing Paddle Board Average Price by Manufacturer (2021-2026) & (US\$/Unit)

Table 21. Global Standing Paddle Board Company Evaluation Quadrant

Table 22. World Standing Paddle Board Industry Rank of Major Manufacturers, Based on Production Value in 2025

Table 23. Head Office and Standing Paddle Board Production Site of Key Manufacturer

Table 24. Standing Paddle Board Market: Company Product Type Footprint

Table 25. Standing Paddle Board Market: Company Product Application Footprint

Table 26. Standing Paddle Board Competitive Factors

Table 27. Standing Paddle Board New Entrant and Capacity Expansion Plans

Table 28. Standing Paddle Board Mergers & Acquisitions Activity

Table 29. United States VS China Standing Paddle Board Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 30. United States VS China Standing Paddle Board Production Comparison, (2021 & 2025 & 2032) & (K Units)

Table 31. United States VS China Standing Paddle Board Consumption Comparison, (2021 & 2025 & 2032) & (K Units)

Table 32. United States Based Standing Paddle Board Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers Standing Paddle Board Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers Standing Paddle Board Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers Standing Paddle Board Production (2021-2026) & (K Units)

Table 36. United States Based Manufacturers Standing Paddle Board Production Market Share (2021-2026)

Table 37. China Based Standing Paddle Board Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers Standing Paddle Board Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers Standing Paddle Board Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers Standing Paddle Board Production, (2021-2026) & (K Units)

Table 41. China Based Manufacturers Standing Paddle Board Production Market Share (2021-2026)

Table 42. Rest of World Based Standing Paddle Board Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers Standing Paddle Board Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers Standing Paddle Board Production Value

Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers Standing Paddle Board Production, (2021-2026) & (K Units)

Table 46. Rest of World Based Manufacturers Standing Paddle Board Production Market Share (2021-2026)

Table 47. World Standing Paddle Board Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World Standing Paddle Board Production by Type (2021-2026) & (K Units)

Table 49. World Standing Paddle Board Production by Type (2027-2032) & (K Units)

Table 50. World Standing Paddle Board Production Value by Type (2021-2026) & (USD Million)

Table 51. World Standing Paddle Board Production Value by Type (2027-2032) & (USD Million)

Table 52. World Standing Paddle Board Average Price by Type (2021-2026) & (US\$/Unit)

Table 53. World Standing Paddle Board Average Price by Type (2027-2032) & (US\$/Unit)

Table 54. World Standing Paddle Board Production Value by Board Length, (USD Million), 2021 & 2025 & 2032

Table 55. World Standing Paddle Board Production by Board Length (2021-2026) & (K Units)

Table 56. World Standing Paddle Board Production by Board Length (2027-2032) & (K Units)

Table 57. World Standing Paddle Board Production Value by Board Length (2021-2026) & (USD Million)

Table 58. World Standing Paddle Board Production Value by Board Length (2027-2032) & (USD Million)

Table 59. World Standing Paddle Board Average Price by Board Length (2021-2026) & (US\$/Unit)

Table 60. World Standing Paddle Board Average Price by Board Length (2027-2032) & (US\$/Unit)

Table 61. World Standing Paddle Board Production Value by Material, (USD Million), 2021 & 2025 & 2032

Table 62. World Standing Paddle Board Production by Material (2021-2026) & (K Units)

Table 63. World Standing Paddle Board Production by Material (2027-2032) & (K Units)

Table 64. World Standing Paddle Board Production Value by Material (2021-2026) & (USD Million)

Table 65. World Standing Paddle Board Production Value by Material (2027-2032) & (USD Million)

Table 66. World Standing Paddle Board Average Price by Material (2021-2026) & (US\$/Unit)

Table 67. World Standing Paddle Board Average Price by Material (2027-2032) & (US\$/Unit)

Table 68. World Standing Paddle Board Production Value by Application, (USD Million), 2021 & 2025 & 2032

Table 69. World Standing Paddle Board Production by Application (2021-2026) & (K Units)

Table 70. World Standing Paddle Board Production by Application (2027-2032) & (K Units)

Table 71. World Standing Paddle Board Production Value by Application (2021-2026) & (USD Million)

Table 72. World Standing Paddle Board Production Value by Application (2027-2032) & (USD Million)

Table 73. World Standing Paddle Board Average Price by Application (2021-2026) & (US\$/Unit)

Table 74. World Standing Paddle Board Average Price by Application (2027-2032) & (US\$/Unit)

Table 75. Red Paddle Basic Information, Manufacturing Base and Competitors

Table 76. Red Paddle Major Business

Table 77. Red Paddle Standing Paddle Board Product and Services

Table 78. Red Paddle Standing Paddle Board Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 79. Red Paddle Recent Developments/Updates

Table 80. Red Paddle Competitive Strengths & Weaknesses

Table 81. Starboard Basic Information, Manufacturing Base and Competitors

Table 82. Starboard Major Business

Table 83. Starboard Standing Paddle Board Product and Services

Table 84. Starboard Standing Paddle Board Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 85. Starboard Recent Developments/Updates

Table 86. Starboard Competitive Strengths & Weaknesses

Table 87. Aqua Marina Basic Information, Manufacturing Base and Competitors

Table 88. Aqua Marina Major Business

Table 89. Aqua Marina Standing Paddle Board Product and Services

Table 90. Aqua Marina Standing Paddle Board Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 91. Aqua Marina Recent Developments/Updates

Table 92. Aqua Marina Competitive Strengths & Weaknesses

Table 93. Bestway Basic Information, Manufacturing Base and Competitors
Table 94. Bestway Major Business
Table 95. Bestway Standing Paddle Board Product and Services
Table 96. Bestway Standing Paddle Board Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 97. Bestway Recent Developments/Updates
Table 98. Bestway Competitive Strengths & Weaknesses
Table 99. ZRAY Basic Information, Manufacturing Base and Competitors
Table 100. ZRAY Major Business
Table 101. ZRAY Standing Paddle Board Product and Services
Table 102. ZRAY Standing Paddle Board Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 103. ZRAY Recent Developments/Updates
Table 104. ZRAY Competitive Strengths & Weaknesses
Table 105. Decathlon Basic Information, Manufacturing Base and Competitors
Table 106. Decathlon Major Business
Table 107. Decathlon Standing Paddle Board Product and Services
Table 108. Decathlon Standing Paddle Board Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 109. Decathlon Recent Developments/Updates
Table 110. Decathlon Competitive Strengths & Weaknesses
Table 111. Bluefin SUP Basic Information, Manufacturing Base and Competitors
Table 112. Bluefin SUP Major Business
Table 113. Bluefin SUP Standing Paddle Board Product and Services
Table 114. Bluefin SUP Standing Paddle Board Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 115. Bluefin SUP Recent Developments/Updates
Table 116. Bluefin SUP Competitive Strengths & Weaknesses
Table 117. iROCKER Basic Information, Manufacturing Base and Competitors
Table 118. iROCKER Major Business
Table 119. iROCKER Standing Paddle Board Product and Services
Table 120. iROCKER Standing Paddle Board Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 121. iROCKER Recent Developments/Updates
Table 122. iROCKER Competitive Strengths & Weaknesses
Table 123. BOTE Basic Information, Manufacturing Base and Competitors
Table 124. BOTE Major Business
Table 125. BOTE Standing Paddle Board Product and Services
Table 126. BOTE Standing Paddle Board Production (K Units), Price (US\$/Unit),

Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 127. BOTE Recent Developments/Updates

Table 128. BOTE Competitive Strengths & Weaknesses

Table 129. ISLE Basic Information, Manufacturing Base and Competitors

Table 130. ISLE Major Business

Table 131. ISLE Standing Paddle Board Product and Services

Table 132. ISLE Standing Paddle Board Production (K Units), Price (US\$/Unit),
Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 133. ISLE Recent Developments/Updates

Table 134. ISLE Competitive Strengths & Weaknesses

Table 135. NRS Basic Information, Manufacturing Base and Competitors

Table 136. NRS Major Business

Table 137. NRS Standing Paddle Board Product and Services

Table 138. NRS Standing Paddle Board Production (K Units), Price (US\$/Unit),
Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 139. NRS Recent Developments/Updates

Table 140. NRS Competitive Strengths & Weaknesses

Table 141. Naish Basic Information, Manufacturing Base and Competitors

Table 142. Naish Major Business

Table 143. Naish Standing Paddle Board Product and Services

Table 144. Naish Standing Paddle Board Production (K Units), Price (US\$/Unit),
Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 145. Naish Recent Developments/Updates

Table 146. Naish Competitive Strengths & Weaknesses

Table 147. Jobe Basic Information, Manufacturing Base and Competitors

Table 148. Jobe Major Business

Table 149. Jobe Standing Paddle Board Product and Services

Table 150. Jobe Standing Paddle Board Production (K Units), Price (US\$/Unit),
Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 151. Jobe Recent Developments/Updates

Table 152. Jobe Competitive Strengths & Weaknesses

Table 153. TAHE Basic Information, Manufacturing Base and Competitors

Table 154. TAHE Major Business

Table 155. TAHE Standing Paddle Board Product and Services

Table 156. TAHE Standing Paddle Board Production (K Units), Price (US\$/Unit),
Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 157. TAHE Recent Developments/Updates

Table 158. TAHE Competitive Strengths & Weaknesses

Table 159. SIC Maui Basic Information, Manufacturing Base and Competitors

Table 160. SIC Maui Major Business
Table 161. SIC Maui Standing Paddle Board Product and Services
Table 162. SIC Maui Standing Paddle Board Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 163. SIC Maui Recent Developments/Updates
Table 164. SIC Maui Competitive Strengths & Weaknesses
Table 165. Fanatic Basic Information, Manufacturing Base and Competitors
Table 166. Fanatic Major Business
Table 167. Fanatic Standing Paddle Board Product and Services
Table 168. Fanatic Standing Paddle Board Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 169. Fanatic Recent Developments/Updates
Table 170. Fanatic Competitive Strengths & Weaknesses
Table 171. RRD Roberto Ricci Designs Basic Information, Manufacturing Base and Competitors
Table 172. RRD Roberto Ricci Designs Major Business
Table 173. RRD Roberto Ricci Designs Standing Paddle Board Product and Services
Table 174. RRD Roberto Ricci Designs Standing Paddle Board Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 175. RRD Roberto Ricci Designs Recent Developments/Updates
Table 176. RRD Roberto Ricci Designs Competitive Strengths & Weaknesses
Table 177. Montbell Basic Information, Manufacturing Base and Competitors
Table 178. Montbell Major Business
Table 179. Montbell Standing Paddle Board Product and Services
Table 180. Montbell Standing Paddle Board Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 181. Montbell Recent Developments/Updates
Table 182. Montbell Competitive Strengths & Weaknesses
Table 183. Surfttech Basic Information, Manufacturing Base and Competitors
Table 184. Surfttech Major Business
Table 185. Surfttech Standing Paddle Board Product and Services
Table 186. Surfttech Standing Paddle Board Production (K Units), Price (US\$/Unit), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
Table 187. Surfttech Recent Developments/Updates
Table 188. Surfttech Competitive Strengths & Weaknesses
Table 189. Global Key Players of Standing Paddle Board Upstream (Raw Materials)
Table 190. Global Standing Paddle Board Typical Customers
Table 191. Standing Paddle Board Typical Distributors

List Of Figures

LIST OF FIGURES

Figure 1. Standing Paddle Board Picture

Figure 2. World Standing Paddle Board Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Standing Paddle Board Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World Standing Paddle Board Production (2021-2032) & (K Units)

Figure 5. World Standing Paddle Board Average Price (2021-2032) & (US\$/Unit)

Figure 6. World Standing Paddle Board Production Value Market Share by Region (2021-2032)

Figure 7. World Standing Paddle Board Production Market Share by Region (2021-2032)

Figure 8. North America Standing Paddle Board Production (2021-2032) & (K Units)

Figure 9. Europe Standing Paddle Board Production (2021-2032) & (K Units)

Figure 10. China Standing Paddle Board Production (2021-2032) & (K Units)

Figure 11. Japan Standing Paddle Board Production (2021-2032) & (K Units)

Figure 12. Standing Paddle Board Market Drivers

Figure 13. Factors Affecting Demand

Figure 14. World Standing Paddle Board Consumption (2021-2032) & (K Units)

Figure 15. World Standing Paddle Board Consumption Market Share by Region (2021-2032)

Figure 16. United States Standing Paddle Board Consumption (2021-2032) & (K Units)

Figure 17. China Standing Paddle Board Consumption (2021-2032) & (K Units)

Figure 18. Europe Standing Paddle Board Consumption (2021-2032) & (K Units)

Figure 19. Japan Standing Paddle Board Consumption (2021-2032) & (K Units)

Figure 20. South Korea Standing Paddle Board Consumption (2021-2032) & (K Units)

Figure 21. ASEAN Standing Paddle Board Consumption (2021-2032) & (K Units)

Figure 22. India Standing Paddle Board Consumption (2021-2032) & (K Units)

Figure 23. Producer Shipments of Standing Paddle Board by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 24. Global Four-firm Concentration Ratios (CR4) for Standing Paddle Board Markets in 2025

Figure 25. Global Four-firm Concentration Ratios (CR8) for Standing Paddle Board Markets in 2025

Figure 26. United States VS China: Standing Paddle Board Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 27. United States VS China: Standing Paddle Board Production Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Standing Paddle Board Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States Based Manufacturers Standing Paddle Board Production Market Share 2025

Figure 30. China Based Manufacturers Standing Paddle Board Production Market Share 2025

Figure 31. Rest of World Based Manufacturers Standing Paddle Board Production Market Share 2025

Figure 32. World Standing Paddle Board Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 33. World Standing Paddle Board Production Value Market Share by Type in 2025

Figure 34. Hard Racing Paddle Board

Figure 35. Inflatable Racing Paddle Board

Figure 36. World Standing Paddle Board Production Market Share by Type (2021-2032)

Figure 37. World Standing Paddle Board Production Value Market Share by Type (2021-2032)

Figure 38. World Standing Paddle Board Average Price by Type (2021-2032) & (US\$/Unit)

Figure 39. World Standing Paddle Board Production Value by Board Length, (USD Million), 2021 & 2025 & 2032

Figure 40. World Standing Paddle Board Production Value Market Share by Board Length in 2025

Figure 41. Short Type (Below 10 ft)

Figure 42. Medium Type(10?12 ft)

Figure 43. Long Type(12?14 ft)

Figure 44. Extra-long Type(Above 14 ft)

Figure 45. World Standing Paddle Board Production Market Share by Board Length (2021-2032)

Figure 46. World Standing Paddle Board Production Value Market Share by Board Length (2021-2032)

Figure 47. World Standing Paddle Board Average Price by Board Length (2021-2032) & (US\$/Unit)

Figure 48. World Standing Paddle Board Production Value by Material, (USD Million), 2021 & 2025 & 2032

Figure 49. World Standing Paddle Board Production Value Market Share by Material in 2025

Figure 50. Single-layer PVC

Figure 51. Double-layer PVC

Figure 52. Drop-stitch Fabric

Figure 53. Fusion Technology

Figure 54. Carbon Reinforced

Figure 55. World Standing Paddle Board Production Market Share by Material
(2021-2032)

Figure 56. World Standing Paddle Board Production Value Market Share by Material
(2021-2032)

Figure 57. World Standing Paddle Board Average Price by Material (2021-2032) &
(US\$/Unit)

Figure 58. World Standing Paddle Board Production Value by Application, (USD
Million), 2021 & 2025 & 2032

Figure 59. World Standing Paddle Board Production Value Market Share by Application
in 2025

Figure 60. Recreational Sports

Figure 61. Professional Competitive Sports

Figure 62. World Standing Paddle Board Production Market Share by Application
(2021-2032)

Figure 63. World Standing Paddle Board Production Value Market Share by Application
(2021-2032)

Figure 64. World Standing Paddle Board Average Price by Application (2021-2032) &
(US\$/Unit)

Figure 65. Standing Paddle Board Industry Chain

Figure 66. Standing Paddle Board Procurement Model

Figure 67. Standing Paddle Board Sales Model

Figure 68. Standing Paddle Board Sales Channels, Direct Sales, and Distribution

Figure 69. Methodology

Figure 70. Research Process and Data Source

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