

Global Touring SUP 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 Touring SUP market size was valued at USD 878.7 million in 2023 and is forecast to a readjusted size of USD 1307.2 million by 2030 with a CAGR of 5.8% during review period.

Unlike traditional surfing where the rider sits until a wave comes, stand up paddle boarders stand on their boards and use a paddle to propel themselves through the water.

Today SUP activities are present on almost every European body of water and it has become this summer's 'in' activity. It is an unprecedented phenomenon and is envied as the fastest growing water sport for the past few seasons. As in any rapidly growing sport there will be many hurdles that still need to be overcome, but because of its broad appeal, accessibility and mainstream fun factor, the SUP industry will certainly keep its freshness and remain lucrative over the years to come and beyond.

The Global Info Research report includes an overview of the development of the Touring SUP industry chain, the market status of Amateur (Solid SUP Boards, Inflatable SUP Boards), Professional (Solid SUP Boards, Inflatable SUP Boards), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Touring SUP.

Regionally, the report analyzes the Touring SUP 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 Touring SUP market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Touring SUP 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 Touring SUP 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 (Units), revenue generated, and market share of different by Type (e.g., Solid SUP Boards, Inflatable SUP Boards).

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 Touring SUP market.

Regional Analysis: The report involves examining the Touring SUP 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 Touring SUP market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Touring SUP:

Company Analysis: Report covers individual Touring SUP 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 Touring SUP This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Amateur, Professional).

Technology Analysis: Report covers specific technologies relevant to Touring SUP. It

assesses the current state, advancements, and potential future developments in Touring SUP areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Touring SUP 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

Touring SUP 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

- Solid SUP Boards

- Inflatable SUP Boards

Market segment by Application

- Amateur

- Professional

Major players covered

- SUP ATX

- Naish Surfing

- BIC Sport

Boardworks

C4 Waterman

Tower Paddle Boards

un Dolphin

Rave Sports Inc

RED Paddle

EXOCETORIGINAL

Coreban

NRS

F-one SUP

Clear Blue Hawaii

SlingShot

Hobie

Laird StandUp

Sea Eagle

Airhead

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 Touring SUP product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Touring SUP 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 Touring SUP 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 Touring SUP.

Chapter 14 and 15, to describe Touring SUP sales channel, distributors, customers, research findings and conclusion.

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