

Global Underwater Fishfinder Transducer Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Underwater Fishfinder Transducer market size was valued at US\$ 864 million in 2025 and is forecast to a readjusted size of US\$ 1160 million by 2032 with a CAGR of 4.3% during review period.

In 2025, global shipments of underwater fishfinder transducers reached approximately 3.5 million units, with an average unit price of about US\$240. Mid-to-high-end models featuring CHIRP broadband excitation, multi-element composite structures, integrated side-scan/down-scan, or high-power deep-water designs can have system-level procurement prices of US\$370-500 per unit. In terms of typical equipment usage, a standard marine fishfinder system usually configures 1-2 transducers (bottom-mounted or stern-mounted). In high-end yachts, deep-sea fishing vessels, and research/law enforcement vessels, a broadband CHIRP main transducer plus dedicated SideScan/DownScan transducers are often deployed simultaneously, with 2-4 underwater transducers per vessel. Within the entire avionics system, the transducer is a core front-end component with a moderate unit price but the most decisive impact on detection performance. Its performance directly determines target recognition capability, detection depth, imaging resolution, and system stability. With the continuous upgrading of recreational fishing, intelligent avionics, and high-end marine electronic systems, fish finder transducers are gradually evolving from 'passive acoustic transmitters and receivers' into key front-end nodes for underwater environmental perception. Essentially, a fish finder transducer is a piezoelectric-based underwater acoustic energy conversion and transceiver. Its core function is to convert electrical signals into underwater sound waves and receive the reflected echoes from targets, which are then processed and imaged by the main unit. Unlike early single-frequency fixed-operation transducers, modern fish finder transducers generally employ CHIRP broadband

excitation technology, which significantly improves target resolution and noise immunity by continuously sweeping frequencies within a certain frequency band. These products are typically installed directly on the bottom of the hull, stern plate, or through-cabin locations, and are typical 'front-end underwater acoustic sensing units.' From an engineering perspective, the transducer is not simply a sound wave transmitter; the consistency of its piezoelectric materials, array structure design, acoustic window materials, and packaging reliability directly affect the system's stability and imaging consistency under high-speed navigation, complex water currents, and long-term immersion conditions.

This report is a detailed and comprehensive analysis for global Underwater Fishfinder Transducer market. Both quantitative and qualitative analyses are presented by manufacturers, 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 Underwater Fishfinder Transducer market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Underwater Fishfinder Transducer market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Underwater Fishfinder Transducer market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Underwater Fishfinder Transducer market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 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 Underwater Fishfinder Transducer
- 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 Underwater Fishfinder Transducer market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Raymarine (Public, Hudson, USA), Garmin (Public, Olathe, USA), Navico Group (Public, Egersund, Norway), Furuno (Public, Hyogo, Japan), Airmar (Private, Milford, USA), Humminbird (Public, Eufaula, USA), Fish Hawk (Private, Brainerd, USA), Cannon (Private, Racine, USA), Echonautics (Private, Las Vegas, USA), SI-TEX (Private, Riverhead, USA), etc.

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

Market Segmentation

Underwater Fishfinder Transducer 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 in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

In-Hull Type

Thru-Hull Type

Market segment by Frequency

50kHz

200kHz

Others

Market segment by Power

150W

300W

600W

Others

Market segment by Application

Fishing Boats

Yachts

Others

Major players covered

Raymarine (Public, Hudson, USA)

Garmin (Public, Olathe, USA)

Navico Group (Public, Egersund, Norway)

Furuno (Public, Hyogo, Japan)

Airmar (Private, Milford, USA)

Humminbird (Public, Eufaula, USA)

Fish Hawk (Private, Brainerd, USA)

Cannon (Private, Racine, USA)

Echonautics (Private, Las Vegas, USA)

SI-TEX (Private, Riverhead, USA)

Hondax (Public, Tokyo, Japan)

Deeper (Private, Vilnius, Lithuania)

NorCross Outdoors (Private, Orlando, USA)

Marcum Technologies (Private, Minneapolis, USA)

Vexilar (Public, Bloomington, USA)

Standard Horizon (Private, Cypress, USA)

OVA Technology (Private, London, UK)

Saiyang Electronics (Private, Nantong, China)

Osenon (Private, Shenzhen, China)

DA YU (Private, Fuzhou, China)

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 Underwater Fishfinder Transducer product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Underwater Fishfinder Transducer, with price, sales quantity, revenue, and global market share of Underwater Fishfinder Transducer from 2021 to 2026.

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

Chapter 4, the Underwater Fishfinder Transducer breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

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 2021 to 2026. and Underwater Fishfinder Transducer market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

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 Underwater Fishfinder Transducer.

Chapter 14 and 15, to describe Underwater Fishfinder Transducer sales channel, distributors, customers, research findings and conclusion.

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