

# Global Water and Outdoor Sporting Goods Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G09CF132F08BEN.html>

Date: April 2026

Pages: 159

Price: US\$ 4,480.00 (Single User License)

ID: G09CF132F08BEN

## Abstracts

The global Water and Outdoor Sporting Goods market size is expected to reach \$ 12756 million by 2032, rising at a market growth of 3.9% CAGR during the forecast period (2026-2032).

Water and outdoor sporting goods refers to all equipment used in water sports, encompassing both inflatable and non-inflatable products, including sailboats, kayaks, surfboards, paddleboards, inflatable pools, and diving equipment. It provides equipment support and safety guarantees for water recreation, competition, and adventure activities, and is a crucial component of the outdoor sports industry.

Upstream industries mainly include suppliers of raw materials such as synthetic fiber fabrics, carbon fiber composites, and rubber and silicone, as well as manufacturers of hardware accessories and electronic components. Downstream industries include professional retailers, large supermarkets, e-commerce platforms, water sports clubs, and end consumers, completing product sales and rental services through a combination of online and offline channels. The global average price of water sports equipment is US\$133.6 per unit, with sales of approximately 70.9 million units and global production capacity of approximately 75 million units, resulting in an industry profit margin of 25%.

The global water sports and outdoor equipment market is poised for a future evolution characterized by increased popularity of the sport, technological advancements in products, and diversification of usage scenarios. As water sports like paddleboarding and surfing transition from niche to mainstream, young consumers and families are driving the core growth, fueling continued expansion in equipment demand. Products are rapidly moving towards smart technology, with increasing penetration rates for

features such as built-in sensors, NFC anti-counterfeiting chips, and smart goggles. Simultaneously, the application of environmentally friendly and sustainable materials is expanding, with bio-based materials and recyclable fabrics becoming standard features in high-end products. Popular categories like paddleboarding are showing a clear trend towards scenario-specific segmentation, with dedicated equipment emerging for racing, yoga, fishing, and pet activities. In terms of business models, deep integration of events, training, rentals, and cultural tourism is driving growth, with club economies and experiential consumption becoming new growth engines. The Asia-Pacific region, with its abundant coastline resources and rising consumer spending, is emerging as the most promising regional market.

This report studies the global Water and Outdoor Sporting Goods production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Water and Outdoor Sporting Goods 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 Water and Outdoor Sporting Goods that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global Water and Outdoor Sporting Goods total production and demand, 2021-2032, (K Units)

Global Water and Outdoor Sporting Goods total production value, 2021-2032, (USD Million)

Global Water and Outdoor Sporting Goods production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Water and Outdoor Sporting Goods consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Water and Outdoor Sporting Goods domestic production, consumption, key domestic manufacturers and share

Global Water and Outdoor Sporting Goods production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Water and Outdoor Sporting Goods production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Water and Outdoor Sporting Goods production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Water and Outdoor Sporting Goods 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 Mizukami Kinzoki, Intex Recreation, Jasonwell, Confluence KayakRiot Kayaks, Riot Kayaks, Sea Eagle Inflatables, Oru Kayak, Lifetime Products, Brooklyn Kayak, Simmer, 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 Water and Outdoor Sporting Goods 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 Water and Outdoor Sporting Goods Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

## Global Water and Outdoor Sporting Goods Market, Segmentation by Type:

Kayaking

Windsurfing

Surfboard

Jet Ski

Snorkeling Equipment

Other

## Global Water and Outdoor Sporting Goods Market, Segmentation by Functions:

Water Sports Apparel

Personal Equipment And Accessories

Water Recreation Equipment

Safety And Lifesaving Supplies

## Global Water and Outdoor Sporting Goods Market, Segmentation by Materials:

PE Foam Materials

PVC/Rubber Materials

Carbon Fiber Materials

Composite Materials

## Global Water and Outdoor Sporting Goods Market, Segmentation by Application:

Commercial

Household

Companies Profiled:

Mizukami Kinzoki

Intex Recreation

Jasonwell

Confluence KayakRiot Kayaks

Riot Kayaks

Sea Eagle Inflatables

Oru Kayak

Lifetime Products

Brooklyn Kayak

Simmer

Gun Sails

Naish Windsurfing

Yamaha

Kawasaki

Taiga

Narke

Decathlon

Nike

Speedo

Aqua Sphere Seal

Goleader Technology

Yihjifoam

Seaflo Outdoor

Ho Lee

**Key Questions Answered:**

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

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