

# U.S. Kayaks And Canoes Sports Equipment Market Size, Share & Trends Analysis Report By Sports, By Product (Apparel, Footwear), By Price Range, By Distribution Channel, And Segment Forecasts, 2024 - 2030

<https://marketpublishers.com/r/U87A6F175827EN.html>

Date: June 2024

Pages: 80

Price: US\$ 3,950.00 (Single User License)

ID: U87A6F175827EN

## Abstracts

This report can be delivered to the clients within 5 Business Days

### U.S. Kayaks And Canoes Sports Equipment Market Growth & Trends

The U.S. kayaks and canoes sports equipment market size is expected to reach USD 754.2 million by 2030 and growing at a CAGR 4.7% from 2024 to 2030, according to a new report by Grand View Research, Inc. The growing trend towards outdoor recreation and adventure sports, fueled by an increasing awareness of the health benefits of physical activity and a desire to connect with nature, is driving the demand for kayaks and canoes equipment as kayaking and canoeing offer an accessible and immersive way to explore waterways, from tranquil lakes to rushing rivers, appealing to both seasoned outdoor enthusiasts and casual adventurers looking for a weekend escape. This trend is further supported by a desire for eco-friendly activities that minimize environmental impact, with kayaks and canoes being non-motorized, quiet, and non-polluting vessels.

Moreover, advancements in materials and design have made kayaks and canoes more accessible and appealing to a wider audience. Innovations in lightweight materials like fiberglass, carbon fiber, and high-density polyethylene have made equipment more durable, easier to transport, and more affordable, leading to a rise in its demand. Additionally, improvements and innovations in ergonomic design and features enhancing comfort and safety are increasingly attracting newcomers to the sports.

Furthermore, the rise of social media and online communities has played a significant role in popularizing kayaking and canoeing as recreational activities. Social media platforms such as Instagram, YouTube, and outdoor enthusiast forums provide a platform for sharing breathtaking scenery, thrilling adventures, and practical tips and advices are inspiring others to get out on the water themselves. This virtual community fosters a sense of camaraderie and support among enthusiasts, encouraging participation, and providing resources for beginners to learn and grow in the sport. As more people discover the joys of paddling through these digital channels, the demand for kayaks and canoes sport equipment is rising across the U.S.

### U.S. Kayaks And Canoes Sports Equipment Market Report Highlights

Based on sport, kayaking accounted for a share of over 85% in 2023, owing to the growing interest in outdoor recreational activities across the U.S. kayaking provides an opportunity for individuals to connect with nature, explore waterways, and enjoy the outdoors, aligning with the broader trend of seeking outdoor experiences.

Based on sport, canoeing is expected to grow at a fastest CAGR of 9.2% from 2024 to 2030. This can be attributed to individuals becoming increasingly health-conscious and trying sports such as canoeing, which provides both physical exercise and mental relaxation.

Based on product, equipment accounted for a share of over 85% and is expected to grow at a CAGR of 4.7% in 2023. The growth of kayaks and canoe equipment in the U.S. is propelled by outdoor recreation trends, accessibility of waterways, technological advances, social media influence, and the rise in eco-tourism, among other factors.

In terms of price range, mass price range equipment held a market share of over 75% in 2023, due to the accessibility of affordable options, outdoor recreation trends, and technological advancements.

Premium price range equipment is anticipated to grow at a CAGR of 6.3%. This can be attributed to the rising demand for premium equipment with advanced technology, high-quality materials, and specialized features.

In 2023, the distribution of U.S. kayaks and canoes sports equipment through

sporting goods retailers accounted for a share of over 60% of the total market due to the availability of diverse product ranges, with retailers catering to various skill levels and preferences.

## Contents

### **CHAPTER 1. METHODOLOGY AND SCOPE**

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
  - 1.3.1. Purchased Database
  - 1.3.2. GVR's Internal Database
  - 1.3.3. Secondary Sources & Third-Party Perspectives
  - 1.3.4. Primary Research
- 1.4. Information Analysis
  - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

### **CHAPTER 2. EXECUTIVE SUMMARY**

- 2.1. Market Outlook
- 2.2. Sports Outlook
- 2.3. Product Outlook
- 2.4. Price range Outlook
- 2.5. Distribution channel Outlook
- 2.6. Competitive Insights

### **CHAPTER 3. U.S. KAYAKS & CANOES SPORTS EQUIPMENT MARKET VARIABLES, TRENDS & SCOPE**

- 3.1. Market Lineage Outlook
- 3.2. Industry Value Chain Analysis
  - 3.2.1. Sales/Retail Channel Analysis
  - 3.2.2. Profit Margin Analysis
- 3.3. Market Dynamics
  - 3.3.1. Market Driver Analysis
  - 3.3.2. Market Restraint Analysis
  - 3.3.3. Industry Challenges
  - 3.3.4. Industry Opportunities
- 3.4. Industry Analysis - Porter's
- 3.5. Market Entry Strategies

## **CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS**

- 4.1. Demographic Analysis
- 4.2. Consumer Trends and Preferences
- 4.3. Factors Affecting Buying Decision
- 4.4. Consumer Product Adoption
- 4.5. Observations & Recommendations

## **CHAPTER 5. U.S. KAYAKS & CANOES SPORTS EQUIPMENT MARKET: SPORTS ANALYSIS & ESTIMATES**

- 5.1. Sports Analysis & Market Share, 2023 & 2030
- 5.2. Kayaking
  - 5.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 5.3. Canoeing
  - 5.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 6. U.S. KAYAKS & CANOES SPORTS EQUIPMENT MARKET: PRODUCT ESTIMATES & TREND ANALYSIS**

- 6.1. Product Movement Analysis & Market Share, 2023 & 2030
- 6.2. Apparel
  - 6.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 6.3. Footwear
  - 6.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
- 6.4. Equipment
  - 6.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)
    - 6.4.1.1. Kayaks & Canoes
      - 6.4.1.1.1. Market estimates and forecast, 2018 - 2030 (USD Million)
    - 6.4.1.2. Paddles
      - 6.4.1.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)
    - 6.4.1.3. Personal protection devices
      - 6.4.1.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)
    - 6.4.1.4. Dry bags
      - 6.4.1.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)
    - 6.4.1.5. Others
      - 6.4.1.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 7. U.S. KAYAKS & CANOES SPORTS EQUIPMENT MARKET: PRICE RANGE ESTIMATES & TREND ANALYSIS**

7.1. Price Range Movement Analysis & Market Share, 2023 & 2030

7.2. Mass

7.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)

7.3. Premium

7.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 8. U.S. KAYAKS & CANOES SPORTS EQUIPMENT MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS**

8.1. Distribution Channel Movement Analysis & Market Share, 2023 & 2030

8.2. Online

8.2.1. Market estimates and forecast, 2018 - 2030 (USD Million)

8.3. Sporting Goods Retailers

8.3.1. Market estimates and forecast, 2018 - 2030 (USD Million)

8.4. Supermarkets & Hypermarkets

8.4.1. Market estimates and forecast, 2018 - 2030 (USD Million)

8.5. Exclusive Brand Outlets

8.5.1. Market estimates and forecast, 2018 - 2030 (USD Million)

8.6. Others

8.6.1. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 9. COMPETITIVE ANALYSIS**

9.1. Recent developments & impact analysis, by key market participants

9.2. Company Categorization

9.3. Participant's Overview

9.4. Financial Performance

9.5. Product Benchmarking

9.6. Company Market Share Analysis, 2023 (%)

9.7. Company Heat Map Analysis

9.8. Strategy Mapping

9.9. Company Profiles

9.9.1. Johnson Outdoors Inc.

9.9.1.1. Company Overview

9.9.1.2. Financial Performance

9.9.1.3. Product Benchmarking

- 9.9.1.4. Strategic Initiatives
- 9.9.2. Lifetime Products
  - 9.9.2.1. Company Overview
  - 9.9.2.2. Financial Performance
  - 9.9.2.3. Product Benchmarking
  - 9.9.2.4. Strategic Initiatives
- 9.9.3. Sawyer Station
  - 9.9.3.1. Company Overview
  - 9.9.3.3. Product Benchmarking
  - 9.9.3.4. Strategic Initiatives
- 9.9.4. The Coleman Company
  - 9.9.4.1. Company Overview
  - 9.9.4.2. Financial Performance
  - 9.9.4.3. Product Benchmarking
  - 9.9.4.4. Strategic Initiatives
- 9.9.5. NRS
  - 9.9.5.1. Company Overview
  - 9.9.5.2. Financial Performance
  - 9.9.5.3. Product Benchmarking
  - 9.9.5.4. Strategic Initiatives
- 9.9.6. Hobie Cat Company II LLC
  - 9.9.6.1. Company Overview
  - 9.9.6.2. Financial Performance
  - 9.9.6.3. Product Benchmarking
  - 9.9.6.4. Strategic Initiatives
- 9.9.7. Pelican International
  - 9.9.7.1. Company Overview
  - 9.9.7.2. Financial Performance
  - 9.9.7.3. Product Benchmarking
  - 9.9.7.4. Strategic Initiatives
- 9.9.8. Sanborn Canoe Co.
  - 9.9.8.1. Company Overview
  - 9.9.8.2. Financial Performance
  - 9.9.8.3. Product Benchmarking
  - 9.9.8.4. Strategic Initiatives
- 9.9.9. Mustang Survival Corp.
  - 9.9.9.1. Company Overview
  - 9.9.9.2. Financial Performance
  - 9.9.9.3. Product Benchmarking

- 9.9.9.4. Strategic Initiatives
- 9.9.10. Werner Paddles
  - 9.9.10.1. Company Overview
  - 9.9.10.2. Financial Performance
  - 9.9.10.3. Product Benchmarking
  - 9.9.10.4. Strategic Initiatives



## List Of Tables

### LIST OF TABLES

1. U.S. kayaks & canoes sports equipment market - Key market driver analysis
2. U.S. kayaks & canoes sports equipment market - Key market restraint analysis
3. Kayaking equipment market estimates and forecast, 2018 - 2030 (USD Million)
4. Canoeing equipment market estimates and forecast, 2018 - 2030 (USD Million)
5. U.S. kayaks & canoes sports apparel market estimates and forecast, 2018 - 2030 (USD Million)
6. U.S. kayaks & canoes sports footwear market estimates and forecast, 2018 - 2030 (USD Million)
7. U.S. kayaks & canoes sports equipment market estimates and forecast, 2018 - 2030 (USD Million)
8. Paddles market estimates and forecast, 2018 - 2030 (USD Million)
9. Personal protection devices market estimates and forecast, 2018 - 2030 (USD Million)
10. Dry bags market estimates and forecast, 2018 - 2030 (USD Million)
11. Other products market estimates and forecast, 2018 - 2030 (USD Million)
12. Mass price range market estimates and forecast, 2018 - 2030 (USD Million)
13. Premium price range market estimates and forecast, 2018 - 2030 (USD Million)

## List Of Figures

### LIST OF FIGURES

1. U.S. kayaks & canoes sports equipment market snapshot
2. U.S. kayaks & canoes sports equipment market segmentation & scope
3. U.S. kayaks & canoes sports equipment market penetration & growth prospect mapping
4. U.S. kayaks & canoes sports equipment market value chain analysis
5. U.S. kayaks & canoes sports equipment market dynamics
6. U.S. kayaks & canoes sports equipment market Porter's Five Forces analysis
7. U.S. kayaks & canoes sports equipment market estimates and forecast, by sports, 2018 - 2030 (USD Million)
8. U.S. kayaks & canoes sports equipment market estimates and forecast, by product, 2018 - 2030 (USD Million)
9. U.S. kayaks & canoes sports equipment market estimates and forecast, by price range, 2018 - 2030 (USD Million)
10. U.S. kayaks & canoes sports equipment market estimates and forecast, by distribution channel, 2018 - 2030 (USD Million)

## I would like to order

Product name: U.S. Kayaks And Canoes Sports Equipment Market Size, Share & Trends Analysis Report By Sports, By Product (Apparel, Footwear), By Price Range, By Distribution Channel, And Segment Forecasts, 2024 - 2030

Product link: <https://marketpublishers.com/r/U87A6F175827EN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/U87A6F175827EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970