

# **Snorkeling Equipment Market by Type (Snorkels, Snorkeling Masks, Snorkeling Fins), Distribution Channels (E-Commerce, Specialty Stores, Hypermarkets and Supermarkets, and Others), End Use (Residential, Commercial), and Region 2024-2032**

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## **Abstracts**

The global snorkeling equipment market size reached US\$ 2.4 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 3.5 Billion by 2032, exhibiting a growth rate (CAGR) of 4.45% during 2024-2032. Considerable rise in the popularity of water sports across the globe, increasing preference for outpatient stay due to its lower costs and convenience, and increasing health consciousness represent some of the key factors driving the market.

Snorkeling is a water activity that resembles swimming in a convenient and safer way by using professional safety equipment to breathe underwater. Since snorkeling involves swimming on the surface of the water with the head and nose inside the water, it needs lesser equipment as compared to scuba diving. Some of the most important pieces of snorkeling equipment include a curved plastic tube called snorkel, a mask fitted to the face and nasal cavity, and diving fins. Among some of the prominent features of the snorkel set are the tempered glass lens mask and adjustable buckles that make swimming safer and more enjoyable. The snorkeler floats on the surface of the water, wearing a mask to see the underwater world, a snorkel to breathe from the water's surface, and fins for propulsion. Snorkeling with proper equipment provides a wide variety of health benefits, including improved lungs and breath control, and strengthened vital muscles.

**Snorkeling Equipment Market Trends:**

A considerable rise in the popularity of water sports across the globe is a significant

factor driving the growth of the snorkeling equipment market. This can be attributed to the shifting preference of millennial consumers toward coastal adventure activities. In line with this, the increasing international tourist arrivals, particularly in the tropical regions, are providing an impetus to the market. Moreover, continual technological improvements in the manufacturing of snorkeling equipment, such as pivot-dry technology to manufacture, to introduce adjustable fin straps and comfortable foot pocket are propelling the market. Additionally, the widespread popularity of regional championships continues to grow, due to which snorkeling camps are being established to attract tourists, which, in turn, is fueling the market. However, a significant rise in global temperatures, pollution, global warming and climate change are adversely affecting the market. On the contrary, the expansion of supply chain and distribution network in new regions is creating lucrative growth opportunities in the market. The market is further propelled by numerous partnerships, merger and acquisitions (M&As), and research and development (R&D) activities conducted by the key players. Some of the other factors contributing to the market include continual up-gradation of products and new launches, international tourism expenditure, the introduction of pocket-friendly snorkeling activities, and inflating disposable income levels.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global snorkeling equipment market, along with forecasts at the global, regional, and country level from 2024-2032. Our report has categorized the market based on type, distribution channels, and end use.

#### Type Insights

Snorkels

Snorkeling Masks

Snorkeling Fins

The report has provided a detailed breakup and analysis of the snorkeling equipment market based on the type. This includes snorkels, snorkeling masks, and snorkeling fins. According to the report, snorkels represented the largest segment.

#### Distribution Channels Insights

E-Commerce

Specialty Stores

Hypermarkets and Supermarkets

## Others

The report has provided a detailed breakup and analysis of the snorkeling equipment market based on the distribution channels. This includes e-commerce, specialty stores, hypermarkets and supermarkets, and others. According to the report, specialty stores accounted for the largest market share.

## End Use Insights

Residential

Commercial

A detailed breakup and analysis of the snorkeling equipment market based on the end use has also been provided in the report. This includes residential and commercial. According to the report, commercial accounted for the largest market share.

## Regional Insights

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets that include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and Middle East and Africa. According to the report, North America was the largest market for snorkeling equipment services. Some of the factors driving the North America snorkeling equipment market included the shifting preference of millennial consumers toward adventure sports, the rising number of regional championships, rapid expansion of the supply chain and distribution network, etc.

#### Competitive Landscape

The report has also provided a comprehensive analysis of the competitive landscape in the global snorkeling equipment market. Detailed profiles of all major companies have also been provided. Some of the companies covered include Apollo Sports USA Inc., Aqua Lung International, Aquatec- Duton Industry Co. Ltd, Beuchat International, Cressi S.p.A., Dive Rite, Diving Unlimited International, H2odyssey, Mares, Poseidon Diving Systems AB, Seavenger, Sherwood Scuba, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

#### Key Questions Answered in This Report:

How has the global snorkeling equipment market performed so far and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global snorkeling equipment market?

What are the key regional markets?

Which countries represent the most attractive snorkeling equipment markets?

What is the breakup of the market based on the type?

What is the breakup of the market based on the distribution channels?

What is the breakup of the market based on end use?

What is the competitive structure of the global snorkeling equipment market?

Who are the key players/companies in the global snorkeling equipment market?

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 INTRODUCTION**

- 4.1 Overview
- 4.2 Key Industry Trends

### **5 GLOBAL SNORKELING EQUIPMENT MARKET**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

### **6 MARKET BREAKUP BY TYPE**

- 6.1 Snorkels
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Snorkeling Masks
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast
- 6.3 Snorkeling Fins

6.3.1 Market Trends

6.3.2 Market Forecast

## **7 MARKET BREAKUP BY DISTRIBUTION CHANNELS**

7.1 E-Commerce

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Specialty Stores

7.2.1 Market Trends

7.2.2 Market Forecast

7.3 Hypermarkets and Supermarkets

7.3.1 Market Trends

7.3.2 Market Forecast

7.4 Others

7.4.1 Market Trends

7.4.2 Market Forecast

## **8 MARKET BREAKUP BY END USE**

8.1 Residential

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Commercial

8.2.1 Market Trends

8.2.2 Market Forecast

## **9 MARKET BREAKUP BY REGION**

9.1 North America

9.1.1 United States

9.1.1.1 Market Trends

9.1.1.2 Market Forecast

9.1.2 Canada

9.1.2.1 Market Trends

9.1.2.2 Market Forecast

9.2 Asia-Pacific

9.2.1 China

9.2.1.1 Market Trends

- 9.2.1.2 Market Forecast
- 9.2.2 Japan
  - 9.2.2.1 Market Trends
  - 9.2.2.2 Market Forecast
- 9.2.3 India
  - 9.2.3.1 Market Trends
  - 9.2.3.2 Market Forecast
- 9.2.4 South Korea
  - 9.2.4.1 Market Trends
  - 9.2.4.2 Market Forecast
- 9.2.5 Australia
  - 9.2.5.1 Market Trends
  - 9.2.5.2 Market Forecast
- 9.2.6 Indonesia
  - 9.2.6.1 Market Trends
  - 9.2.6.2 Market Forecast
- 9.2.7 Others
  - 9.2.7.1 Market Trends
  - 9.2.7.2 Market Forecast
- 9.3 Europe
  - 9.3.1 Germany
    - 9.3.1.1 Market Trends
    - 9.3.1.2 Market Forecast
  - 9.3.2 France
    - 9.3.2.1 Market Trends
    - 9.3.2.2 Market Forecast
  - 9.3.3 United Kingdom
    - 9.3.3.1 Market Trends
    - 9.3.3.2 Market Forecast
  - 9.3.4 Italy
    - 9.3.4.1 Market Trends
    - 9.3.4.2 Market Forecast
  - 9.3.5 Spain
    - 9.3.5.1 Market Trends
    - 9.3.5.2 Market Forecast
  - 9.3.6 Russia
    - 9.3.6.1 Market Trends
    - 9.3.6.2 Market Forecast
  - 9.3.7 Others

9.3.7.1 Market Trends

9.3.7.2 Market Forecast

## 9.4 Latin America

9.4.1 Brazil

9.4.1.1 Market Trends

9.4.1.2 Market Forecast

9.4.2 Mexico

9.4.2.1 Market Trends

9.4.2.2 Market Forecast

9.4.3 Others

9.4.3.1 Market Trends

9.4.3.2 Market Forecast

## 9.5 Middle East and Africa

9.5.1 Market Trends

9.5.2 Market Breakup by Country

9.5.3 Market Forecast

## **10 DRIVERS, RESTRAINTS, AND OPPORTUNITIES**

10.1 Overview

10.2 Drivers

10.3 Restraints

10.4 Opportunities

## **11 VALUE CHAIN ANALYSIS**

## **12 PORTERS FIVE FORCES ANALYSIS**

12.1 Overview

12.2 Bargaining Power of Buyers

12.3 Bargaining Power of Suppliers

12.4 Degree of Competition

12.5 Threat of New Entrants

12.6 Threat of Substitutes

## **13 PRICE ANALYSIS**

## **14 COMPETITIVE LANDSCAPE**

- 14.1 Market Structure
- 14.2 Key Players
- 14.3 Profiles of Key Players
  - 14.3.1 Apollo Sports Usa Inc
    - 14.3.1.1 Company Overview
    - 14.3.1.2 Product Portfolio
  - 14.3.2 Aqua Lung International
    - 14.3.2.1 Company Overview
    - 14.3.2.2 Product Portfolio
  - 14.3.3 Aquatec- Duton Industry Co. Ltd
    - 14.3.3.1 Company Overview
    - 14.3.3.2 Product Portfolio
  - 14.3.4 Beuchat International
    - 14.3.4.1 Company Overview
    - 14.3.4.2 Product Portfolio
  - 14.3.5 Cressi S.p.A.
    - 14.3.5.1 Company Overview
    - 14.3.5.2 Product Portfolio
  - 14.3.6 Dive Rite
    - 14.3.6.1 Company Overview
    - 14.3.6.2 Product Portfolio
  - 14.3.7 Diving Unlimited International
    - 14.3.7.1 Company Overview
    - 14.3.7.2 Product Portfolio
  - 14.3.8 H2odyssey
    - 14.3.8.1 Company Overview
    - 14.3.8.2 Product Portfolio
  - 14.3.9 Mares
    - 14.3.9.1 Company Overview
    - 14.3.9.2 Product Portfolio
  - 14.3.10 Poseidon Diving Systems AB
    - 14.3.10.1 Company Overview
    - 14.3.10.2 Product Portfolio
  - 14.3.11 Seavenger
    - 14.3.11.1 Company Overview
    - 14.3.11.2 Product Portfolio
  - 14.3.12 Sherwood Scuba
    - 14.3.12.1 Company Overview
    - 14.3.12.2 Product Portfolio

Kindly, note that this only represents a partial list of companies, and the complete list has been provided in the report

## List Of Tables

### LIST OF TABLES

Table 1: Global: Snorkeling Equipment Market: Key Industry Highlights, 2023 & 2032

Table 2: Global: Snorkeling Equipment Market Forecast: Breakup by Type (in Million US\$), 2024-2032

Table 3: Global: Snorkeling Equipment Market Forecast: Breakup by Distribution Channels (in Million US\$), 2024-2032

Table 4: Global: Snorkeling Equipment Market Forecast: Breakup by End Use (in Million US\$), 2024-2032

Table 5: Global: Snorkeling Equipment Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 6: Global: Snorkeling Equipment Market: Competitive Structure

Table 7: Global: Snorkeling Equipment Market: Key Players

## List Of Figures

### LIST OF FIGURES

- Figure 1: Global: Snorkeling Equipment Market: Major Drivers and Challenges
- Figure 2: Global: Snorkeling Equipment Market: Sales Value (in Billion US\$), 2018-2023
- Figure 3: Global: Snorkeling Equipment Market Forecast: Sales Value (in Billion US\$), 2024-2032
- Figure 4: Global: Snorkeling Equipment Market: Breakup by Type (in %), 2023
- Figure 5: Global: Snorkeling Equipment Market: Breakup by Distribution Channels (in %), 2023
- Figure 6: Global: Snorkeling Equipment Market: Breakup by End Use (in %), 2023
- Figure 7: Global: Snorkeling Equipment Market: Breakup by Region (in %), 2023
- Figure 8: Global: Snorkeling Equipment (Snorkels) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 9: Global: Snorkeling Equipment (Snorkels) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 10: Global: Snorkeling Equipment (Snorkeling Masks) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 11: Global: Snorkeling Equipment (Snorkeling Masks) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 12: Global: Snorkeling Equipment (Snorkeling Fins) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 13: Global: Snorkeling Equipment (Snorkeling Fins) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 14: Global: Snorkeling Equipment (E-Commerce) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 15: Global: Snorkeling Equipment (E-Commerce) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 16: Global: Snorkeling Equipment (Specialty Stores) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 17: Global: Snorkeling Equipment (Specialty Stores) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 18: Global: Snorkeling Equipment (Hypermarkets and Supermarkets) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 19: Global: Snorkeling Equipment (Hypermarkets and Supermarkets) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 20: Global: Snorkeling Equipment (Other Distribution Channels) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 21: Global: Snorkeling Equipment (Other Distribution Channels) Market  
Forecast: Sales Value (in Million US\$), 2024-2032

Figure 22: Global: Snorkeling Equipment (Residential) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 23: Global: Snorkeling Equipment (Residential) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 24: Global: Snorkeling Equipment (Commercial) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 25: Global: Snorkeling Equipment (Commercial) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 26: North America: Snorkeling Equipment Market: Sales Value (in Million US\$), 2018 & 2023

Figure 27: North America: Snorkeling Equipment Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 28: United States: Snorkeling Equipment Market: Sales Value (in Million US\$), 2018 & 2023

Figure 29: United States: Snorkeling Equipment Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 30: Canada: Snorkeling Equipment Market: Sales Value (in Million US\$), 2018 & 2023

Figure 31: Canada: Snorkeling Equipment Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 32: Asia-Pacific: Snorkeling Equipment Market: Sales Value (in Million US\$), 2018 & 2023

Figure 33: Asia-Pacific: Snorkeling Equipment Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 34: China: Snorkeling Equipment Market: Sales Value (in Million US\$), 2018 & 2023

Figure 35: China: Snorkeling Equipment Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 36: Japan: Snorkeling Equipment Market: Sales Value (in Million US\$), 2018 & 2023

Figure 37: Japan: Snorkeling Equipment Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 38: India: Snorkeling Equipment Market: Sales Value (in Million US\$), 2018 & 2023

Figure 39: India: Snorkeling Equipment Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 40: South Korea: Snorkeling Equipment Market: Sales Value (in Million US\$),

2018 & 2023

Figure 41: South Korea: Snorkeling Equipment Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 42: Australia: Snorkeling Equipment Market: Sales Value (in Million US\$), 2018 & 2023

Figure 43: Australia: Snorkeling Equipment Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 44: Indonesia: Snorkeling Equipment Market: Sales Value (in Million US\$), 2018 & 2023

Figure 45: Indonesia: Snorkeling Equipment Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 46: Others: Snorkeling Equipment Market: Sales Value (in Million US\$), 2018 & 2023

Figure 47: Others: Snorkeling Equipment Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 48: Europe: Snorkeling Equipment Market: Sales Value (in Million US\$), 2018 & 2023

Figure 49: Europe: Snorkeling Equipment Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 50: Germany: Snorkeling Equipment Market: Sales Value (in Million US\$), 2018 & 2023

Figure 51: Germany: Snorkeling Equipment Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 52: France: Snorkeling Equipment Market: Sales Value (in Million US\$), 2018 & 2023

Figure 53: France: Snorkeling Equipment Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 54: United Kingdom: Snorkeling Equipment Market: Sales Value (in Million US\$), 2018 & 2023

Figure 55: United Kingdom: Snorkeling Equipment Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 56: Italy: Snorkeling Equipment Market: Sales Value (in Million US\$), 2018 & 2023

Figure 57: Italy: Snorkeling Equipment Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 58: Spain: Snorkeling Equipment Market: Sales Value (in Million US\$), 2018 & 2023

Figure 59: Spain: Snorkeling Equipment Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 60: Russia: Snorkeling Equipment Market: Sales Value (in Million US\$), 2018 & 2023

Figure 61: Russia: Snorkeling Equipment Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 62: Others: Snorkeling Equipment Market: Sales Value (in Million US\$), 2018 & 2023

Figure 63: Others: Snorkeling Equipment Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 64: Latin America: Snorkeling Equipment Market: Sales Value (in Million US\$), 2018 & 2023

Figure 65: Latin America: Snorkeling Equipment Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 66: Brazil: Snorkeling Equipment Market: Sales Value (in Million US\$), 2018 & 2023

Figure 67: Brazil: Snorkeling Equipment Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 68: Mexico: Snorkeling Equipment Market: Sales Value (in Million US\$), 2018 & 2023

Figure 69: Mexico: Snorkeling Equipment Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 70: Others: Snorkeling Equipment Market: Sales Value (in Million US\$), 2018 & 2023

Figure 71: Others: Snorkeling Equipment Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 72: Middle East and Africa: Snorkeling Equipment Market: Sales Value (in Million US\$), 2018 & 2023

Figure 73: Middle East and Africa: Snorkeling Equipment Market: Breakup by Country (in %), 2023

Figure 74: Middle East and Africa: Snorkeling Equipment Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 75: Global: Snorkeling Equipment Industry: Drivers, Restraints, and Opportunities

Figure 76: Global: Snorkeling Equipment Industry: Value Chain Analysis

Figure 77: Global: Snorkeling Equipment Industry: Porter's Five Forces Analysis

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