

Stand-Up Paddleboard Market Report by Product Type (Solid SUP Boards, Inflatable SUP Boards), Length (Less than 10 Feet, 10 Feet–11 Feet, More than 11 Feet), Distribution Channel (Online, Offline), Application (Surf, All-round, Flat-water or Touring, Racing, and Others), End User (Men, Women, Kids), and Region 2024-2032

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Abstracts

The global stand-up paddleboard market size reached US\$ 1.9 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 3.7 Billion by 2032, exhibiting a growth rate (CAGR) of 7.6% during 2024-2032. The rising popularity of leisure sports, the quick expansion of surfing competitions and events, and the expansion of alternative product distribution and sales channels network represent some of the key factors driving the market.

Stand-up paddleboard (SUP board) refers to a water-sports board that is primarily used in kayaking and surfing. Unlike traditional surfboards, these boards are longer, lighter, and wider, making them easier to balance during water sports. A stand-up paddleboard is operated by standing upright and propelling it with a long paddle. Stand-up paddleboarders use the board to maintain their balance when they are challenged by waves in the water, depending on the temperature of the water and the air around them. In general, paddleboards are used for sailing underwater, or surfing on offshore and flat-water lakes and rivers. In addition to this, SUP boards find widespread applications in large swimming pools, lakes, inland waterways, and canals. Stand-up paddleboarding is gaining traction as a water sport among swimming, Pilates, and yoga enthusiasts.

Stand-Up Paddleboard Market Trends:

The rapid utilization of stand-up paddleboards for various recreational and leisure activities is a significant factor driving the growth of the market. This can be attributed to a considerable rise in the number of surfing contests on the global level. In line with this, the rising popularity of surfing as adventure tourism among millennials and the younger population is providing an impetus to the market. Moreover, continual technological development and numerous product innovations are creating lucrative growth opportunities in the market. Besides this, the introduction of 'user-friendly hand-on' strategy by product designers and manufacturers for making new products for uninitiated end-users is providing a boost to the market. The market is further propelled by the increasing sponsorships and favorable initiatives undertaken by the governments of several countries for promoting various sports activities. Apart from this, the expanding network of alternative distribution and sales channels by the major market players to extend their geographical presence is fueling the market growth. Along with this, the inflating disposable income levels of the masses, in confluence with significant growth in international tourism, are creating a positive outlook for the market. Some of the other factors contributing to the market include rapid urbanization, continuous improvements in the lifestyle of individuals, the increasing popularity of tropical regions for vacation, and extensive research and development (R&D) activities.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global stand-up paddleboard market, along with forecasts at the global, regional, and country level from 2024-2032. Our report has categorized the market based on product type, length, distribution channel, application, and end user.

Product Type Insights:

Solid SUP Boards

Inflatable SUP Boards

The report has provided a detailed breakup and analysis of the stand-up paddleboard market based on the product type. This includes solid SUP boards and inflatable SUP boards. According to the report, inflatable SUP boards represented the largest segment.

Length Insights:

Less than 10 Feet

10 Feet–11 Feet

More than 11 Feet

The report has provided a detailed breakup and analysis of the stand-up paddleboard market based on the length. This includes less than 10 feet, 10 feet–11 feet and more than 11 feet. According to the report, 10 feet–11 feet represented the largest segment.

Distribution Channel Insights:

Online

Offline

The report has provided a detailed breakup and analysis of the stand-up paddleboard market based on the distribution channel. This includes online and offline. According to the report, offline represented the largest segment.

Application Insights:

Surf

All-round

Flat-water or Touring

Racing

Others

The report has provided a detailed breakup and analysis of the stand-up paddleboard market based on the application. This includes surf, all-round, flat-water or touring, racing, and others. According to the report, all-round represented the largest segment.

End User Insights:

Men

Women

Kids

A detailed breakup and analysis of the stand-up paddleboard market based on the end user has also been provided in the report. This includes men, women and kids. According to the report, men 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 stand-up paddleboard market. Some of the factors driving the North America stand-up paddleboard market included the emergence of several market players, increasing sponsorships and favorable initiatives taken by government for promoting surfing as a sport, expanding network of alternative distribution and sales channels, etc.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global stand-up paddleboard market. Detailed profiles of all major companies have also been provided. Some of the companies covered include Airhead Sports Group

(Aqua-Leisure Recreation LLC), Boardworks Surf, Cascadia Board Co., F-ONE, Hobie Cat Company Inc., Imagine Surf LLC, Northwest River Supplies Inc., RAVE Sports Inc., Red Paddle Co., SUP ATX LLC, SurfTech LLC, Tahe Outdoors, Tower Paddle Boards, 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

1. How big is the global stand-up paddleboard market?
2. What is the expected growth rate of the global stand-up paddleboard market during 2024-2032?
3. What are the key factors driving the global stand-up paddleboard market?
4. What has been the impact of COVID-19 on the global stand-up paddleboard market?
5. What is the breakup of the global stand-up paddleboard market based on the product type?
6. What is the breakup of the global stand-up paddleboard market based on the length?
7. What is the breakup of the global stand-up paddleboard market based on the distribution channel?
8. What is the breakup of the global stand-up paddleboard market based on the application?
9. What is the breakup of the global stand-up paddleboard market based on the end user?
10. What are the key regions in the global stand-up paddleboard market?
11. Who are the key players/companies in the global stand-up paddleboard market?

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