

# Global Fishfinder Transducer Market Growth 2026-2032

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## Abstracts

The global Fishfinder Transducer market size is predicted to grow from US\$ 822 million in 2025 to US\$ 1120 million in 2032; it is expected to grow at a CAGR of 4.6% from 2026 to 2032.

In 2025, global shipments of 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 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.

## Supply Situation

The upstream components of fish finder transducers mainly include: piezoelectric ceramic materials (PZT series), composite piezoelectric arrays, engineering plastic or epoxy resin acoustic window materials, stainless steel or polymer encapsulation housings, shielded cables, and watertight connectors. Among these, the piezoelectric materials and array structure design significantly impact acoustic energy conversion efficiency, operating bandwidth, and signal-to-noise ratio. Related material and process costs typically account for 55%–65% of the total product cost, requiring extremely high standards for material consistency and manufacturing process stability. Typical upstream suppliers include: CTS Corporation, PI Ceramic, TDK, Kyocera, and Morgan Advanced Materials.

## Manufacturer Characteristics

**Raymarine:** Continuously enhances the multi-frequency CHIRP and imaging algorithm matching design in its high-end fish finder systems, improving target discrimination capabilities in shallow water and complex substrate conditions through transducer and host algorithm synergy. **Garmin:** Focuses on high-power broadband transducers and real-time imaging technology (LiveScope), emphasizing stable sound field output from transducers in dynamic aquatic environments. **Navico Group:** Covers the needs of different vessel types through its brand matrix (Lowrance / Simrad / B&G), continuously optimizing the integrated side-scan and bottom-scan transducer structure. **Furuno:** Strengthens deep-water, high-reliability transducer design in the commercial and professional vessel sectors, emphasizing long-term stable operation and consistency. **Airmar:** As a professional transducer manufacturer, continuously iterates its technology in array structure, wideband coverage, and packaging reliability, providing core front-ends for multiple avionics brands.

## Breakthrough Point

For fish finder transducer manufacturers, the real breakthrough lies not in simply increasing transmission power or the number of frequency bands, but in upgrading the transducer from 'acoustic transmitting and receiving hardware' to a system-level sensing node deeply coupled with algorithms and the main unit. For example, Garmin, in recent years, has achieved stable target contours in its high-end transducers through synergistic optimization of array structure and real-time imaging algorithms, enabling the system to maintain a stable target profile even in high-speed navigation and strong echo interference environments. Compared to traditional solutions that only focus on single-point depth or fish school echo intensity, this design significantly enhances the user's overall understanding of the underwater environment. Technical specifications in some high-end yacht and law enforcement vessel tenders explicitly require transducers to meet indicators such as 'wideband coverage, real-time imaging compatibility, and long-term watertight reliability,' indicating that the industry's competitive focus is shifting from 'detectability' to 'the ability to continuously provide usable and reliable underwater information.'

## Applications

Fish finder transducers are primarily used in recreational fishing boats, professional fishing boats, high-end yachts, research and law enforcement vessels, and offshore engineering vessels. Typical downstream customers include boat manufacturers and system integrators such as Brunswick, Yamaha Motor, Princess Yachts, Beneteau Group, and Boston Whaler.

## Technology Trends

From a technological perspective, fish finder transducers are evolving from 'single-frequency sonar components' to 'multimodal underwater sensing front-ends.' Taking Garmin as an example, its new generation of transducers, while maintaining high power output, enables users to obtain near-video-level underwater feedback during dynamic navigation through broadband CHIRP and real-time imaging technology. Compared to traditional two-dimensional sonar, this trend significantly improves target identification efficiency and intuitiveness, providing a practical path for the further penetration of avionics systems in recreational and professional fields.

## Example

A fishing vessel from Nantong, Jiangsu Province, experienced a sudden anomaly while operating in the East China Sea. The previously stable fish school signal abruptly

interrupted, and the crew was unable to locate underwater targets for several hours. An emergency investigation revealed that the original fish finder transducer had experienced signal attenuation due to prolonged high-load operation, leading to detection failure. The captain temporarily replaced it with a Saiyang professional A-TD25 copper dual-frequency ultrasonic probe, which re-captured the dynamics of deep-sea fish schools within minutes, successfully mitigating the day's catch losses.

## Market Influencing Factors

The development of the fish finder transducer market is mainly driven by the upgrading of recreational fishing consumption, the increasing penetration rate of intelligent avionics systems, and the deepening of electronic capabilities in high-end yachts and professional vessels. On the one hand, users' demand for 'clearer and more intuitive' underwater information continues to rise, leading to a renewed appreciation of the value of high-performance transducers. On the other hand, the development of multi-sensor fusion and real-time imaging technologies is also forcing continuous optimization of transducers in terms of structural design, material consistency, and long-term reliability. From a competitive perspective, US and Japanese manufacturers hold a clear advantage in high-end imaging and system synergy, while Asian manufacturers are accelerating their expansion in the low-to-mid-range and OEM markets. Overall, products relying solely on low-cost or single-frequency solutions are gradually being marginalized. The ability to consistently provide definite value in imaging capabilities, system adaptability, and long-term stability is becoming a key variable determining the market position of fish finder transducer manufacturers.

LP Information, Inc. (LPI) ' newest research report, the "Fishfinder Transducer Industry Forecast" looks at past sales and reviews total world Fishfinder Transducer sales in 2025, providing a comprehensive analysis by region and market sector of projected Fishfinder Transducer sales for 2026 through 2032. With Fishfinder Transducer sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Fishfinder Transducer industry.

This Insight Report provides a comprehensive analysis of the global Fishfinder Transducer landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Fishfinder Transducer portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Fishfinder Transducer market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Fishfinder Transducer and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Fishfinder Transducer.

This report presents a comprehensive overview, market shares, and growth opportunities of Fishfinder Transducer market by product type, application, key manufacturers and key regions and countries.

#### Segmentation by Type:

In-Hull Type

Thru-Hull Type

#### Segmentation by Frequency:

50kHz

200kHz

Others

#### Segmentation by Power:

150W

300W

600W

Others

### Segmentation by Application:

Fishing Boats

Yachts

Others

### This report also splits the market by region:

#### Americas

United States

Canada

Mexico

Brazil

#### APAC

China

Japan

Korea

Southeast Asia

India

Australia

#### Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

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)

#### Key Questions Addressed in this Report

What is the 10-year outlook for the global Fishfinder Transducer market?

What factors are driving Fishfinder Transducer market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Fishfinder Transducer market opportunities vary by end market size?

How does Fishfinder Transducer break out by Type, by Application?

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