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Global Outboard Marine Propulsion System Market Growth 2025-2031

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Abstracts

The global Outboard Marine Propulsion System market size is predicted to grow from US$ 5013 million in 2025 to US$ 6062 million in 2031; it is expected to grow at a CAGR of 3.2% from 2025 to 2031.

The impact of the latest U.S. tariff measures and the corresponding policy responses from countries worldwide on market competitiveness, regional economic performance, and supply chain configurations will be comprehensively evaluated in this report.

An Outboard Marine Propulsion System or outboard motor is a self-contained propulsion system mounted on the stern of a boat, typically comprising an internal combustion engine, electric motor, transmission system, and propeller.

Internal combustion Outboard Marine Propulsion Systems dominate the global market, accounting for approximately 96% of the market share. These engines are prevalent in various applications, including recreational boats, commercial vessels, and fishing boats. Electric Outboard Marine Propulsion Systems, while emerging, are gaining traction due to advancements in battery technology and increasing environmental awareness.

Recreational Boats accounting for approximately 45% of the global market share. This segment includes fishing boats, yachts, and personal watercraft.

Regional Market

North America: The largest consumer market, accounting for about 40% of global revenue. The U.S. leads in both production and consumption, driven by a strong

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recreational boating culture and commercial maritime activities.

Asia-Pacific: A rapidly growing market, especially in countries like China, Japan, and India, due to expanding coastal tourism and fishing industries.

Europe: Notable for its emphasis on environmental sustainability, with increasing adoption of electric Outboard Marine Propulsion Systems in countries like Norway and the Netherlands.

Market Drivers

Growth in Recreational Boating

The rise in leisure activities such as fishing, water sports, and cruising has significantly increased the demand for outboard motors.

Environmental Regulations

Stricter emission standards and environmental regulations are pushing the industry towards cleaner propulsion technologies. Electric Outboard Marine Propulsion Systems, which produce zero emissions, are becoming more appealing to environmentally conscious consumers and regulatory agencies.

Technological Advancements

Advancements in battery technology, particularly lithium-ion batteries, have improved the performance and affordability of electric Outboard Marine Propulsion Systems. These innovations are making electric propulsion systems more practical for various uses, including commercial and recreational boating.

Government Incentives

Several governments are offering subsidies, tax breaks, and rebates to encourage the adoption of electric outboard motors. These financial incentives are playing a significant role in accelerating the transition to cleaner marine propulsion systems.

Market Restraints

High Initial Costs

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Electric outboard motors generally have higher upfront costs compared to their internal combustion counterparts. The expense of advanced battery systems and electric propulsion technology can be a barrier for price-sensitive consumers.

Limited Range and Power

While electric Outboard Marine Propulsion Systems are suitable for short-distance travel, their range and power output are currently limited compared to internal combustion engines. This limitation restricts their use in long-distance and high-power applications.

Charging Infrastructure

The availability of charging stations for electric outboard motors is still limited, especially in remote or rural areas. The lack of widespread charging infrastructure can hinder the adoption of electric propulsion systems.

Consumer Awareness

There is a need for increased consumer education regarding the benefits and capabilities of electric Outboard Marine Propulsion Systems. Misconceptions about performance and reliability can deter potential buyers.

Conclusion

The outboard motor market is experiencing significant growth, driven by advancements in technology, environmental regulations, and changing consumer preferences. While internal combustion engines currently dominate the market, electric and hybrid propulsion systems are gaining traction and are expected to play a larger role in the future. Manufacturers need to focus on innovation, sustainability, and consumer education to capitalize on these emerging trends and meet the evolving demands of the market.

LP Information, Inc. (LPI) ' newest research report, the “Outboard Marine Propulsion System Industry Forecast” looks at past sales and reviews total world Outboard Marine Propulsion System sales in 2024, providing a comprehensive analysis by region and market sector of projected Outboard Marine Propulsion System sales for 2025 through 2031. With Outboard Marine Propulsion System sales broken down by region, market

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sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Outboard Marine Propulsion System industry.

This Insight Report provides a comprehensive analysis of the global Outboard Marine Propulsion System 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 Outboard Marine Propulsion System portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Outboard Marine Propulsion System market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Outboard Marine Propulsion System 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 Outboard Marine Propulsion System.

This report presents a comprehensive overview, market shares, and growth opportunities of Outboard Marine Propulsion System market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Internal Combustion Outboard Engines

Electric Outboard Engines

Segmentation by Application:

Recreation Boat

Commercial Boat

Others

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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

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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.

Mercury Marine

Yamaha

Suzuki

Honda

Evinrude Outboard Motors

Tohatsu

Torqeedo

ePropulsion Technology

ACEL Power Inc

AquaWatt

Elco Motor Yachts

CSM Tech

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Evoy AS

Key Questions Addressed in this Report

What is the 10-year outlook for the global Outboard Marine Propulsion System market?
What factors are driving Outboard Marine Propulsion System market growth, globally and by region?
Which technologies are poised for the fastest growth by market and region?
How do Outboard Marine Propulsion System market opportunities vary by end market size?
How does Outboard Marine Propulsion System break out by Type, by Application?

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Contents

1 SCOPE OF THE REPORT

1.1 Market Introduction
1.2 Years Considered
1.3 Research Objectives
1.4 Market Research Methodology
1.5 Research Process and Data Source
1.6 Economic Indicators
1.7 Currency Considered
1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

2.1 World Market Overview
  2.1.1 Global Outboard Marine Propulsion System Annual Sales 2020-2031
  2.1.2 World Current & Future Analysis for Outboard Marine Propulsion System by Geographic Region, 2020, 2024 & 2031
  2.1.3 World Current & Future Analysis for Outboard Marine Propulsion System by Country/Region, 2020, 2024 & 2031
2.2 Outboard Marine Propulsion System Segment by Type
  2.2.1 Internal Combustion Outboard Engines
  2.2.2 Electric Outboard Engines
2.3 Outboard Marine Propulsion System Sales by Type
  2.3.1 Global Outboard Marine Propulsion System Sales Market Share by Type (2020-2025)
  2.3.2 Global Outboard Marine Propulsion System Revenue and Market Share by Type (2020-2025)
  2.3.3 Global Outboard Marine Propulsion System Sale Price by Type (2020-2025)
2.4 Outboard Marine Propulsion System Segment by Application
  2.4.1 Recreation Boat
  2.4.2 Commercial Boat
  2.4.3 Others
2.5 Outboard Marine Propulsion System Sales by Application
  2.5.1 Global Outboard Marine Propulsion System Sale Market Share by Application (2020-2025)
  2.5.2 Global Outboard Marine Propulsion System Revenue and Market Share by Application (2020-2025)

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2.5.3 Global Outboard Marine Propulsion System Sale Price by Application (2020-2025)

3 GLOBAL BY COMPANY

3.1 Global Outboard Marine Propulsion System Breakdown Data by Company
3.1.1 Global Outboard Marine Propulsion System Annual Sales by Company (2020-2025)
3.1.2 Global Outboard Marine Propulsion System Sales Market Share by Company (2020-2025)
3.2 Global Outboard Marine Propulsion System Annual Revenue by Company (2020-2025)
3.2.1 Global Outboard Marine Propulsion System Revenue by Company (2020-2025)
3.2.2 Global Outboard Marine Propulsion System Revenue Market Share by Company (2020-2025)
3.3 Global Outboard Marine Propulsion System Sale Price by Company
3.4 Key Manufacturers Outboard Marine Propulsion System Producing Area Distribution, Sales Area, Product Type
3.4.1 Key Manufacturers Outboard Marine Propulsion System Product Location Distribution
3.4.2 Players Outboard Marine Propulsion System Products Offered
3.5 Market Concentration Rate Analysis
3.5.1 Competition Landscape Analysis
3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2023-2025)
3.6 New Products and Potential Entrants
3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR OUTBOARD MARINE PROPULSION SYSTEM BY GEOGRAPHIC REGION

4.1 World Historic Outboard Marine Propulsion System Market Size by Geographic Region (2020-2025)
4.1.1 Global Outboard Marine Propulsion System Annual Sales by Geographic Region (2020-2025)
4.1.2 Global Outboard Marine Propulsion System Annual Revenue by Geographic Region (2020-2025)
4.2 World Historic Outboard Marine Propulsion System Market Size by Country/Region (2020-2025)
4.2.1 Global Outboard Marine Propulsion System Annual Sales by Country/Region

+357 96 030922
info@marketpublishers.com

(2020-2025)
4.2.2 Global Outboard Marine Propulsion System Annual Revenue by Country/Region (2020-2025)
4.3 Americas Outboard Marine Propulsion System Sales Growth
4.4 APAC Outboard Marine Propulsion System Sales Growth
4.5 Europe Outboard Marine Propulsion System Sales Growth
4.6 Middle East & Africa Outboard Marine Propulsion System Sales Growth

5 AMERICAS

5.1 Americas Outboard Marine Propulsion System Sales by Country
5.1.1 Americas Outboard Marine Propulsion System Sales by Country (2020-2025)
5.1.2 Americas Outboard Marine Propulsion System Revenue by Country (2020-2025)
5.2 Americas Outboard Marine Propulsion System Sales by Type (2020-2025)
5.3 Americas Outboard Marine Propulsion System Sales by Application (2020-2025)
5.4 United States
5.5 Canada
5.6 Mexico
5.7 Brazil

6 APAC

6.1 APAC Outboard Marine Propulsion System Sales by Region
6.1.1 APAC Outboard Marine Propulsion System Sales by Region (2020-2025)
6.1.2 APAC Outboard Marine Propulsion System Revenue by Region (2020-2025)
6.2 APAC Outboard Marine Propulsion System Sales by Type (2020-2025)
6.3 APAC Outboard Marine Propulsion System Sales by Application (2020-2025)
6.4 China
6.5 Japan
6.6 South Korea
6.7 Southeast Asia
6.8 India
6.9 Australia
6.10 China Taiwan

7 EUROPE

7.1 Europe Outboard Marine Propulsion System by Country
7.1.1 Europe Outboard Marine Propulsion System Sales by Country (2020-2025)

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7.1.2 Europe Outboard Marine Propulsion System Revenue by Country (2020-2025)
7.2 Europe Outboard Marine Propulsion System Sales by Type (2020-2025)
7.3 Europe Outboard Marine Propulsion System Sales by Application (2020-2025)
7.4 Germany
7.5 France
7.6 UK
7.7 Italy
7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Outboard Marine Propulsion System by Country
8.1.1 Middle East & Africa Outboard Marine Propulsion System Sales by Country (2020-2025)
8.1.2 Middle East & Africa Outboard Marine Propulsion System Revenue by Country (2020-2025)
8.2 Middle East & Africa Outboard Marine Propulsion System Sales by Type (2020-2025)
8.3 Middle East & Africa Outboard Marine Propulsion System Sales by Application (2020-2025)
8.4 Egypt
8.5 South Africa
8.6 Israel
8.7 Turkey
8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities
9.2 Market Challenges & Risks
9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

10.1 Raw Material and Suppliers
10.2 Manufacturing Cost Structure Analysis of Outboard Marine Propulsion System
10.3 Manufacturing Process Analysis of Outboard Marine Propulsion System
10.4 Industry Chain Structure of Outboard Marine Propulsion System

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info@marketpublishers.com

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel
  11.1.1 Direct Channels
  11.1.2 Indirect Channels
11.2 Outboard Marine Propulsion System Distributors
11.3 Outboard Marine Propulsion System Customer

12 WORLD FORECAST REVIEW FOR OUTBOARD MARINE PROPULSION SYSTEM BY GEOGRAPHIC REGION

12.1 Global Outboard Marine Propulsion System Market Size Forecast by Region
  12.1.1 Global Outboard Marine Propulsion System Forecast by Region (2026-2031)
  12.1.2 Global Outboard Marine Propulsion System Annual Revenue Forecast by Region (2026-2031)
12.2 Americas Forecast by Country (2026-2031)
12.3 APAC Forecast by Region (2026-2031)
12.4 Europe Forecast by Country (2026-2031)
12.5 Middle East & Africa Forecast by Country (2026-2031)
12.6 Global Outboard Marine Propulsion System Forecast by Type (2026-2031)
12.7 Global Outboard Marine Propulsion System Forecast by Application (2026-2031)

13 KEY PLAYERS ANALYSIS

13.1 Mercury Marine
  13.1.1 Mercury Marine Company Information
  13.1.2 Mercury Marine Outboard Marine Propulsion System Product Portfolios and Specifications
  13.1.3 Mercury Marine Outboard Marine Propulsion System Sales, Revenue, Price and Gross Margin (2020-2025)
  13.1.4 Mercury Marine Main Business Overview
  13.1.5 Mercury Marine Latest Developments
13.2 Yamaha
  13.2.1 Yamaha Company Information
  13.2.2 Yamaha Outboard Marine Propulsion System Product Portfolios and Specifications
  13.2.3 Yamaha Outboard Marine Propulsion System Sales, Revenue, Price and Gross Margin (2020-2025)
  13.2.4 Yamaha Main Business Overview

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13.2.5 Yamaha Latest Developments
13.3 Suzuki
13.3.1 Suzuki Company Information
13.3.2 Suzuki Outboard Marine Propulsion System Product Portfolios and Specifications
13.3.3 Suzuki Outboard Marine Propulsion System Sales, Revenue, Price and Gross Margin (2020-2025)
13.3.4 Suzuki Main Business Overview
13.3.5 Suzuki Latest Developments
13.4 Honda
13.4.1 Honda Company Information
13.4.2 Honda Outboard Marine Propulsion System Product Portfolios and Specifications
13.4.3 Honda Outboard Marine Propulsion System Sales, Revenue, Price and Gross Margin (2020-2025)
13.4.4 Honda Main Business Overview
13.4.5 Honda Latest Developments
13.5 Evinrude Outboard Motors
13.5.1 Evinrude Outboard Motors Company Information
13.5.2 Evinrude Outboard Motors Outboard Marine Propulsion System Product Portfolios and Specifications
13.5.3 Evinrude Outboard Motors Outboard Marine Propulsion System Sales, Revenue, Price and Gross Margin (2020-2025)
13.5.4 Evinrude Outboard Motors Main Business Overview
13.5.5 Evinrude Outboard Motors Latest Developments
13.6 Tohatsu
13.6.1 Tohatsu Company Information
13.6.2 Tohatsu Outboard Marine Propulsion System Product Portfolios and Specifications
13.6.3 Tohatsu Outboard Marine Propulsion System Sales, Revenue, Price and Gross Margin (2020-2025)
13.6.4 Tohatsu Main Business Overview
13.6.5 Tohatsu Latest Developments
13.7 Torqeedo
13.7.1 Torqeedo Company Information
13.7.2 Torqeedo Outboard Marine Propulsion System Product Portfolios and Specifications
13.7.3 Torqeedo Outboard Marine Propulsion System Sales, Revenue, Price and Gross Margin (2020-2025)

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13.7.4 Torqeedo Main Business Overview
13.7.5 Torqeedo Latest Developments
13.8 ePropulsion Technology
13.8.1 ePropulsion Technology Company Information
13.8.2 ePropulsion Technology Outboard Marine Propulsion System Product Portfolios and Specifications
13.8.3 ePropulsion Technology Outboard Marine Propulsion System Sales, Revenue, Price and Gross Margin (2020-2025)
13.8.4 ePropulsion Technology Main Business Overview
13.8.5 ePropulsion Technology Latest Developments
13.9 ACEL Power Inc
13.9.1 ACEL Power Inc Company Information
13.9.2 ACEL Power Inc Outboard Marine Propulsion System Product Portfolios and Specifications
13.9.3 ACEL Power Inc Outboard Marine Propulsion System Sales, Revenue, Price and Gross Margin (2020-2025)
13.9.4 ACEL Power Inc Main Business Overview
13.9.5 ACEL Power Inc Latest Developments
13.10 AquaWatt
13.10.1 AquaWatt Company Information
13.10.2 AquaWatt Outboard Marine Propulsion System Product Portfolios and Specifications
13.10.3 AquaWatt Outboard Marine Propulsion System Sales, Revenue, Price and Gross Margin (2020-2025)
13.10.4 AquaWatt Main Business Overview
13.10.5 AquaWatt Latest Developments
13.11 Elco Motor Yachts
13.11.1 Elco Motor Yachts Company Information
13.11.2 Elco Motor Yachts Outboard Marine Propulsion System Product Portfolios and Specifications
13.11.3 Elco Motor Yachts Outboard Marine Propulsion System Sales, Revenue, Price and Gross Margin (2020-2025)
13.11.4 Elco Motor Yachts Main Business Overview
13.11.5 Elco Motor Yachts Latest Developments
13.12 CSM Tech
13.12.1 CSM Tech Company Information
13.12.2 CSM Tech Outboard Marine Propulsion System Product Portfolios and Specifications
13.12.3 CSM Tech Outboard Marine Propulsion System Sales, Revenue, Price and

+357 96 030922
info@marketpublishers.com

Gross Margin (2020-2025)
13.12.4 CSM Tech Main Business Overview
13.12.5 CSM Tech Latest Developments
13.13 Evoy AS
13.13.1 Evoy AS Company Information
13.13.2 Evoy AS Outboard Marine Propulsion System Product Portfolios and Specifications
13.13.3 Evoy AS Outboard Marine Propulsion System Sales, Revenue, Price and Gross Margin (2020-2025)
13.13.4 Evoy AS Main Business Overview
13.13.5 Evoy AS Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

+357 96 030922
info@marketpublishers.com

List Of Tables

LIST OF TABLES

Table 1. Outboard Marine Propulsion System Annual Sales CAGR by Geographic Region (2020, 2024 & 2031) & ($ millions)
Table 2. Outboard Marine Propulsion System Annual Sales CAGR by Country/Region (2020, 2024 & 2031) & ($ millions)
Table 3. Major Players of Internal Combustion Outboard Engines
Table 4. Major Players of Electric Outboard Engines
Table 5. Global Outboard Marine Propulsion System Sales by Type (2020-2025) & (K Units)
Table 6. Global Outboard Marine Propulsion System Sales Market Share by Type (2020-2025)
Table 7. Global Outboard Marine Propulsion System Revenue by Type (2020-2025) & ($ million)
Table 8. Global Outboard Marine Propulsion System Revenue Market Share by Type (2020-2025)
Table 9. Global Outboard Marine Propulsion System Sale Price by Type (2020-2025) & (US$/Unit)
Table 10. Global Outboard Marine Propulsion System Sale by Application (2020-2025) & (K Units)
Table 11. Global Outboard Marine Propulsion System Sale Market Share by Application (2020-2025)
Table 12. Global Outboard Marine Propulsion System Revenue by Application (2020-2025) & ($ million)
Table 13. Global Outboard Marine Propulsion System Revenue Market Share by Application (2020-2025)
Table 14. Global Outboard Marine Propulsion System Sale Price by Application (2020-2025) & (US$/Unit)
Table 15. Global Outboard Marine Propulsion System Sales by Company (2020-2025) & (K Units)
Table 16. Global Outboard Marine Propulsion System Sales Market Share by Company (2020-2025)
Table 17. Global Outboard Marine Propulsion System Revenue by Company (2020-2025) & ($ millions)
Table 18. Global Outboard Marine Propulsion System Revenue Market Share by Company (2020-2025)
Table 19. Global Outboard Marine Propulsion System Sale Price by Company

+357 96 030922
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(2020-2025) & (US$/Unit)
Table 20. Key Manufacturers Outboard Marine Propulsion System Producing Area Distribution and Sales Area
Table 21. Players Outboard Marine Propulsion System Products Offered
Table 22. Outboard Marine Propulsion System Concentration Ratio (CR3, CR5 and CR10) & (2023-2025)
Table 23. New Products and Potential Entrants
Table 24. Market M&A Activity & Strategy
Table 25. Global Outboard Marine Propulsion System Sales by Geographic Region (2020-2025) & (K Units)
Table 26. Global Outboard Marine Propulsion System Sales Market Share Geographic Region (2020-2025)
Table 27. Global Outboard Marine Propulsion System Revenue by Geographic Region (2020-2025) & ($ millions)
Table 28. Global Outboard Marine Propulsion System Revenue Market Share by Geographic Region (2020-2025)
Table 29. Global Outboard Marine Propulsion System Sales by Country/Region (2020-2025) & (K Units)
Table 30. Global Outboard Marine Propulsion System Sales Market Share by Country/Region (2020-2025)
Table 31. Global Outboard Marine Propulsion System Revenue by Country/Region (2020-2025) & ($ millions)
Table 32. Global Outboard Marine Propulsion System Revenue Market Share by Country/Region (2020-2025)
Table 33. Americas Outboard Marine Propulsion System Sales by Country (2020-2025) & (K Units)
Table 34. Americas Outboard Marine Propulsion System Sales Market Share by Country (2020-2025)
Table 35. Americas Outboard Marine Propulsion System Revenue by Country (2020-2025) & ($ millions)
Table 36. Americas Outboard Marine Propulsion System Sales by Type (2020-2025) & (K Units)
Table 37. Americas Outboard Marine Propulsion System Sales by Application (2020-2025) & (K Units)
Table 38. APAC Outboard Marine Propulsion System Sales by Region (2020-2025) & (K Units)
Table 39. APAC Outboard Marine Propulsion System Sales Market Share by Region (2020-2025)
Table 40. APAC Outboard Marine Propulsion System Revenue by Region (2020-2025)

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& ($ millions)
Table 41. APAC Outboard Marine Propulsion System Sales by Type (2020-2025) & (K Units)
Table 42. APAC Outboard Marine Propulsion System Sales by Application (2020-2025) & (K Units)
Table 43. Europe Outboard Marine Propulsion System Sales by Country (2020-2025) & (K Units)
Table 44. Europe Outboard Marine Propulsion System Revenue by Country (2020-2025) & ($ millions)
Table 45. Europe Outboard Marine Propulsion System Sales by Type (2020-2025) & (K Units)
Table 46. Europe Outboard Marine Propulsion System Sales by Application (2020-2025) & (K Units)
Table 47. Middle East & Africa Outboard Marine Propulsion System Sales by Country (2020-2025) & (K Units)
Table 48. Middle East & Africa Outboard Marine Propulsion System Revenue Market Share by Country (2020-2025)
Table 49. Middle East & Africa Outboard Marine Propulsion System Sales by Type (2020-2025) & (K Units)
Table 50. Middle East & Africa Outboard Marine Propulsion System Sales by Application (2020-2025) & (K Units)
Table 51. Key Market Drivers & Growth Opportunities of Outboard Marine Propulsion System
Table 52. Key Market Challenges & Risks of Outboard Marine Propulsion System
Table 53. Key Industry Trends of Outboard Marine Propulsion System
Table 54. Outboard Marine Propulsion System Raw Material
Table 55. Key Suppliers of Raw Materials
Table 56. Outboard Marine Propulsion System Distributors List
Table 57. Outboard Marine Propulsion System Customer List
Table 58. Global Outboard Marine Propulsion System Sales Forecast by Region (2026-2031) & (K Units)
Table 59. Global Outboard Marine Propulsion System Revenue Forecast by Region (2026-2031) & ($ millions)
Table 60. Americas Outboard Marine Propulsion System Sales Forecast by Country (2026-2031) & (K Units)
Table 61. Americas Outboard Marine Propulsion System Annual Revenue Forecast by Country (2026-2031) & ($ millions)
Table 62. APAC Outboard Marine Propulsion System Sales Forecast by Region (2026-2031) & (K Units)

+357 96 030922
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Table 63. APAC Outboard Marine Propulsion System Annual Revenue Forecast by Region (2026-2031) & ($ millions)
Table 64. Europe Outboard Marine Propulsion System Sales Forecast by Country (2026-2031) & (K Units)
Table 65. Europe Outboard Marine Propulsion System Revenue Forecast by Country (2026-2031) & ($ millions)
Table 66. Middle East & Africa Outboard Marine Propulsion System Sales Forecast by Country (2026-2031) & (K Units)
Table 67. Middle East & Africa Outboard Marine Propulsion System Revenue Forecast by Country (2026-2031) & ($ millions)
Table 68. Global Outboard Marine Propulsion System Sales Forecast by Type (2026-2031) & (K Units)
Table 69. Global Outboard Marine Propulsion System Revenue Forecast by Type (2026-2031) & ($ millions)
Table 70. Global Outboard Marine Propulsion System Sales Forecast by Application (2026-2031) & (K Units)
Table 71. Global Outboard Marine Propulsion System Revenue Forecast by Application (2026-2031) & ($ millions)
Table 72. Mercury Marine Basic Information, Outboard Marine Propulsion System Manufacturing Base, Sales Area and Its Competitors
Table 73. Mercury Marine Outboard Marine Propulsion System Product Portfolios and Specifications
Table 74. Mercury Marine Outboard Marine Propulsion System Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 75. Mercury Marine Main Business
Table 76. Mercury Marine Latest Developments
Table 77. Yamaha Basic Information, Outboard Marine Propulsion System Manufacturing Base, Sales Area and Its Competitors
Table 78. Yamaha Outboard Marine Propulsion System Product Portfolios and Specifications
Table 79. Yamaha Outboard Marine Propulsion System Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 80. Yamaha Main Business
Table 81. Yamaha Latest Developments
Table 82. Suzuki Basic Information, Outboard Marine Propulsion System Manufacturing Base, Sales Area and Its Competitors
Table 83. Suzuki Outboard Marine Propulsion System Product Portfolios and Specifications
Table 84. Suzuki Outboard Marine Propulsion System Sales (K Units), Revenue ($

+357 96 030922
info@marketpublishers.com

Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 85. Suzuki Main Business
Table 86. Suzuki Latest Developments
Table 87. Honda Basic Information, Outboard Marine Propulsion System Manufacturing Base, Sales Area and Its Competitors
Table 88. Honda Outboard Marine Propulsion System Product Portfolios and Specifications
Table 89. Honda Outboard Marine Propulsion System Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 90. Honda Main Business
Table 91. Honda Latest Developments
Table 92. Evinrude Outboard Motors Basic Information, Outboard Marine Propulsion System Manufacturing Base, Sales Area and Its Competitors
Table 93. Evinrude Outboard Motors Outboard Marine Propulsion System Product Portfolios and Specifications
Table 94. Evinrude Outboard Motors Outboard Marine Propulsion System Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 95. Evinrude Outboard Motors Main Business
Table 96. Evinrude Outboard Motors Latest Developments
Table 97. Tohatsu Basic Information, Outboard Marine Propulsion System Manufacturing Base, Sales Area and Its Competitors
Table 98. Tohatsu Outboard Marine Propulsion System Product Portfolios and Specifications
Table 99. Tohatsu Outboard Marine Propulsion System Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 100. Tohatsu Main Business
Table 101. Tohatsu Latest Developments
Table 102. Torqeedo Basic Information, Outboard Marine Propulsion System Manufacturing Base, Sales Area and Its Competitors
Table 103. Torqeedo Outboard Marine Propulsion System Product Portfolios and Specifications
Table 104. Torqeedo Outboard Marine Propulsion System Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 105. Torqeedo Main Business
Table 106. Torqeedo Latest Developments
Table 107. ePropulsion Technology Basic Information, Outboard Marine Propulsion System Manufacturing Base, Sales Area and Its Competitors
Table 108. ePropulsion Technology Outboard Marine Propulsion System Product Portfolios and Specifications

+357 96 030922
info@marketpublishers.com

Table 109. ePropulsion Technology Outboard Marine Propulsion System Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 110. ePropulsion Technology Main Business
Table 111. ePropulsion Technology Latest Developments
Table 112. ACEL Power Inc Basic Information, Outboard Marine Propulsion System Manufacturing Base, Sales Area and Its Competitors
Table 113. ACEL Power Inc Outboard Marine Propulsion System Product Portfolios and Specifications
Table 114. ACEL Power Inc Outboard Marine Propulsion System Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 115. ACEL Power Inc Main Business
Table 116. ACEL Power Inc Latest Developments
Table 117. AquaWatt Basic Information, Outboard Marine Propulsion System Manufacturing Base, Sales Area and Its Competitors
Table 118. AquaWatt Outboard Marine Propulsion System Product Portfolios and Specifications
Table 119. AquaWatt Outboard Marine Propulsion System Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 120. AquaWatt Main Business
Table 121. AquaWatt Latest Developments
Table 122. Elco Motor Yachts Basic Information, Outboard Marine Propulsion System Manufacturing Base, Sales Area and Its Competitors
Table 123. Elco Motor Yachts Outboard Marine Propulsion System Product Portfolios and Specifications
Table 124. Elco Motor Yachts Outboard Marine Propulsion System Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 125. Elco Motor Yachts Main Business
Table 126. Elco Motor Yachts Latest Developments
Table 127. CSM Tech Basic Information, Outboard Marine Propulsion System Manufacturing Base, Sales Area and Its Competitors
Table 128. CSM Tech Outboard Marine Propulsion System Product Portfolios and Specifications
Table 129. CSM Tech Outboard Marine Propulsion System Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 130. CSM Tech Main Business
Table 131. CSM Tech Latest Developments
Table 132. Evoy AS Basic Information, Outboard Marine Propulsion System Manufacturing Base, Sales Area and Its Competitors
Table 133. Evoy AS Outboard Marine Propulsion System Product Portfolios and

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Specifications
Table 134. Evoy AS Outboard Marine Propulsion System Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2020-2025)
Table 135. Evoy AS Main Business
Table 136. Evoy AS Latest Developments

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List Of Figures

LIST OF FIGURES

Figure 1. Picture of Outboard Marine Propulsion System
Figure 2. Outboard Marine Propulsion System Report Years Considered
Figure 3. Research Objectives
Figure 4. Research Methodology
Figure 5. Research Process and Data Source
Figure 6. Global Outboard Marine Propulsion System Sales Growth Rate 2020-2031 (K Units)
Figure 7. Global Outboard Marine Propulsion System Revenue Growth Rate 2020-2031 ($ millions)
Figure 8. Outboard Marine Propulsion System Sales by Geographic Region (2020, 2024 & 2031) & ($ millions)
Figure 9. Outboard Marine Propulsion System Sales Market Share by Country/Region (2024)
Figure 10. Outboard Marine Propulsion System Sales Market Share by Country/Region (2020, 2024 & 2031)
Figure 11. Product Picture of Internal Combustion Outboard Engines
Figure 12. Product Picture of Electric Outboard Engines
Figure 13. Global Outboard Marine Propulsion System Sales Market Share by Type in 2025
Figure 14. Global Outboard Marine Propulsion System Revenue Market Share by Type (2020-2025)
Figure 15. Outboard Marine Propulsion System Consumed in Recreation Boat
Figure 16. Global Outboard Marine Propulsion System Market: Recreation Boat (2020-2025) & (K Units)
Figure 17. Outboard Marine Propulsion System Consumed in Commercial Boat
Figure 18. Global Outboard Marine Propulsion System Market: Commercial Boat (2020-2025) & (K Units)
Figure 19. Outboard Marine Propulsion System Consumed in Others
Figure 20. Global Outboard Marine Propulsion System Market: Others (2020-2025) & (K Units)
Figure 21. Global Outboard Marine Propulsion System Sale Market Share by Application (2024)
Figure 22. Global Outboard Marine Propulsion System Revenue Market Share by Application in 2025
Figure 23. Outboard Marine Propulsion System Sales by Company in 2025 (K Units)

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Figure 24. Global Outboard Marine Propulsion System Sales Market Share by Company in 2025
Figure 25. Outboard Marine Propulsion System Revenue by Company in 2025 ($ millions)
Figure 26. Global Outboard Marine Propulsion System Revenue Market Share by Company in 2025
Figure 27. Global Outboard Marine Propulsion System Sales Market Share by Geographic Region (2020-2025)
Figure 28. Global Outboard Marine Propulsion System Revenue Market Share by Geographic Region in 2025
Figure 29. Americas Outboard Marine Propulsion System Sales 2020-2025 (K Units)
Figure 30. Americas Outboard Marine Propulsion System Revenue 2020-2025 ($ millions)
Figure 31. APAC Outboard Marine Propulsion System Sales 2020-2025 (K Units)
Figure 32. APAC Outboard Marine Propulsion System Revenue 2020-2025 ($ millions)
Figure 33. Europe Outboard Marine Propulsion System Sales 2020-2025 (K Units)
Figure 34. Europe Outboard Marine Propulsion System Revenue 2020-2025 ($ millions)
Figure 35. Middle East & Africa Outboard Marine Propulsion System Sales 2020-2025 (K Units)
Figure 36. Middle East & Africa Outboard Marine Propulsion System Revenue 2020-2025 ($ millions)
Figure 37. Americas Outboard Marine Propulsion System Sales Market Share by Country in 2025
Figure 38. Americas Outboard Marine Propulsion System Revenue Market Share by Country (2020-2025)
Figure 39. Americas Outboard Marine Propulsion System Sales Market Share by Type (2020-2025)
Figure 40. Americas Outboard Marine Propulsion System Sales Market Share by Application (2020-2025)
Figure 41. United States Outboard Marine Propulsion System Revenue Growth 2020-2025 ($ millions)
Figure 42. Canada Outboard Marine Propulsion System Revenue Growth 2020-2025 ($ millions)
Figure 43. Mexico Outboard Marine Propulsion System Revenue Growth 2020-2025 ($ millions)
Figure 44. Brazil Outboard Marine Propulsion System Revenue Growth 2020-2025 ($ millions)
Figure 45. APAC Outboard Marine Propulsion System Sales Market Share by Region in 2025

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Figure 46. APAC Outboard Marine Propulsion System Revenue Market Share by Region (2020-2025)
Figure 47. APAC Outboard Marine Propulsion System Sales Market Share by Type (2020-2025)
Figure 48. APAC Outboard Marine Propulsion System Sales Market Share by Application (2020-2025)
Figure 49. China Outboard Marine Propulsion System Revenue Growth 2020-2025 ($ millions)
Figure 50. Japan Outboard Marine Propulsion System Revenue Growth 2020-2025 ($ millions)
Figure 51. South Korea Outboard Marine Propulsion System Revenue Growth 2020-2025 ($ millions)
Figure 52. Southeast Asia Outboard Marine Propulsion System Revenue Growth 2020-2025 ($ millions)
Figure 53. India Outboard Marine Propulsion System Revenue Growth 2020-2025 ($ millions)
Figure 54. Australia Outboard Marine Propulsion System Revenue Growth 2020-2025 ($ millions)
Figure 55. China Taiwan Outboard Marine Propulsion System Revenue Growth 2020-2025 ($ millions)
Figure 56. Europe Outboard Marine Propulsion System Sales Market Share by Country in 2025
Figure 57. Europe Outboard Marine Propulsion System Revenue Market Share by Country (2020-2025)
Figure 58. Europe Outboard Marine Propulsion System Sales Market Share by Type (2020-2025)
Figure 59. Europe Outboard Marine Propulsion System Sales Market Share by Application (2020-2025)
Figure 60. Germany Outboard Marine Propulsion System Revenue Growth 2020-2025 ($ millions)
Figure 61. France Outboard Marine Propulsion System Revenue Growth 2020-2025 ($ millions)
Figure 62. UK Outboard Marine Propulsion System Revenue Growth 2020-2025 ($ millions)
Figure 63. Italy Outboard Marine Propulsion System Revenue Growth 2020-2025 ($ millions)
Figure 64. Russia Outboard Marine Propulsion System Revenue Growth 2020-2025 ($ millions)
Figure 65. Middle East & Africa Outboard Marine Propulsion System Sales Market

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Share by Country (2020-2025)
Figure 66. Middle East & Africa Outboard Marine Propulsion System Sales Market Share by Type (2020-2025)
Figure 67. Middle East & Africa Outboard Marine Propulsion System Sales Market Share by Application (2020-2025)
Figure 68. Egypt Outboard Marine Propulsion System Revenue Growth 2020-2025 ($ millions)
Figure 69. South Africa Outboard Marine Propulsion System Revenue Growth 2020-2025 ($ millions)
Figure 70. Israel Outboard Marine Propulsion System Revenue Growth 2020-2025 ($ millions)
Figure 71. Turkey Outboard Marine Propulsion System Revenue Growth 2020-2025 ($ millions)
Figure 72. GCC Countries Outboard Marine Propulsion System Revenue Growth 2020-2025 ($ millions)
Figure 73. Manufacturing Cost Structure Analysis of Outboard Marine Propulsion System in 2025
Figure 74. Manufacturing Process Analysis of Outboard Marine Propulsion System
Figure 75. Industry Chain Structure of Outboard Marine Propulsion System
Figure 76. Channels of Distribution
Figure 77. Global Outboard Marine Propulsion System Sales Market Forecast by Region (2026-2031)
Figure 78. Global Outboard Marine Propulsion System Revenue Market Share Forecast by Region (2026-2031)
Figure 79. Global Outboard Marine Propulsion System Sales Market Share Forecast by Type (2026-2031)
Figure 80. Global Outboard Marine Propulsion System Revenue Market Share Forecast by Type (2026-2031)
Figure 81. Global Outboard Marine Propulsion System Sales Market Share Forecast by Application (2026-2031)
Figure 82. Global Outboard Marine Propulsion System Revenue Market Share Forecast by Application (2026-2031)

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