

Global Outboard Motor Market Growth 2025-2031

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Abstracts

The global Outboard Motor market size is predicted to grow from US\$ 5065 million in 2025 to US\$ 6098 million in 2031; it is expected to grow at a CAGR of 3.1% 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 motor is a propulsion system for boats, consisting of a self-contained unit that includes engine, gearbox and propeller or jet drive, designed to be affixed to the outside of the transom. They are the most common motorised method of propelling small watercraft. As well as providing propulsion, outboards provide steering control, as they are designed to pivot over their mountings and thus control the direction of thrust. The skeg also acts as a rudder when the engine is not running. Unlike inboard motors, outboard motors can be easily removed for storage or repairs.

The global outboard motor market has experienced steady growth over the years, with the recreation boat segment dominating the market, accounting for approximately 65% of the global market share. This market dominance is primarily attributed to the increasing popularity of recreational boating activities, including leisure cruising, fishing, and other water sports. As more people around the world seek outdoor activities that allow them to connect with nature, the demand for outboard motors, which are critical components in recreational boats, continues to rise.

The North American region, particularly the United States, has emerged as the largest consumer market for outboard motors. This can be attributed to the strong boating culture, a high number of recreational boaters, and a well-developed marine infrastructure that supports the sale and maintenance of outboard motors. Furthermore,

the presence of several major outboard motor manufacturers in the region has facilitated the growth of the market. The continuous demand for recreational boating in North America, especially in coastal regions and popular inland lakes, ensures that outboard motors remain a vital part of the boating lifestyle.

In recent years, technological advancements in outboard motors have contributed significantly to the growth of the market. These innovations, including improvements in fuel efficiency, engine performance, and the advent of electric outboard motors, have attracted a broader consumer base. The electric propulsion systems are gaining popularity among environmentally conscious consumers and those looking for quieter, cleaner alternatives to traditional fuel-powered engines. As the demand for environmentally friendly boating solutions rises, electric and hybrid outboard motors are expected to play an increasingly significant role in the market.

Driving Factors

Rising Popularity of Recreational Boating: The increasing demand for recreational boating is one of the primary factors driving the outboard motor market. Boating is no longer just a leisure activity for the affluent; it has become increasingly popular across different demographic groups. With growing disposable incomes, people are increasingly investing in recreational boats for activities such as fishing, water sports, and relaxation. As the number of recreational boaters increases, so does the demand for reliable and efficient propulsion systems, which outboard motors provide.

Technological Advancements: Technological improvements have played a crucial role in shaping the outboard motor market. Manufacturers are continually developing engines that offer better fuel efficiency, reduced emissions, and quieter operation. These advancements cater to the growing consumer demand for more sustainable and eco-friendly boating solutions. Moreover, the introduction of electric and hybrid outboard motors has expanded the market by offering alternative propulsion options that meet the needs of environmentally conscious consumers. Electric outboard motors are expected to see significant growth as boaters shift towards cleaner energy solutions.

Convenience and Portability: Outboard motors offer unparalleled convenience compared to inboard motors. The fact that they are mounted externally on the transom of the boat means that they can be easily removed, stored, or repaired, making maintenance much simpler. This feature is particularly beneficial for recreational boaters who prefer a hassle-free boating experience. The portability of outboard motors also appeals to boat owners who need flexibility in their vessels' propulsion systems, as

they can quickly switch out the motor when necessary.

Environmental Concerns: As environmental awareness increases globally, there has been a growing preference for eco-friendly boating solutions. Electric outboard motors are gaining traction due to their minimal environmental impact. Unlike gasoline-powered motors, electric outboard motors produce no emissions and operate quietly, making them ideal for boating in environmentally sensitive areas such as national parks, reserves, and lakes with strict environmental regulations. This trend towards sustainability is expected to further drive the growth of electric outboard motors in the market.

Restraining Factors

High Initial Costs: One of the significant challenges faced by the outboard motor market is the high initial cost of purchasing both the motor and the boat itself. High-performance outboard motors, especially those with electric or hybrid systems, can be significantly more expensive than traditional gasoline-powered motors. This may limit the affordability of outboard motors for some potential consumers, particularly in developing regions where disposable income is lower. Additionally, while the operational costs of electric outboard motors are lower, the upfront cost can still be a deterrent for many boaters.

Limited Range and Battery Life of Electric Outboard Motors: While electric outboard motors are growing in popularity, they still face significant challenges related to range and battery life. Many electric motors are not yet capable of providing the same power output and range as traditional gasoline engines, making them less suitable for long-distance boating or commercial use. This limitation poses a barrier to the widespread adoption of electric motors, especially in applications where extended operational hours or higher power is required. As battery technology continues to improve, however, this challenge is expected to lessen.

Fuel Price Fluctuations: Outboard motors that rely on gasoline or diesel fuel are subject to fluctuations in fuel prices. Rising fuel costs can impact the affordability of operating outboard motors, especially for boat owners who use their boats frequently. In regions where fuel prices are volatile, the cost of running a boat can become unpredictable, which may discourage some consumers from investing in fuel-powered outboard motors. While electric outboard motors are a potential solution, their higher initial cost remains a barrier for many consumers.

Regulatory Challenges: In some regions, stringent environmental regulations may limit the use of gasoline-powered outboard motors. As governments worldwide introduce tighter emission standards, manufacturers must invest in technology to comply with these regulations. Additionally, environmental regulations that restrict the use of high-emission engines in sensitive areas, such as national parks or protected marine areas, may push consumers towards electric outboard motors. While this trend is positive for the adoption of electric motors, it may slow down the growth of traditional fuel-powered outboard motors.

LP Information, Inc. (LPI) ' newest research report, the “Outboard Motor Industry Forecast” looks at past sales and reviews total world Outboard Motor sales in 2024, providing a comprehensive analysis by region and market sector of projected Outboard Motor sales for 2025 through 2031. With Outboard Motor sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Outboard Motor industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Outboard Motor and breaks down the forecast by Power, 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 Motor.

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

Segmentation by Power:

Below 10 HP

10.1-30 HP

30.1-100 HP

100.1-200 HP

Above 200 HP

Segmentation by Application:

Recreational Boats

Commercial Boats

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.

Mercury Marine

Yamaha

Suzuki

Honda

Torqeedo

Elco Motor Yachts

Suzhou Parsun Power Machine

Tohatsu

ePropulsion Technology

Haibo

ACEL Power Inc

Minn Kota

Pure Watercraft

AquaWatt

Key Questions Addressed in this Report

What is the 10-year outlook for the global Outboard Motor market?

What factors are driving Outboard Motor market growth, globally and by region?

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

How do Outboard Motor market opportunities vary by end market size?

How does Outboard Motor break out by Power, by Application?

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 Motor Annual Sales 2020-2031
 - 2.1.2 World Current & Future Analysis for Outboard Motor by Geographic Region, 2020, 2024 & 2031
 - 2.1.3 World Current & Future Analysis for Outboard Motor by Country/Region, 2020, 2024 & 2031
- 2.2 Outboard Motor Segment by Power
 - 2.2.1 Below 10 HP
 - 2.2.2 10.1-30 HP
 - 2.2.3 30.1-100 HP
 - 2.2.4 100.1-200 HP
 - 2.2.5 Above 200 HP
- 2.3 Outboard Motor Sales by Power
 - 2.3.1 Global Outboard Motor Sales Market Share by Power (2020-2025)
 - 2.3.2 Global Outboard Motor Revenue and Market Share by Power (2020-2025)
 - 2.3.3 Global Outboard Motor Sale Price by Power (2020-2025)
- 2.4 Outboard Motor Segment by Application
 - 2.4.1 Recreational Boats
 - 2.4.2 Commercial Boats
 - 2.4.3 Others
- 2.5 Outboard Motor Sales by Application
 - 2.5.1 Global Outboard Motor Sale Market Share by Application (2020-2025)
 - 2.5.2 Global Outboard Motor Revenue and Market Share by Application (2020-2025)
 - 2.5.3 Global Outboard Motor Sale Price by Application (2020-2025)

3 GLOBAL BY COMPANY

- 3.1 Global Outboard Motor Breakdown Data by Company
 - 3.1.1 Global Outboard Motor Annual Sales by Company (2020-2025)
 - 3.1.2 Global Outboard Motor Sales Market Share by Company (2020-2025)
- 3.2 Global Outboard Motor Annual Revenue by Company (2020-2025)
 - 3.2.1 Global Outboard Motor Revenue by Company (2020-2025)
 - 3.2.2 Global Outboard Motor Revenue Market Share by Company (2020-2025)
- 3.3 Global Outboard Motor Sale Price by Company
- 3.4 Key Manufacturers Outboard Motor Producing Area Distribution, Sales Area, Product Type
 - 3.4.1 Key Manufacturers Outboard Motor Product Location Distribution
 - 3.4.2 Players Outboard Motor 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 MOTOR BY GEOGRAPHIC REGION

- 4.1 World Historic Outboard Motor Market Size by Geographic Region (2020-2025)
 - 4.1.1 Global Outboard Motor Annual Sales by Geographic Region (2020-2025)
 - 4.1.2 Global Outboard Motor Annual Revenue by Geographic Region (2020-2025)
- 4.2 World Historic Outboard Motor Market Size by Country/Region (2020-2025)
 - 4.2.1 Global Outboard Motor Annual Sales by Country/Region (2020-2025)
 - 4.2.2 Global Outboard Motor Annual Revenue by Country/Region (2020-2025)
- 4.3 Americas Outboard Motor Sales Growth
- 4.4 APAC Outboard Motor Sales Growth
- 4.5 Europe Outboard Motor Sales Growth
- 4.6 Middle East & Africa Outboard Motor Sales Growth

5 AMERICAS

- 5.1 Americas Outboard Motor Sales by Country
 - 5.1.1 Americas Outboard Motor Sales by Country (2020-2025)
 - 5.1.2 Americas Outboard Motor Revenue by Country (2020-2025)

- 5.2 Americas Outboard Motor Sales by Power (2020-2025)
- 5.3 Americas Outboard Motor Sales by Application (2020-2025)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

6 APAC

- 6.1 APAC Outboard Motor Sales by Region
 - 6.1.1 APAC Outboard Motor Sales by Region (2020-2025)
 - 6.1.2 APAC Outboard Motor Revenue by Region (2020-2025)
- 6.2 APAC Outboard Motor Sales by Power (2020-2025)
- 6.3 APAC Outboard Motor 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 Motor by Country
 - 7.1.1 Europe Outboard Motor Sales by Country (2020-2025)
 - 7.1.2 Europe Outboard Motor Revenue by Country (2020-2025)
- 7.2 Europe Outboard Motor Sales by Power (2020-2025)
- 7.3 Europe Outboard Motor 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 Motor by Country
 - 8.1.1 Middle East & Africa Outboard Motor Sales by Country (2020-2025)

- 8.1.2 Middle East & Africa Outboard Motor Revenue by Country (2020-2025)
- 8.2 Middle East & Africa Outboard Motor Sales by Power (2020-2025)
- 8.3 Middle East & Africa Outboard Motor 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 Motor
- 10.3 Manufacturing Process Analysis of Outboard Motor
- 10.4 Industry Chain Structure of Outboard Motor

11 MARKETING, DISTRIBUTORS AND CUSTOMER

- 11.1 Sales Channel
 - 11.1.1 Direct Channels
 - 11.1.2 Indirect Channels
- 11.2 Outboard Motor Distributors
- 11.3 Outboard Motor Customer

12 WORLD FORECAST REVIEW FOR OUTBOARD MOTOR BY GEOGRAPHIC REGION

- 12.1 Global Outboard Motor Market Size Forecast by Region
 - 12.1.1 Global Outboard Motor Forecast by Region (2026-2031)
 - 12.1.2 Global Outboard Motor 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 Motor Forecast by Power (2026-2031)

12.7 Global Outboard Motor 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 Motor Product Portfolios and Specifications

13.1.3 Mercury Marine Outboard Motor 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 Motor Product Portfolios and Specifications

13.2.3 Yamaha Outboard Motor Sales, Revenue, Price and Gross Margin (2020-2025)

13.2.4 Yamaha Main Business Overview

13.2.5 Yamaha Latest Developments

13.3 Suzuki

13.3.1 Suzuki Company Information

13.3.2 Suzuki Outboard Motor Product Portfolios and Specifications

13.3.3 Suzuki Outboard Motor 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 Motor Product Portfolios and Specifications

13.4.3 Honda Outboard Motor Sales, Revenue, Price and Gross Margin (2020-2025)

13.4.4 Honda Main Business Overview

13.4.5 Honda Latest Developments

13.5 Torqeedo

13.5.1 Torqeedo Company Information

13.5.2 Torqeedo Outboard Motor Product Portfolios and Specifications

13.5.3 Torqeedo Outboard Motor Sales, Revenue, Price and Gross Margin
(2020-2025)

13.5.4 Torqeedo Main Business Overview

13.5.5 Torqeedo Latest Developments

13.6 Elco Motor Yachts

- 13.6.1 Elco Motor Yachts Company Information
- 13.6.2 Elco Motor Yachts Outboard Motor Product Portfolios and Specifications
- 13.6.3 Elco Motor Yachts Outboard Motor Sales, Revenue, Price and Gross Margin (2020-2025)
- 13.6.4 Elco Motor Yachts Main Business Overview
- 13.6.5 Elco Motor Yachts Latest Developments
- 13.7 Suzhou Parsun Power Machine
 - 13.7.1 Suzhou Parsun Power Machine Company Information
 - 13.7.2 Suzhou Parsun Power Machine Outboard Motor Product Portfolios and Specifications
 - 13.7.3 Suzhou Parsun Power Machine Outboard Motor Sales, Revenue, Price and Gross Margin (2020-2025)
 - 13.7.4 Suzhou Parsun Power Machine Main Business Overview
 - 13.7.5 Suzhou Parsun Power Machine Latest Developments
- 13.8 Tohatsu
 - 13.8.1 Tohatsu Company Information
 - 13.8.2 Tohatsu Outboard Motor Product Portfolios and Specifications
 - 13.8.3 Tohatsu Outboard Motor Sales, Revenue, Price and Gross Margin (2020-2025)
 - 13.8.4 Tohatsu Main Business Overview
 - 13.8.5 Tohatsu Latest Developments
- 13.9 ePropulsion Technology
 - 13.9.1 ePropulsion Technology Company Information
 - 13.9.2 ePropulsion Technology Outboard Motor Product Portfolios and Specifications
 - 13.9.3 ePropulsion Technology Outboard Motor Sales, Revenue, Price and Gross Margin (2020-2025)
 - 13.9.4 ePropulsion Technology Main Business Overview
 - 13.9.5 ePropulsion Technology Latest Developments
- 13.10 Haibo
 - 13.10.1 Haibo Company Information
 - 13.10.2 Haibo Outboard Motor Product Portfolios and Specifications
 - 13.10.3 Haibo Outboard Motor Sales, Revenue, Price and Gross Margin (2020-2025)
 - 13.10.4 Haibo Main Business Overview
 - 13.10.5 Haibo Latest Developments
- 13.11 ACEL Power Inc
 - 13.11.1 ACEL Power Inc Company Information
 - 13.11.2 ACEL Power Inc Outboard Motor Product Portfolios and Specifications
 - 13.11.3 ACEL Power Inc Outboard Motor Sales, Revenue, Price and Gross Margin (2020-2025)
 - 13.11.4 ACEL Power Inc Main Business Overview

13.11.5 ACEL Power Inc Latest Developments

13.12 Minn Kota

13.12.1 Minn Kota Company Information

13.12.2 Minn Kota Outboard Motor Product Portfolios and Specifications

13.12.3 Minn Kota Outboard Motor Sales, Revenue, Price and Gross Margin (2020-2025)

13.12.4 Minn Kota Main Business Overview

13.12.5 Minn Kota Latest Developments

13.13 Pure Watercraft

13.13.1 Pure Watercraft Company Information

13.13.2 Pure Watercraft Outboard Motor Product Portfolios and Specifications

13.13.3 Pure Watercraft Outboard Motor Sales, Revenue, Price and Gross Margin (2020-2025)

13.13.4 Pure Watercraft Main Business Overview

13.13.5 Pure Watercraft Latest Developments

13.14 AquaWatt

13.14.1 AquaWatt Company Information

13.14.2 AquaWatt Outboard Motor Product Portfolios and Specifications

13.14.3 AquaWatt Outboard Motor Sales, Revenue, Price and Gross Margin (2020-2025)

13.14.4 AquaWatt Main Business Overview

13.14.5 AquaWatt Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

- Table 1. Outboard Motor Annual Sales CAGR by Geographic Region (2020, 2024 & 2031) & (\$ millions)
- Table 2. Outboard Motor Annual Sales CAGR by Country/Region (2020, 2024 & 2031) & (\$ millions)
- Table 3. Major Players of Below 10 HP
- Table 4. Major Players of 10.1-30 HP
- Table 5. Major Players of 30.1-100 HP
- Table 6. Major Players of 100.1-200 HP
- Table 7. Major Players of Above 200 HP
- Table 8. Global Outboard Motor Sales by Power (2020-2025) & (Units)
- Table 9. Global Outboard Motor Sales Market Share by Power (2020-2025)
- Table 10. Global Outboard Motor Revenue by Power (2020-2025) & (\$ million)
- Table 11. Global Outboard Motor Revenue Market Share by Power (2020-2025)
- Table 12. Global Outboard Motor Sale Price by Power (2020-2025) & (US\$/Unit)
- Table 13. Global Outboard Motor Sale by Application (2020-2025) & (Units)
- Table 14. Global Outboard Motor Sale Market Share by Application (2020-2025)
- Table 15. Global Outboard Motor Revenue by Application (2020-2025) & (\$ million)
- Table 16. Global Outboard Motor Revenue Market Share by Application (2020-2025)
- Table 17. Global Outboard Motor Sale Price by Application (2020-2025) & (US\$/Unit)
- Table 18. Global Outboard Motor Sales by Company (2020-2025) & (Units)
- Table 19. Global Outboard Motor Sales Market Share by Company (2020-2025)
- Table 20. Global Outboard Motor Revenue by Company (2020-2025) & (\$ millions)
- Table 21. Global Outboard Motor Revenue Market Share by Company (2020-2025)
- Table 22. Global Outboard Motor Sale Price by Company (2020-2025) & (US\$/Unit)
- Table 23. Key Manufacturers Outboard Motor Producing Area Distribution and Sales Area
- Table 24. Players Outboard Motor Products Offered
- Table 25. Outboard Motor Concentration Ratio (CR3, CR5 and CR10) & (2023-2025)
- Table 26. New Products and Potential Entrants
- Table 27. Market M&A Activity & Strategy
- Table 28. Global Outboard Motor Sales by Geographic Region (2020-2025) & (Units)
- Table 29. Global Outboard Motor Sales Market Share Geographic Region (2020-2025)
- Table 30. Global Outboard Motor Revenue by Geographic Region (2020-2025) & (\$ millions)
- Table 31. Global Outboard Motor Revenue Market Share by Geographic Region

(2020-2025)

Table 32. Global Outboard Motor Sales by Country/Region (2020-2025) & (Units)

Table 33. Global Outboard Motor Sales Market Share by Country/Region (2020-2025)

Table 34. Global Outboard Motor Revenue by Country/Region (2020-2025) & (\$ millions)

Table 35. Global Outboard Motor Revenue Market Share by Country/Region (2020-2025)

Table 36. Americas Outboard Motor Sales by Country (2020-2025) & (Units)

Table 37. Americas Outboard Motor Sales Market Share by Country (2020-2025)

Table 38. Americas Outboard Motor Revenue by Country (2020-2025) & (\$ millions)

Table 39. Americas Outboard Motor Sales by Power (2020-2025) & (Units)

Table 40. Americas Outboard Motor Sales by Application (2020-2025) & (Units)

Table 41. APAC Outboard Motor Sales by Region (2020-2025) & (Units)

Table 42. APAC Outboard Motor Sales Market Share by Region (2020-2025)

Table 43. APAC Outboard Motor Revenue by Region (2020-2025) & (\$ millions)

Table 44. APAC Outboard Motor Sales by Power (2020-2025) & (Units)

Table 45. APAC Outboard Motor Sales by Application (2020-2025) & (Units)

Table 46. Europe Outboard Motor Sales by Country (2020-2025) & (Units)

Table 47. Europe Outboard Motor Revenue by Country (2020-2025) & (\$ millions)

Table 48. Europe Outboard Motor Sales by Power (2020-2025) & (Units)

Table 49. Europe Outboard Motor Sales by Application (2020-2025) & (Units)

Table 50. Middle East & Africa Outboard Motor Sales by Country (2020-2025) & (Units)

Table 51. Middle East & Africa Outboard Motor Revenue Market Share by Country (2020-2025)

Table 52. Middle East & Africa Outboard Motor Sales by Power (2020-2025) & (Units)

Table 53. Middle East & Africa Outboard Motor Sales by Application (2020-2025) & (Units)

Table 54. Key Market Drivers & Growth Opportunities of Outboard Motor

Table 55. Key Market Challenges & Risks of Outboard Motor

Table 56. Key Industry Trends of Outboard Motor

Table 57. Outboard Motor Raw Material

Table 58. Key Suppliers of Raw Materials

Table 59. Outboard Motor Distributors List

Table 60. Outboard Motor Customer List

Table 61. Global Outboard Motor Sales Forecast by Region (2026-2031) & (Units)

Table 62. Global Outboard Motor Revenue Forecast by Region (2026-2031) & (\$ millions)

Table 63. Americas Outboard Motor Sales Forecast by Country (2026-2031) & (Units)

Table 64. Americas Outboard Motor Annual Revenue Forecast by Country (2026-2031)

& (\$ millions)

Table 65. APAC Outboard Motor Sales Forecast by Region (2026-2031) & (Units)

Table 66. APAC Outboard Motor Annual Revenue Forecast by Region (2026-2031) & (\$ millions)

Table 67. Europe Outboard Motor Sales Forecast by Country (2026-2031) & (Units)

Table 68. Europe Outboard Motor Revenue Forecast by Country (2026-2031) & (\$ millions)

Table 69. Middle East & Africa Outboard Motor Sales Forecast by Country (2026-2031) & (Units)

Table 70. Middle East & Africa Outboard Motor Revenue Forecast by Country (2026-2031) & (\$ millions)

Table 71. Global Outboard Motor Sales Forecast by Power (2026-2031) & (Units)

Table 72. Global Outboard Motor Revenue Forecast by Power (2026-2031) & (\$ millions)

Table 73. Global Outboard Motor Sales Forecast by Application (2026-2031) & (Units)

Table 74. Global Outboard Motor Revenue Forecast by Application (2026-2031) & (\$ millions)

Table 75. Mercury Marine Basic Information, Outboard Motor Manufacturing Base, Sales Area and Its Competitors

Table 76. Mercury Marine Outboard Motor Product Portfolios and Specifications

Table 77. Mercury Marine Outboard Motor Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2020-2025)

Table 78. Mercury Marine Main Business

Table 79. Mercury Marine Latest Developments

Table 80. Yamaha Basic Information, Outboard Motor Manufacturing Base, Sales Area and Its Competitors

Table 81. Yamaha Outboard Motor Product Portfolios and Specifications

Table 82. Yamaha Outboard Motor Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2020-2025)

Table 83. Yamaha Main Business

Table 84. Yamaha Latest Developments

Table 85. Suzuki Basic Information, Outboard Motor Manufacturing Base, Sales Area and Its Competitors

Table 86. Suzuki Outboard Motor Product Portfolios and Specifications

Table 87. Suzuki Outboard Motor Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2020-2025)

Table 88. Suzuki Main Business

Table 89. Suzuki Latest Developments

Table 90. Honda Basic Information, Outboard Motor Manufacturing Base, Sales Area

and Its Competitors

Table 91. Honda Outboard Motor Product Portfolios and Specifications

Table 92. Honda Outboard Motor Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2020-2025)

Table 93. Honda Main Business

Table 94. Honda Latest Developments

Table 95. Torqeedo Basic Information, Outboard Motor Manufacturing Base, Sales Area and Its Competitors

Table 96. Torqeedo Outboard Motor Product Portfolios and Specifications

Table 97. Torqeedo Outboard Motor Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2020-2025)

Table 98. Torqeedo Main Business

Table 99. Torqeedo Latest Developments

Table 100. Elco Motor Yachts Basic Information, Outboard Motor Manufacturing Base, Sales Area and Its Competitors

Table 101. Elco Motor Yachts Outboard Motor Product Portfolios and Specifications

Table 102. Elco Motor Yachts Outboard Motor Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2020-2025)

Table 103. Elco Motor Yachts Main Business

Table 104. Elco Motor Yachts Latest Developments

Table 105. Suzhou Parsun Power Machine Basic Information, Outboard Motor Manufacturing Base, Sales Area and Its Competitors

Table 106. Suzhou Parsun Power Machine Outboard Motor Product Portfolios and Specifications

Table 107. Suzhou Parsun Power Machine Outboard Motor Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2020-2025)

Table 108. Suzhou Parsun Power Machine Main Business

Table 109. Suzhou Parsun Power Machine Latest Developments

Table 110. Tohatsu Basic Information, Outboard Motor Manufacturing Base, Sales Area and Its Competitors

Table 111. Tohatsu Outboard Motor Product Portfolios and Specifications

Table 112. Tohatsu Outboard Motor Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2020-2025)

Table 113. Tohatsu Main Business

Table 114. Tohatsu Latest Developments

Table 115. ePropulsion Technology Basic Information, Outboard Motor Manufacturing Base, Sales Area and Its Competitors

Table 116. ePropulsion Technology Outboard Motor Product Portfolios and Specifications

Table 117. ePropulsion Technology Outboard Motor Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2020-2025)

Table 118. ePropulsion Technology Main Business

Table 119. ePropulsion Technology Latest Developments

Table 120. Haibo Basic Information, Outboard Motor Manufacturing Base, Sales Area and Its Competitors

Table 121. Haibo Outboard Motor Product Portfolios and Specifications

Table 122. Haibo Outboard Motor Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2020-2025)

Table 123. Haibo Main Business

Table 124. Haibo Latest Developments

Table 125. ACEL Power Inc Basic Information, Outboard Motor Manufacturing Base, Sales Area and Its Competitors

Table 126. ACEL Power Inc Outboard Motor Product Portfolios and Specifications

Table 127. ACEL Power Inc Outboard Motor Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2020-2025)

Table 128. ACEL Power Inc Main Business

Table 129. ACEL Power Inc Latest Developments

Table 130. Minn Kota Basic Information, Outboard Motor Manufacturing Base, Sales Area and Its Competitors

Table 131. Minn Kota Outboard Motor Product Portfolios and Specifications

Table 132. Minn Kota Outboard Motor Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2020-2025)

Table 133. Minn Kota Main Business

Table 134. Minn Kota Latest Developments

Table 135. Pure Watercraft Basic Information, Outboard Motor Manufacturing Base, Sales Area and Its Competitors

Table 136. Pure Watercraft Outboard Motor Product Portfolios and Specifications

Table 137. Pure Watercraft Outboard Motor Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2020-2025)

Table 138. Pure Watercraft Main Business

Table 139. Pure Watercraft Latest Developments

Table 140. AquaWatt Basic Information, Outboard Motor Manufacturing Base, Sales Area and Its Competitors

Table 141. AquaWatt Outboard Motor Product Portfolios and Specifications

Table 142. AquaWatt Outboard Motor Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2020-2025)

Table 143. AquaWatt Main Business

Table 144. AquaWatt Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Outboard Motor
- Figure 2. Outboard Motor Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Outboard Motor Sales Growth Rate 2020-2031 (Units)
- Figure 7. Global Outboard Motor Revenue Growth Rate 2020-2031 (\$ millions)
- Figure 8. Outboard Motor Sales by Geographic Region (2020, 2024 & 2031) & (\$ millions)
- Figure 9. Outboard Motor Sales Market Share by Country/Region (2024)
- Figure 10. Outboard Motor Sales Market Share by Country/Region (2020, 2024 & 2031)
- Figure 11. Product Picture of Below 10 HP
- Figure 12. Product Picture of 10.1-30 HP
- Figure 13. Product Picture of 30.1-100 HP
- Figure 14. Product Picture of 100.1-200 HP
- Figure 15. Product Picture of Above 200 HP
- Figure 16. Global Outboard Motor Sales Market Share by Power in 2025
- Figure 17. Global Outboard Motor Revenue Market Share by Power (2020-2025)
- Figure 18. Outboard Motor Consumed in Recreational Boats
- Figure 19. Global Outboard Motor Market: Recreational Boats (2020-2025) & (Units)
- Figure 20. Outboard Motor Consumed in Commercial Boats
- Figure 21. Global Outboard Motor Market: Commercial Boats (2020-2025) & (Units)
- Figure 22. Outboard Motor Consumed in Others
- Figure 23. Global Outboard Motor Market: Others (2020-2025) & (Units)
- Figure 24. Global Outboard Motor Sale Market Share by Application (2024)
- Figure 25. Global Outboard Motor Revenue Market Share by Application in 2025
- Figure 26. Outboard Motor Sales by Company in 2025 (Units)
- Figure 27. Global Outboard Motor Sales Market Share by Company in 2025
- Figure 28. Outboard Motor Revenue by Company in 2025 (\$ millions)
- Figure 29. Global Outboard Motor Revenue Market Share by Company in 2025
- Figure 30. Global Outboard Motor Sales Market Share by Geographic Region (2020-2025)
- Figure 31. Global Outboard Motor Revenue Market Share by Geographic Region in 2025
- Figure 32. Americas Outboard Motor Sales 2020-2025 (Units)

- Figure 33. Americas Outboard Motor Revenue 2020-2025 (\$ millions)
- Figure 34. APAC Outboard Motor Sales 2020-2025 (Units)
- Figure 35. APAC Outboard Motor Revenue 2020-2025 (\$ millions)
- Figure 36. Europe Outboard Motor Sales 2020-2025 (Units)
- Figure 37. Europe Outboard Motor Revenue 2020-2025 (\$ millions)
- Figure 38. Middle East & Africa Outboard Motor Sales 2020-2025 (Units)
- Figure 39. Middle East & Africa Outboard Motor Revenue 2020-2025 (\$ millions)
- Figure 40. Americas Outboard Motor Sales Market Share by Country in 2025
- Figure 41. Americas Outboard Motor Revenue Market Share by Country (2020-2025)
- Figure 42. Americas Outboard Motor Sales Market Share by Power (2020-2025)
- Figure 43. Americas Outboard Motor Sales Market Share by Application (2020-2025)
- Figure 44. United States Outboard Motor Revenue Growth 2020-2025 (\$ millions)
- Figure 45. Canada Outboard Motor Revenue Growth 2020-2025 (\$ millions)
- Figure 46. Mexico Outboard Motor Revenue Growth 2020-2025 (\$ millions)
- Figure 47. Brazil Outboard Motor Revenue Growth 2020-2025 (\$ millions)
- Figure 48. APAC Outboard Motor Sales Market Share by Region in 2025
- Figure 49. APAC Outboard Motor Revenue Market Share by Region (2020-2025)
- Figure 50. APAC Outboard Motor Sales Market Share by Power (2020-2025)
- Figure 51. APAC Outboard Motor Sales Market Share by Application (2020-2025)
- Figure 52. China Outboard Motor Revenue Growth 2020-2025 (\$ millions)
- Figure 53. Japan Outboard Motor Revenue Growth 2020-2025 (\$ millions)
- Figure 54. South Korea Outboard Motor Revenue Growth 2020-2025 (\$ millions)
- Figure 55. Southeast Asia Outboard Motor Revenue Growth 2020-2025 (\$ millions)
- Figure 56. India Outboard Motor Revenue Growth 2020-2025 (\$ millions)
- Figure 57. Australia Outboard Motor Revenue Growth 2020-2025 (\$ millions)
- Figure 58. China Taiwan Outboard Motor Revenue Growth 2020-2025 (\$ millions)
- Figure 59. Europe Outboard Motor Sales Market Share by Country in 2025
- Figure 60. Europe Outboard Motor Revenue Market Share by Country (2020-2025)
- Figure 61. Europe Outboard Motor Sales Market Share by Power (2020-2025)
- Figure 62. Europe Outboard Motor Sales Market Share by Application (2020-2025)
- Figure 63. Germany Outboard Motor Revenue Growth 2020-2025 (\$ millions)
- Figure 64. France Outboard Motor Revenue Growth 2020-2025 (\$ millions)
- Figure 65. UK Outboard Motor Revenue Growth 2020-2025 (\$ millions)
- Figure 66. Italy Outboard Motor Revenue Growth 2020-2025 (\$ millions)
- Figure 67. Russia Outboard Motor Revenue Growth 2020-2025 (\$ millions)
- Figure 68. Middle East & Africa Outboard Motor Sales Market Share by Country (2020-2025)
- Figure 69. Middle East & Africa Outboard Motor Sales Market Share by Power (2020-2025)

Figure 70. Middle East & Africa Outboard Motor Sales Market Share by Application (2020-2025)

Figure 71. Egypt Outboard Motor Revenue Growth 2020-2025 (\$ millions)

Figure 72. South Africa Outboard Motor Revenue Growth 2020-2025 (\$ millions)

Figure 73. Israel Outboard Motor Revenue Growth 2020-2025 (\$ millions)

Figure 74. Turkey Outboard Motor Revenue Growth 2020-2025 (\$ millions)

Figure 75. GCC Countries Outboard Motor Revenue Growth 2020-2025 (\$ millions)

Figure 76. Manufacturing Cost Structure Analysis of Outboard Motor in 2025

Figure 77. Manufacturing Process Analysis of Outboard Motor

Figure 78. Industry Chain Structure of Outboard Motor

Figure 79. Channels of Distribution

Figure 80. Global Outboard Motor Sales Market Forecast by Region (2026-2031)

Figure 81. Global Outboard Motor Revenue Market Share Forecast by Region (2026-2031)

Figure 82. Global Outboard Motor Sales Market Share Forecast by Power (2026-2031)

Figure 83. Global Outboard Motor Revenue Market Share Forecast by Power (2026-2031)

Figure 84. Global Outboard Motor Sales Market Share Forecast by Application (2026-2031)

Figure 85. Global Outboard Motor Revenue Market Share Forecast by Application (2026-2031)

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