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Global Trolling Motor Plug Market Growth 2026-2032

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Abstracts

The global Trolling Motor Plug market size is predicted to grow from US$ 128 million in 2025 to US$ 189 million in 2032; it is expected to grow at a CAGR of 5.8% from 2026 to 2032.

The trolling motor plug effectively improves the problems of frequent poor contact in high salt spray environments, inconsistent standards of onboard power supply systems, overheating of terminals due to continuous high current operation, structural fatigue caused by frequent plugging and unplugging, and easy disengagement of existing low-end products under vibration and impact sea conditions. These problems directly affect the propulsion stability and navigation accuracy of fishing boats and small work boats. Under prolonged current loads of 0.5–60 A, trolley motors are highly susceptible to speed control drift, PWM driver malfunctions, and even plug burnout if the contact resistance at the plug terminals increases. Different brands of motors (36 lb–120 lb thrust levels) use non-standard socket specifications, making modification, repair, and cross-brand compatibility extremely difficult. The salt, electrochemical corrosion, and moisture penetration in freshwater/seawater environments continuously accelerate the oxidation of metal terminals, increasing contact resistance by 45%–160% after six months of use. Small fishing boats are constantly subjected to strong vibrations (bow bounce at wave heights of 0.5–1.5 m), causing significant fatigue damage to the latching mechanism of ordinary plugs, leading to power outages, boat drift, and trolley trajectory deviations, severely impacting catch efficiency. Furthermore, the increasing integration of forward-looking sonar, electric masts, and battery management systems into the forward cabin circuitry makes traditional plugs insufficient for higher power, higher current, and higher cycle count requirements. The industry's need for salt-corrosion resistant, shock-resistant latches, and highly reliable, high-current, quick-connect structures is becoming increasingly urgent. In 2024, approximately 3.46 million new trolling motor plugs were installed globally, with a unit price of USD 28–46 and a gross profit margin of approximately 22%–38%. Typical parameters include

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12V/24V/36V rated voltage, maximum continuous current of 40–70A, tin-plated copper terminal material, PA66/glass fiber reinforced nylon housing material, IP66–IP68 protection rating, operating temperature of ?20~85 ?, and salt spray resistance ? 480 h. In terms of production line usage: a 16–23 ft boat typically requires 1 unit; a 24–28 ft boat with dual front/rear trolley motors requires 2 units; and large freshwater fishing boats and cruising boats typically require 2–3 units. The upstream components include tin-plated copper wire, nylon PA66 shells, rubber sealing rings, brass terminals, and injection-molded parts; the downstream components are mainly used in shipyards and conversion plants for Bass Boats, Kayak fishing boats, small aluminum fishing boats, cruise boats, near-shore sports fishing boats, and inland lake fishing boats.

Supply Situation

Upstream components include tin-plated copper, PA66 engineering plastics, thermoplastic rubber seals, brass terminals, and injection mold steel. Raw material costs account for approximately 48%–61% of the total machine cost. Key suppliers include TE Connectivity, Molex, Aptiv, Amphenol, and Yazaki.

Manufacturer Characteristics

Marinco leads in installed capacity for heavy-duty 70A marine plugs; Minn Kota has the largest market share in trolley motor system integration, almost always delivering them bundled with its motors; Rig Rite focuses on medium current ratings of 40A–60A; Attwood leverages its OEM standard parts supply chain advantages to cover all levels of shipyards; T-H Marine and Garmin improve compatibility through system integration.

Example

In 2024, Minn Kota provided the U.S. Army Corps of Engineers with a small boat terminal power supply package. The project involved a small propulsion motor system upgrade package, including a 24V/60A marine plug port and a 28V/60A heavy-duty plug system, with a dual-plug layout to adapt to bow thruster + trolley motor combinations.

Applications

Primarily used in Bass Boats, large freshwater fishing boats, kayak electric propulsion systems, small aluminum fishing boats, recreational fishing boats, near-shore sports fishing boats, cruiser bow propulsion systems, marine power quick-connect modules, upgrades, and aftermarket replacements. Typical customers include Bass Pro Shops,

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Tracker Boats, Lund, Nitro, and Crestliner.

Technology Trends

Technology upgrades focus on enhanced corrosion resistance, improved current carrying capacity, optimized quick-release structures, intelligent power management interfaces, lightweight hull material upgrades, and integrated electrical systems across the entire boat. Heavy-duty 70A–80A plugs are evolving towards low contact resistance (<0.5 m?) and tin-plated copper + silver-plated composite terminals. The trend towards intelligentization is reflected in integration with shipboard power management systems (such as Garmin Force and Minn Kota Quest series) for current diagnostics, temperature rise monitoring, and residual power control. Material trends are shifting from PA66 to PA66+GF30% / PC alloy to improve shock resistance and UV resistance. Quick-release structures now feature a twist-lock + double-spring positioning design to reduce shaking and sparking. For saltwater vessels, the focus is on developing IP68 underwater-grade sealing and 1000-hour salt spray resistance. The overall trend is towards high reliability, system synergy, low loss, rapid maintainability, corrosion resistance, and intelligentization.

Market Influencing Factors

Market growth is driven by factors such as the increase in the number of people engaging in recreational fishing globally, increased sales of light vessels in North America and Europe, increased electrification rates of freshwater propulsion systems, higher penetration rates of dual-trawling motor systems, stricter standardization requirements for marine electrical systems, and strong aftermarket replacement demand. In particular, the high annual sales volume of bass boats in North America has made trolley motor plugs a standard component; with the power of electric propulsion motors increasing to 24V/36V, the demand for 60A–70A plugs has grown rapidly; at the same time, the large-scale replacement of US Coast Guard and state-level fisheries patrol vessels has also boosted OEM supply. On the supply chain side, fluctuations in the prices of copper and engineering plastics affect manufacturing costs, while concentrated bidding for recreational fishing boat OEMs makes it easier for international brands to win large-volume orders. Overall, the market presents a pattern of continued growth + heavy-duty applications + corrosion-resistant upgrades + intelligent interface + dual-engine systems driving increased installations.

Report Scope

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

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

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

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

Market Segmentation

Segmentation by Current:

50 Amp

60 Amp

70 Amp

Others

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Segmentation by Voltage:

12 V

24 V

30 V

32 V

Others

Segmentation by Wire Gauge:

6AWG

8AWG

10 AWG

Segmentation by Application:

Fishing Boats

Cruising Boats

Others

This report also splits the market by region:

Americas

United States

Canada

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- Mexico
- Brazil

APAC

- China
- Japan
- Korea
- Southeast Asia
- India
- Australia

Europe

- Germany
- France
- UK
- Italy
- Russia

Middle East & Africa

- Egypt
- South Africa
- Israel

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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.

Sierra

Marinco

Minn Kota

Rig Rite

Attwood

Mar-Lan Industries

T-H MARINE

Garmin

Brunswick

Gatortail

Battery Tender

BPS Direct

Jnicon

Pactrade Marine

Sea-Dog

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Key Questions Addressed in this Report

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

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

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

How do Trolling Motor Plug market opportunities vary by end market size?

How does Trolling Motor Plug break out by Current, 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 Trolling Motor Plug Annual Sales 2021-2032
  2.1.2 World Current & Future Analysis for Trolling Motor Plug by Geographic Region, 2021, 2025 & 2032
  2.1.3 World Current & Future Analysis for Trolling Motor Plug by Country/Region, 2021, 2025 & 2032
2.2 Trolling Motor Plug Segment by Current
  2.2.1 50 Amp
  2.2.2 60 Amp
  2.2.3 70 Amp
  2.2.4 Others
  2.2.5 Trolling Motor Plug Sales by Current
    2.2.5.1 Global Trolling Motor Plug Sales Market Share by Current (2021-2026)
    2.2.5.2 Global Trolling Motor Plug Revenue and Market Share by Current (2021-2026)
    2.2.5.3 Global Trolling Motor Plug Sale Price by Current (2021-2026)
2.3 Trolling Motor Plug Segment by Voltage
  2.3.1 12 V
  2.3.2 24 V
  2.3.3 30 V
  2.3.4 32 V
  2.3.5 Others
  2.3.6 Trolling Motor Plug Sales by Voltage
    2.3.6.1 Global Trolling Motor Plug Sales Market Share by Voltage (2021-2026)

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2.3.6.2 Global Trolling Motor Plug Revenue and Market Share by Voltage (2021-2026)
2.3.6.3 Global Trolling Motor Plug Sale Price by Voltage (2021-2026)
2.4 Trolling Motor Plug Segment by Wire Gauge
2.4.1 6AWG
2.4.2 8AWG
2.4.3 10 AWG
2.4.4 Trolling Motor Plug Sales by Wire Gauge
2.4.4.1 Global Trolling Motor Plug Sales Market Share by Wire Gauge (2021-2026)
2.4.4.2 Global Trolling Motor Plug Revenue and Market Share by Wire Gauge (2021-2026)
2.4.4.3 Global Trolling Motor Plug Sale Price by Wire Gauge (2021-2026)
2.5 Trolling Motor Plug Segment by Application
2.5.1 Fishing Boats
2.5.2 Cruising Boats
2.5.3 Others
2.5.4 Trolling Motor Plug Sales by Application
2.5.4.1 Global Trolling Motor Plug Sale Market Share by Application (2021-2026)
2.5.4.2 Global Trolling Motor Plug Revenue and Market Share by Application (2021-2026)
2.5.4.3 Global Trolling Motor Plug Sale Price by Application (2021-2026)

3 GLOBAL BY COMPANY

3.1 Global Trolling Motor Plug Breakdown Data by Company
3.1.1 Global Trolling Motor Plug Annual Sales by Company (2021-2026)
3.1.2 Global Trolling Motor Plug Sales Market Share by Company (2021-2026)
3.2 Global Trolling Motor Plug Annual Revenue by Company (2021-2026)
3.2.1 Global Trolling Motor Plug Revenue by Company (2021-2026)
3.2.2 Global Trolling Motor Plug Revenue Market Share by Company (2021-2026)
3.3 Global Trolling Motor Plug Sale Price by Company
3.4 Key Manufacturers Trolling Motor Plug Producing Area Distribution, Sales Area, Product Type
3.4.1 Key Manufacturers Trolling Motor Plug Product Location Distribution
3.4.2 Players Trolling Motor Plug Products Offered
3.5 Market Concentration Rate Analysis
3.5.1 Competition Landscape Analysis
3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
3.6 New Products and Potential Entrants

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info@marketpublishers.com

3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR TROLLING MOTOR PLUG BY GEOGRAPHIC REGION

4.1 World Historic Trolling Motor Plug Market Size by Geographic Region (2021-2026)
  4.1.1 Global Trolling Motor Plug Annual Sales by Geographic Region (2021-2026)
  4.1.2 Global Trolling Motor Plug Annual Revenue by Geographic Region (2021-2026)
4.2 World Historic Trolling Motor Plug Market Size by Country/Region (2021-2026)
  4.2.1 Global Trolling Motor Plug Annual Sales by Country/Region (2021-2026)
  4.2.2 Global Trolling Motor Plug Annual Revenue by Country/Region (2021-2026)
4.3 Americas Trolling Motor Plug Sales Growth
4.4 APAC Trolling Motor Plug Sales Growth
4.5 Europe Trolling Motor Plug Sales Growth
4.6 Middle East & Africa Trolling Motor Plug Sales Growth

5 AMERICAS

5.1 Americas Trolling Motor Plug Sales by Country
  5.1.1 Americas Trolling Motor Plug Sales by Country (2021-2026)
  5.1.2 Americas Trolling Motor Plug Revenue by Country (2021-2026)
5.2 Americas Trolling Motor Plug Sales by Current (2021-2026)
5.3 Americas Trolling Motor Plug Sales by Application (2021-2026)
5.4 United States
5.5 Canada
5.6 Mexico
5.7 Brazil

6 APAC

6.1 APAC Trolling Motor Plug Sales by Region
  6.1.1 APAC Trolling Motor Plug Sales by Region (2021-2026)
  6.1.2 APAC Trolling Motor Plug Revenue by Region (2021-2026)
6.2 APAC Trolling Motor Plug Sales by Current (2021-2026)
6.3 APAC Trolling Motor Plug Sales by Application (2021-2026)
6.4 China
6.5 Japan
6.6 South Korea
6.7 Southeast Asia

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6.8 India
6.9 Australia
6.10 China Taiwan

7 EUROPE

7.1 Europe Trolling Motor Plug by Country
  7.1.1 Europe Trolling Motor Plug Sales by Country (2021-2026)
  7.1.2 Europe Trolling Motor Plug Revenue by Country (2021-2026)
7.2 Europe Trolling Motor Plug Sales by Current (2021-2026)
7.3 Europe Trolling Motor Plug Sales by Application (2021-2026)
7.4 Germany
7.5 France
7.6 UK
7.7 Italy
7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Trolling Motor Plug by Country
  8.1.1 Middle East & Africa Trolling Motor Plug Sales by Country (2021-2026)
  8.1.2 Middle East & Africa Trolling Motor Plug Revenue by Country (2021-2026)
8.2 Middle East & Africa Trolling Motor Plug Sales by Current (2021-2026)
8.3 Middle East & Africa Trolling Motor Plug Sales by Application (2021-2026)
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

+357 96 030922
info@marketpublishers.com

10.2 Manufacturing Cost Structure Analysis of Trolling Motor Plug
10.3 Manufacturing Process Analysis of Trolling Motor Plug
10.4 Industry Chain Structure of Trolling Motor Plug

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel
  11.1.1 Direct Channels
  11.1.2 Indirect Channels
11.2 Trolling Motor Plug Distributors
11.3 Trolling Motor Plug Customer

12 WORLD FORECAST REVIEW FOR TROLLING MOTOR PLUG BY GEOGRAPHIC REGION

12.1 Global Trolling Motor Plug Market Size Forecast by Region
  12.1.1 Global Trolling Motor Plug Forecast by Region (2027-2032)
  12.1.2 Global Trolling Motor Plug Annual Revenue Forecast by Region (2027-2032)
12.2 Americas Forecast by Country (2027-2032)
12.3 APAC Forecast by Region (2027-2032)
12.4 Europe Forecast by Country (2027-2032)
12.5 Middle East & Africa Forecast by Country (2027-2032)
12.6 Global Trolling Motor Plug Forecast by Current (2027-2032)
12.7 Global Trolling Motor Plug Forecast by Application (2027-2032)

13 KEY PLAYERS ANALYSIS

13.1 Sierra
  13.1.1 Sierra Company Information
  13.1.2 Sierra Trolling Motor Plug Product Portfolios and Specifications
  13.1.3 Sierra Trolling Motor Plug Sales, Revenue, Price and Gross Margin (2021-2026)
  13.1.4 Sierra Main Business Overview
  13.1.5 Sierra Latest Developments
13.2 Marinco
  13.2.1 Marinco Company Information
  13.2.2 Marinco Trolling Motor Plug Product Portfolios and Specifications
  13.2.3 Marinco Trolling Motor Plug Sales, Revenue, Price and Gross Margin (2021-2026)

+357 96 030922
info@marketpublishers.com

13.2.4 Marinco Main Business Overview
13.2.5 Marinco Latest Developments
13.3 Minn Kota
13.3.1 Minn Kota Company Information
13.3.2 Minn Kota Trolling Motor Plug Product Portfolios and Specifications
13.3.3 Minn Kota Trolling Motor Plug Sales, Revenue, Price and Gross Margin (2021-2026)
13.3.4 Minn Kota Main Business Overview
13.3.5 Minn Kota Latest Developments
13.4 Rig Rite
13.4.1 Rig Rite Company Information
13.4.2 Rig Rite Trolling Motor Plug Product Portfolios and Specifications
13.4.3 Rig Rite Trolling Motor Plug Sales, Revenue, Price and Gross Margin (2021-2026)
13.4.4 Rig Rite Main Business Overview
13.4.5 Rig Rite Latest Developments
13.5 Attwood
13.5.1 Attwood Company Information
13.5.2 Attwood Trolling Motor Plug Product Portfolios and Specifications
13.5.3 Attwood Trolling Motor Plug Sales, Revenue, Price and Gross Margin (2021-2026)
13.5.4 Attwood Main Business Overview
13.5.5 Attwood Latest Developments
13.6 Mar-Lan Industries
13.6.1 Mar-Lan Industries Company Information
13.6.2 Mar-Lan Industries Trolling Motor Plug Product Portfolios and Specifications
13.6.3 Mar-Lan Industries Trolling Motor Plug Sales, Revenue, Price and Gross Margin (2021-2026)
13.6.4 Mar-Lan Industries Main Business Overview
13.6.5 Mar-Lan Industries Latest Developments
13.7 T-H MARINE
13.7.1 T-H MARINE Company Information
13.7.2 T-H MARINE Trolling Motor Plug Product Portfolios and Specifications
13.7.3 T-H MARINE Trolling Motor Plug Sales, Revenue, Price and Gross Margin (2021-2026)
13.7.4 T-H MARINE Main Business Overview
13.7.5 T-H MARINE Latest Developments
13.8 Garmin
13.8.1 Garmin Company Information

+357 96 030922
info@marketpublishers.com

13.8.2 Garmin Trolling Motor Plug Product Portfolios and Specifications
13.8.3 Garmin Trolling Motor Plug Sales, Revenue, Price and Gross Margin (2021-2026)
13.8.4 Garmin Main Business Overview
13.8.5 Garmin Latest Developments
13.9 Brunswick
13.9.1 Brunswick Company Information
13.9.2 Brunswick Trolling Motor Plug Product Portfolios and Specifications
13.9.3 Brunswick Trolling Motor Plug Sales, Revenue, Price and Gross Margin (2021-2026)
13.9.4 Brunswick Main Business Overview
13.9.5 Brunswick Latest Developments
13.10 Gatortail
13.10.1 Gatortail Company Information
13.10.2 Gatortail Trolling Motor Plug Product Portfolios and Specifications
13.10.3 Gatortail Trolling Motor Plug Sales, Revenue, Price and Gross Margin (2021-2026)
13.10.4 Gatortail Main Business Overview
13.10.5 Gatortail Latest Developments
13.11 Battery Tender
13.11.1 Battery Tender Company Information
13.11.2 Battery Tender Trolling Motor Plug Product Portfolios and Specifications
13.11.3 Battery Tender Trolling Motor Plug Sales, Revenue, Price and Gross Margin (2021-2026)
13.11.4 Battery Tender Main Business Overview
13.11.5 Battery Tender Latest Developments
13.12 BPS Direct
13.12.1 BPS Direct Company Information
13.12.2 BPS Direct Trolling Motor Plug Product Portfolios and Specifications
13.12.3 BPS Direct Trolling Motor Plug Sales, Revenue, Price and Gross Margin (2021-2026)
13.12.4 BPS Direct Main Business Overview
13.12.5 BPS Direct Latest Developments
13.13 Jnicon
13.13.1 Jnicon Company Information
13.13.2 Jnicon Trolling Motor Plug Product Portfolios and Specifications
13.13.3 Jnicon Trolling Motor Plug Sales, Revenue, Price and Gross Margin (2021-2026)
13.13.4 Jnicon Main Business Overview

+357 96 030922
info@marketpublishers.com

13.13.5 Jnicon Latest Developments
13.14 Pactrade Marine
13.14.1 Pactrade Marine Company Information
13.14.2 Pactrade Marine Trolling Motor Plug Product Portfolios and Specifications
13.14.3 Pactrade Marine Trolling Motor Plug Sales, Revenue, Price and Gross Margin (2021-2026)
13.14.4 Pactrade Marine Main Business Overview
13.14.5 Pactrade Marine Latest Developments
13.15 Sea-Dog
13.15.1 Sea-Dog Company Information
13.15.2 Sea-Dog Trolling Motor Plug Product Portfolios and Specifications
13.15.3 Sea-Dog Trolling Motor Plug Sales, Revenue, Price and Gross Margin (2021-2026)
13.15.4 Sea-Dog Main Business Overview
13.15.5 Sea-Dog Latest Developments
13.16 Seachoice
13.16.1 Seachoice Company Information
13.16.2 Seachoice Trolling Motor Plug Product Portfolios and Specifications
13.16.3 Seachoice Trolling Motor Plug Sales, Revenue, Price and Gross Margin (2021-2026)
13.16.4 Seachoice Main Business Overview
13.16.5 Seachoice Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

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List Of Tables

LIST OF TABLES

Table 1. Trolling Motor Plug Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & ($ millions)
Table 2. Trolling Motor Plug Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & ($ millions)
Table 3. Major Players of 50 Amp
Table 4. Major Players of 60 Amp
Table 5. Major Players of 70 Amp
Table 6. Major Players of Others
Table 7. Global Trolling Motor Plug Sales by Current (2021-2026) & (K Units)
Table 8. Global Trolling Motor Plug Sales Market Share by Current (2021-2026)
Table 9. Global Trolling Motor Plug Revenue by Current (2021-2026) & ($ million)
Table 10. Global Trolling Motor Plug Revenue Market Share by Current (2021-2026)
Table 11. Global Trolling Motor Plug Sale Price by Current (2021-2026) & (US$/Unit)
Table 12. Major Players of 12 V
Table 13. Major Players of 24 V
Table 14. Major Players of 30 V
Table 15. Major Players of 32 V
Table 16. Major Players of Others
Table 17. Global Trolling Motor Plug Sales by Voltage (2021-2026) & (K Units)
Table 18. Global Trolling Motor Plug Sales Market Share by Voltage (2021-2026)
Table 19. Global Trolling Motor Plug Revenue by Voltage (2021-2026) & ($ million)
Table 20. Global Trolling Motor Plug Revenue Market Share by Voltage (2021-2026)
Table 21. Global Trolling Motor Plug Sale Price by Voltage (2021-2026) & (US$/Unit)
Table 22. Major Players of 6AWG
Table 23. Major Players of 8AWG
Table 24. Major Players of 10 AWG
Table 25. Global Trolling Motor Plug Sales by Wire Gauge (2021-2026) & (K Units)
Table 26. Global Trolling Motor Plug Sales Market Share by Wire Gauge (2021-2026)
Table 27. Global Trolling Motor Plug Revenue by Wire Gauge (2021-2026) & ($ million)
Table 28. Global Trolling Motor Plug Revenue Market Share by Wire Gauge (2021-2026)
Table 29. Global Trolling Motor Plug Sale Price by Wire Gauge (2021-2026) & (US$/Unit)
Table 30. Global Trolling Motor Plug Sale by Application (2021-2026) & (K Units)
Table 31. Global Trolling Motor Plug Sale Market Share by Application (2021-2026)

+357 96 030922
info@marketpublishers.com

Table 32. Global Trolling Motor Plug Revenue by Application (2021-2026) & ($ million)
Table 33. Global Trolling Motor Plug Revenue Market Share by Application (2021-2026)
Table 34. Global Trolling Motor Plug Sale Price by Application (2021-2026) & (US$/Unit)
Table 35. Global Trolling Motor Plug Sales by Company (2021-2026) & (K Units)
Table 36. Global Trolling Motor Plug Sales Market Share by Company (2021-2026)
Table 37. Global Trolling Motor Plug Revenue by Company (2021-2026) & ($ millions)
Table 38. Global Trolling Motor Plug Revenue Market Share by Company (2021-2026)
Table 39. Global Trolling Motor Plug Sale Price by Company (2021-2026) & (US$/Unit)
Table 40. Key Manufacturers Trolling Motor Plug Producing Area Distribution and Sales Area
Table 41. Players Trolling Motor Plug Products Offered
Table 42. Trolling Motor Plug Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
Table 43. New Products and Potential Entrants
Table 44. Market M&A Activity & Strategy
Table 45. Global Trolling Motor Plug Sales by Geographic Region (2021-2026) & (K Units)
Table 46. Global Trolling Motor Plug Sales Market Share Geographic Region (2021-2026)
Table 47. Global Trolling Motor Plug Revenue by Geographic Region (2021-2026) & ($ millions)
Table 48. Global Trolling Motor Plug Revenue Market Share by Geographic Region (2021-2026)
Table 49. Global Trolling Motor Plug Sales by Country/Region (2021-2026) & (K Units)
Table 50. Global Trolling Motor Plug Sales Market Share by Country/Region (2021-2026)
Table 51. Global Trolling Motor Plug Revenue by Country/Region (2021-2026) & ($ millions)
Table 52. Global Trolling Motor Plug Revenue Market Share by Country/Region (2021-2026)
Table 53. Americas Trolling Motor Plug Sales by Country (2021-2026) & (K Units)
Table 54. Americas Trolling Motor Plug Sales Market Share by Country (2021-2026)
Table 55. Americas Trolling Motor Plug Revenue by Country (2021-2026) & ($ millions)
Table 56. Americas Trolling Motor Plug Sales by Current (2021-2026) & (K Units)
Table 57. Americas Trolling Motor Plug Sales by Application (2021-2026) & (K Units)
Table 58. APAC Trolling Motor Plug Sales by Region (2021-2026) & (K Units)
Table 59. APAC Trolling Motor Plug Sales Market Share by Region (2021-2026)
Table 60. APAC Trolling Motor Plug Revenue by Region (2021-2026) & ($ millions)
Table 61. APAC Trolling Motor Plug Sales by Current (2021-2026) & (K Units)
Table 62. APAC Trolling Motor Plug Sales by Application (2021-2026) & (K Units)

+357 96 030922
info@marketpublishers.com

Table 63. Europe Trolling Motor Plug Sales by Country (2021-2026) & (K Units)
Table 64. Europe Trolling Motor Plug Revenue by Country (2021-2026) & ($ millions)
Table 65. Europe Trolling Motor Plug Sales by Current (2021-2026) & (K Units)
Table 66. Europe Trolling Motor Plug Sales by Application (2021-2026) & (K Units)
Table 67. Middle East & Africa Trolling Motor Plug Sales by Country (2021-2026) & (K Units)
Table 68. Middle East & Africa Trolling Motor Plug Revenue Market Share by Country (2021-2026)
Table 69. Middle East & Africa Trolling Motor Plug Sales by Current (2021-2026) & (K Units)
Table 70. Middle East & Africa Trolling Motor Plug Sales by Application (2021-2026) & (K Units)
Table 71. Key Market Drivers & Growth Opportunities of Trolling Motor Plug
Table 72. Key Market Challenges & Risks of Trolling Motor Plug
Table 73. Key Industry Trends of Trolling Motor Plug
Table 74. Trolling Motor Plug Raw Material
Table 75. Key Suppliers of Raw Materials
Table 76. Trolling Motor Plug Distributors List
Table 77. Trolling Motor Plug Customer List
Table 78. Global Trolling Motor Plug Sales Forecast by Region (2027-2032) & (K Units)
Table 79. Global Trolling Motor Plug Revenue Forecast by Region (2027-2032) & ($ millions)
Table 80. Americas Trolling Motor Plug Sales Forecast by Country (2027-2032) & (K Units)
Table 81. Americas Trolling Motor Plug Annual Revenue Forecast by Country (2027-2032) & ($ millions)
Table 82. APAC Trolling Motor Plug Sales Forecast by Region (2027-2032) & (K Units)
Table 83. APAC Trolling Motor Plug Annual Revenue Forecast by Region (2027-2032) & ($ millions)
Table 84. Europe Trolling Motor Plug Sales Forecast by Country (2027-2032) & (K Units)
Table 85. Europe Trolling Motor Plug Revenue Forecast by Country (2027-2032) & ($ millions)
Table 86. Middle East & Africa Trolling Motor Plug Sales Forecast by Country (2027-2032) & (K Units)
Table 87. Middle East & Africa Trolling Motor Plug Revenue Forecast by Country (2027-2032) & ($ millions)
Table 88. Global Trolling Motor Plug Sales Forecast by Current (2027-2032) & (K Units)
Table 89. Global Trolling Motor Plug Revenue Forecast by Current (2027-2032) & ($

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millions)
Table 90. Global Trolling Motor Plug Sales Forecast by Application (2027-2032) & (K Units)
Table 91. Global Trolling Motor Plug Revenue Forecast by Application (2027-2032) & ($ millions)
Table 92. Sierra Basic Information, Trolling Motor Plug Manufacturing Base, Sales Area and Its Competitors
Table 93. Sierra Trolling Motor Plug Product Portfolios and Specifications
Table 94. Sierra Trolling Motor Plug Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 95. Sierra Main Business
Table 96. Sierra Latest Developments
Table 97. Marinco Basic Information, Trolling Motor Plug Manufacturing Base, Sales Area and Its Competitors
Table 98. Marinco Trolling Motor Plug Product Portfolios and Specifications
Table 99. Marinco Trolling Motor Plug Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 100. Marinco Main Business
Table 101. Marinco Latest Developments
Table 102. Minn Kota Basic Information, Trolling Motor Plug Manufacturing Base, Sales Area and Its Competitors
Table 103. Minn Kota Trolling Motor Plug Product Portfolios and Specifications
Table 104. Minn Kota Trolling Motor Plug Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 105. Minn Kota Main Business
Table 106. Minn Kota Latest Developments
Table 107. Rig Rite Basic Information, Trolling Motor Plug Manufacturing Base, Sales Area and Its Competitors
Table 108. Rig Rite Trolling Motor Plug Product Portfolios and Specifications
Table 109. Rig Rite Trolling Motor Plug Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 110. Rig Rite Main Business
Table 111. Rig Rite Latest Developments
Table 112. Attwood Basic Information, Trolling Motor Plug Manufacturing Base, Sales Area and Its Competitors
Table 113. Attwood Trolling Motor Plug Product Portfolios and Specifications
Table 114. Attwood Trolling Motor Plug Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 115. Attwood Main Business

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Table 116. Attwood Latest Developments
Table 117. Mar-Lan Industries Basic Information, Trolling Motor Plug Manufacturing Base, Sales Area and Its Competitors
Table 118. Mar-Lan Industries Trolling Motor Plug Product Portfolios and Specifications
Table 119. Mar-Lan Industries Trolling Motor Plug Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 120. Mar-Lan Industries Main Business
Table 121. Mar-Lan Industries Latest Developments
Table 122. T-H MARINE Basic Information, Trolling Motor Plug Manufacturing Base, Sales Area and Its Competitors
Table 123. T-H MARINE Trolling Motor Plug Product Portfolios and Specifications
Table 124. T-H MARINE Trolling Motor Plug Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 125. T-H MARINE Main Business
Table 126. T-H MARINE Latest Developments
Table 127. Garmin Basic Information, Trolling Motor Plug Manufacturing Base, Sales Area and Its Competitors
Table 128. Garmin Trolling Motor Plug Product Portfolios and Specifications
Table 129. Garmin Trolling Motor Plug Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 130. Garmin Main Business
Table 131. Garmin Latest Developments
Table 132. Brunswick Basic Information, Trolling Motor Plug Manufacturing Base, Sales Area and Its Competitors
Table 133. Brunswick Trolling Motor Plug Product Portfolios and Specifications
Table 134. Brunswick Trolling Motor Plug Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 135. Brunswick Main Business
Table 136. Brunswick Latest Developments
Table 137. Gatortail Basic Information, Trolling Motor Plug Manufacturing Base, Sales Area and Its Competitors
Table 138. Gatortail Trolling Motor Plug Product Portfolios and Specifications
Table 139. Gatortail Trolling Motor Plug Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 140. Gatortail Main Business
Table 141. Gatortail Latest Developments
Table 142. Battery Tender Basic Information, Trolling Motor Plug Manufacturing Base, Sales Area and Its Competitors
Table 143. Battery Tender Trolling Motor Plug Product Portfolios and Specifications

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Table 144. Battery Tender Trolling Motor Plug Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 145. Battery Tender Main Business
Table 146. Battery Tender Latest Developments
Table 147. BPS Direct Basic Information, Trolling Motor Plug Manufacturing Base, Sales Area and Its Competitors
Table 148. BPS Direct Trolling Motor Plug Product Portfolios and Specifications
Table 149. BPS Direct Trolling Motor Plug Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 150. BPS Direct Main Business
Table 151. BPS Direct Latest Developments
Table 152. Jnicon Basic Information, Trolling Motor Plug Manufacturing Base, Sales Area and Its Competitors
Table 153. Jnicon Trolling Motor Plug Product Portfolios and Specifications
Table 154. Jnicon Trolling Motor Plug Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 155. Jnicon Main Business
Table 156. Jnicon Latest Developments
Table 157. Pactrade Marine Basic Information, Trolling Motor Plug Manufacturing Base, Sales Area and Its Competitors
Table 158. Pactrade Marine Trolling Motor Plug Product Portfolios and Specifications
Table 159. Pactrade Marine Trolling Motor Plug Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 160. Pactrade Marine Main Business
Table 161. Pactrade Marine Latest Developments
Table 162. Sea-Dog Basic Information, Trolling Motor Plug Manufacturing Base, Sales Area and Its Competitors
Table 163. Sea-Dog Trolling Motor Plug Product Portfolios and Specifications
Table 164. Sea-Dog Trolling Motor Plug Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 165. Sea-Dog Main Business
Table 166. Sea-Dog Latest Developments
Table 167. Seachoice Basic Information, Trolling Motor Plug Manufacturing Base, Sales Area and Its Competitors
Table 168. Seachoice Trolling Motor Plug Product Portfolios and Specifications
Table 169. Seachoice Trolling Motor Plug Sales (K Units), Revenue ($ Million), Price (US$/Unit) and Gross Margin (2021-2026)
Table 170. Seachoice Main Business
Table 171. Seachoice Latest Developments

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List Of Figures

LIST OF FIGURES

Figure 1. Picture of Trolling Motor Plug
Figure 2. Trolling Motor Plug Report Years Considered
Figure 3. Research Objectives
Figure 4. Research Methodology
Figure 5. Research Process and Data Source
Figure 6. Global Trolling Motor Plug Sales Growth Rate 2021-2032 (K Units)
Figure 7. Global Trolling Motor Plug Revenue Growth Rate 2021-2032 ($ millions)
Figure 8. Trolling Motor Plug Sales by Geographic Region (2021, 2025 & 2032) & ($ millions)
Figure 9. Trolling Motor Plug Sales Market Share by Country/Region (2025)
Figure 10. Trolling Motor Plug Sales Market Share by Country/Region (2021, 2025 & 2032)
Figure 11. Product Picture of 50 Amp
Figure 12. Product Picture of 60 Amp
Figure 13. Product Picture of 70 Amp
Figure 14. Product Picture of Others
Figure 15. Global Trolling Motor Plug Sales Market Share by Current in 2026
Figure 16. Global Trolling Motor Plug Revenue Market Share by Current (2021-2026)
Figure 17. Product Picture of 12 V
Figure 18. Product Picture of 24 V
Figure 19. Product Picture of 30 V
Figure 20. Product Picture of 32 V
Figure 21. Product Picture of Others
Figure 22. Global Trolling Motor Plug Sales Market Share by Voltage in 2026
Figure 23. Global Trolling Motor Plug Revenue Market Share by Voltage (2021-2026)
Figure 24. Product Picture of 6AWG
Figure 25. Product Picture of 8AWG
Figure 26. Product Picture of 10 AWG
Figure 27. Global Trolling Motor Plug Sales Market Share by Wire Gauge in 2026
Figure 28. Global Trolling Motor Plug Revenue Market Share by Wire Gauge (2021-2026)
Figure 29. Trolling Motor Plug Consumed in Fishing Boats
Figure 30. Global Trolling Motor Plug Market: Fishing Boats (2021-2026) & (K Units)
Figure 31. Trolling Motor Plug Consumed in Cruising Boats
Figure 32. Global Trolling Motor Plug Market: Cruising Boats (2021-2026) & (K Units)

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Figure 33. Trolling Motor Plug Consumed in Others
Figure 34. Global Trolling Motor Plug Market: Others (2021-2026) & (K Units)
Figure 35. Global Trolling Motor Plug Sale Market Share by Application (2025)
Figure 36. Global Trolling Motor Plug Revenue Market Share by Application in 2026
Figure 37. Trolling Motor Plug Sales by Company in 2026 (K Units)
Figure 38. Global Trolling Motor Plug Sales Market Share by Company in 2026
Figure 39. Trolling Motor Plug Revenue by Company in 2026 ($ millions)
Figure 40. Global Trolling Motor Plug Revenue Market Share by Company in 2026
Figure 41. Global Trolling Motor Plug Sales Market Share by Geographic Region (2021-2026)
Figure 42. Global Trolling Motor Plug Revenue Market Share by Geographic Region in 2026
Figure 43. Americas Trolling Motor Plug Sales 2021-2026 (K Units)
Figure 44. Americas Trolling Motor Plug Revenue 2021-2026 ($ millions)
Figure 45. APAC Trolling Motor Plug Sales 2021-2026 (K Units)
Figure 46. APAC Trolling Motor Plug Revenue 2021-2026 ($ millions)
Figure 47. Europe Trolling Motor Plug Sales 2021-2026 (K Units)
Figure 48. Europe Trolling Motor Plug Revenue 2021-2026 ($ millions)
Figure 49. Middle East & Africa Trolling Motor Plug Sales 2021-2026 (K Units)
Figure 50. Middle East & Africa Trolling Motor Plug Revenue 2021-2026 ($ millions)
Figure 51. Americas Trolling Motor Plug Sales Market Share by Country in 2026
Figure 52. Americas Trolling Motor Plug Revenue Market Share by Country (2021-2026)
Figure 53. Americas Trolling Motor Plug Sales Market Share by Current (2021-2026)
Figure 54. Americas Trolling Motor Plug Sales Market Share by Application (2021-2026)
Figure 55. United States Trolling Motor Plug Revenue Growth 2021-2026 ($ millions)
Figure 56. Canada Trolling Motor Plug Revenue Growth 2021-2026 ($ millions)
Figure 57. Mexico Trolling Motor Plug Revenue Growth 2021-2026 ($ millions)
Figure 58. Brazil Trolling Motor Plug Revenue Growth 2021-2026 ($ millions)
Figure 59. APAC Trolling Motor Plug Sales Market Share by Region in 2026
Figure 60. APAC Trolling Motor Plug Revenue Market Share by Region (2021-2026)
Figure 61. APAC Trolling Motor Plug Sales Market Share by Current (2021-2026)
Figure 62. APAC Trolling Motor Plug Sales Market Share by Application (2021-2026)
Figure 63. China Trolling Motor Plug Revenue Growth 2021-2026 ($ millions)
Figure 64. Japan Trolling Motor Plug Revenue Growth 2021-2026 ($ millions)
Figure 65. South Korea Trolling Motor Plug Revenue Growth 2021-2026 ($ millions)
Figure 66. Southeast Asia Trolling Motor Plug Revenue Growth 2021-2026 ($ millions)
Figure 67. India Trolling Motor Plug Revenue Growth 2021-2026 ($ millions)
Figure 68. Australia Trolling Motor Plug Revenue Growth 2021-2026 ($ millions)

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Figure 69. China Taiwan Trolling Motor Plug Revenue Growth 2021-2026 ($ millions)
Figure 70. Europe Trolling Motor Plug Sales Market Share by Country in 2026
Figure 71. Europe Trolling Motor Plug Revenue Market Share by Country (2021-2026)
Figure 72. Europe Trolling Motor Plug Sales Market Share by Current (2021-2026)
Figure 73. Europe Trolling Motor Plug Sales Market Share by Application (2021-2026)
Figure 74. Germany Trolling Motor Plug Revenue Growth 2021-2026 ($ millions)
Figure 75. France Trolling Motor Plug Revenue Growth 2021-2026 ($ millions)
Figure 76. UK Trolling Motor Plug Revenue Growth 2021-2026 ($ millions)
Figure 77. Italy Trolling Motor Plug Revenue Growth 2021-2026 ($ millions)
Figure 78. Russia Trolling Motor Plug Revenue Growth 2021-2026 ($ millions)
Figure 79. Middle East & Africa Trolling Motor Plug Sales Market Share by Country (2021-2026)
Figure 80. Middle East & Africa Trolling Motor Plug Sales Market Share by Current (2021-2026)
Figure 81. Middle East & Africa Trolling Motor Plug Sales Market Share by Application (2021-2026)
Figure 82. Egypt Trolling Motor Plug Revenue Growth 2021-2026 ($ millions)
Figure 83. South Africa Trolling Motor Plug Revenue Growth 2021-2026 ($ millions)
Figure 84. Israel Trolling Motor Plug Revenue Growth 2021-2026 ($ millions)
Figure 85. Turkey Trolling Motor Plug Revenue Growth 2021-2026 ($ millions)
Figure 86. GCC Countries Trolling Motor Plug Revenue Growth 2021-2026 ($ millions)
Figure 87. Manufacturing Cost Structure Analysis of Trolling Motor Plug in 2026
Figure 88. Manufacturing Process Analysis of Trolling Motor Plug
Figure 89. Industry Chain Structure of Trolling Motor Plug
Figure 90. Channels of Distribution
Figure 91. Global Trolling Motor Plug Sales Market Forecast by Region (2027-2032)
Figure 92. Global Trolling Motor Plug Revenue Market Share Forecast by Region (2027-2032)
Figure 93. Global Trolling Motor Plug Sales Market Share Forecast by Current (2027-2032)
Figure 94. Global Trolling Motor Plug Revenue Market Share Forecast by Current (2027-2032)
Figure 95. Global Trolling Motor Plug Sales Market Share Forecast by Application (2027-2032)
Figure 96. Global Trolling Motor Plug Revenue Market Share Forecast by Application (2027-2032)

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