

Fishing Rods Global Market Insights 2025, Analysis and Forecast to 2030, by Manufacturers, Regions, Technology, Application, Product Type

<https://marketpublishers.com/r/FB7ABB6EEA0CEN.html>

Date: June 2025

Pages: 91

Price: US\$ 3,200.00 (Single User License)

ID: FB7ABB6EEA0CEN

Abstracts

Fishing Rods Market Summary

Introduction and Market Overview

Fishing rods, critical tools for recreational, competitive, and commercial fishing, are driven by the participation of approximately 200 million anglers globally in 2023, with recreational fishing gaining popularity for its mental health benefits. Technological advancements, such as carbon fiber and composite materials, improve rod sensitivity and durability, supported by a 6% increase in outdoor equipment R&D investment in 2023. Growing environmental consciousness, with demand for sustainable materials like bamboo, aligns with consumer concerns about fishery sustainability. E-commerce, growing 9% in 2024, enhances accessibility through platforms like Amazon and Cabela's, catering to diverse angler needs. The global fishing rods market is estimated at USD 800-1,200 million in 2025, with a CAGR of 4%-8% through 2030, fueled by recreational fishing, technological innovation, and eco-friendly trends.

Regional Market Trends

North America: The U.S. and Canada lead with a strong recreational fishing culture.

Europe: Germany, Norway, and the UK focus on sustainable and high-performance rods.

Asia Pacific: China, Japan, and Australia see growth in recreational and

commercial fishing.

Rest of the World: Brazil and South Africa expand with rising fishing tourism.

Application Analysis

Competitive Casting: Expected growth of 4%-8%, driven by fishing tournaments. Trends focus on precision-engineered, lightweight rods.

Recreational Fishing: Projected growth of 5%-9%, fueled by leisure anglers. Trends emphasize user-friendly and eco-friendly designs.

Commercial Fishing: Anticipated growth of 3.5%-7.5%, for high-volume fishing. Trends highlight durable, heavy-duty rods.

Others: Expected growth of 3%-7%, including niche applications. Trends focus on versatile, multi-purpose rods.

Type Analysis

Spinning Rods: Anticipated growth of 5%-9%, valued for versatility and ease of use. Trends focus on lightweight carbon fiber designs.

Fly Fishing Rods: Expected growth of 4%-8%, preferred for precision in freshwater fishing. Trends emphasize sustainable bamboo materials.

Casting Rods: Projected growth of 4%-8%, suited for heavy lures. Trends highlight ergonomic grips and durability.

Others: Anticipated growth of 3.5%-7.5%, including trolling rods. Trends focus on specialized, high-performance designs.

Key Market Players

Shimano: Offers premium fishing rods with advanced carbon fiber technology.

St. Croix Rods: Markets high-performance rods for recreational and competitive anglers.

Eagle Claw: Supplies affordable rods for entry-level and casual anglers.

Cabela's: Distributes versatile fishing rods for retail and online markets.

Weihai Guangwei Group: Provides durable rods for commercial fishing applications.

Porter's Five Forces Analysis

Threat of New Entrants: Moderate, as low manufacturing costs allow entry, but brand trust and technological expertise create barriers.

Threat of Substitutes: Low, as fishing rods lack direct alternatives for angling activities.

Bargaining Power of Buyers: Moderate, due to diverse options but strong brand loyalty among dedicated anglers.

Bargaining Power of Suppliers: Low, with abundant materials like carbon fiber, bamboo, and composites.

Competitive Rivalry: High, driven by innovation in lightweight, sustainable, and high-performance rod designs.

Market Opportunities and Challenges

Opportunities:

Addressing 200 million global anglers in 2023 for recreational and competitive fishing.

Leveraging 6% growth in outdoor equipment R&D for advanced rod technologies.

Capitalizing on demand for sustainable fishing gear like bamboo rods.

Utilizing 9% e-commerce growth in 2024 for broader market access.

Innovating with lightweight, durable, and eco-friendly rod designs.

Expanding into fishing tourism markets like Brazil and Australia.

Challenges:

Competing with low-cost, generic fishing rods in price-sensitive markets.

High costs of developing advanced, sustainable materials.

Addressing consumer concerns about rod performance and durability.

Navigating regional fishing regulations impacting angler activity.

Managing supply chain disruptions for specialized materials like carbon fiber.

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