

# **Diving Mask Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Single Lens, Double Lens, Full Face Mask, Others), By Distribution Channel (Online, Offline), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Diving Mask Market is projected to expand from USD 499.73 Million in 2025 to USD 734.55 Million by 2031, achieving a CAGR of 6.63%. A diving mask is a fundamental piece of underwater gear that covers the nose and eyes to form a watertight seal, enabling the user to equalize pressure and focus clearly while submerged. The growth of this market is primarily underpinned by increasing global enthusiasm for recreational water activities, including scuba diving, free-diving, and snorkeling, as well as the vigorous expansion of the marine tourism sector. These core drivers consistently propel the demand for both retail and rental equipment in coastal regions, ensuring a reliable stream of new and returning customers independent of fleeting product trends.

Nevertheless, the market faces a substantial hurdle due to environmental degradation, specifically coral reef bleaching, which reduces the visual appeal of top-tier diving locations and limits destination attractiveness. Despite these ecological challenges, the core user base remains robust. Data from the Diving Equipment and Marketing Association indicates that in 2024, the United States was home to approximately 2.5 million active scuba divers. This statistic underscores the resilience of a dedicated segment of enthusiasts who continue to drive steady demand for essential visual aid equipment within the industry.

## **Market Driver**

The increasing global participation in snorkeling and scuba diving serves as a foundational catalyst for the Global Diving Mask Market, directly influencing the volume of equipment needed for retail inventory and rental fleets. As international travel resumes and coastal tourism destinations become accessible again, the arrival of entry-level participants fuels a continuous need to replenish essential visual aid gear. This resurgence is evident in the financial results of major industry suppliers; for instance, Johnson Outdoors Inc. reported in July 2025 that their Diving segment achieved a 7 percent increase in net sales over the previous year, a growth trajectory credited to improved market conditions and favorable exchange rates, reflecting how higher certification rates and recreational engagement translate into increased unit sales.

Furthermore, rising disposable income and spending on adventure sports equipment bolster the market, enabling enthusiasts to purchase premium, high-performance masks while supporting the financial health of specialized retailers. The economic stability of dive centers, which act as the main point of sale for high-quality masks, suggests a strong spending environment among dedicated hobbyists. According to The Scuba News in July 2025, PADI-affiliated centers generated roughly US\$186,000 more revenue in 2024 than non-affiliated facilities, highlighting the significant consumer expenditure flowing through established professional channels. This profitable landscape has also encouraged corporate consolidation, such as the HEAD Group's acquisition of the Aqualung Group in June 2025 for over \$50 million, a strategic move aimed at restructuring and stabilizing a leading mask manufacturer.

## **Market Challenge**

Environmental degradation, particularly the bleaching of coral reefs, represents a critical obstacle to the growth of the global diving mask market. Since the primary value of a diving mask is to provide clear visibility of vibrant underwater ecosystems, the deterioration of these marine environments severely compromises the quality of the diving experience and diminishes destination appeal. This decline directly reduces the influx of marine tourists, which in turn suppresses transaction volumes for equipment rentals and retail sales at coastal dive centers, as fewer individuals are motivated to engage in scuba or snorkeling activities.

The scale of this environmental crisis restricts the market's sustainable expansion by reducing the inventory of viable diving locations. The International Coral Reef Initiative reported that in 2024, approximately 54 percent of the world's coral reef areas suffered heat stress sufficient to cause bleaching events. This significant reduction in the health of premier diving sites limits the industry's addressable market. As key locations lose

their visual allure, retaining existing enthusiasts and attracting new consumers becomes increasingly difficult, thereby hampering the overall demand for essential visual aid equipment.

## **Market Trends**

The incorporation of Augmented Reality and Heads-Up Displays is fundamentally transforming the global diving mask market from passive visual aids to active information systems. This trend involves embedding high-resolution digital overlays directly into the diver's line of sight, allowing for real-time monitoring of critical metrics such as depth, tank pressure, and navigation headings without the need to check wrist-mounted gauges. This technological advancement enhances safety in low-visibility environments by maintaining continuous situational awareness. According to New Atlas in January 2025, there are currently about 15 variants of the Divers Augmented Vision Display (DAVD) system used by naval forces, indicating the rapid maturation of this technology for broader technical and commercial applications.

Concurrently, the expansion of modular and interchangeable mask components has emerged as a key strategy for manufacturers aiming to boost consumer engagement in a challenging economic climate. By designing masks with easily replaceable lenses, frames, and straps, companies offer users greater customization options and extended product lifespan through reparability. This shift toward versatile, personalized equipment allows brands to drive accessory sales and maintain relevance even when demand for core units softens. For example, Johnson Outdoors Inc. reported a 13 percent decrease in Diving segment sales in December 2024, a contraction the industry is addressing through initiatives like the 'Dive Into Color' campaign, which emphasizes modular customization to enhance value for retention-focused consumers.

## **Key Market Players**

Johnson Outdoors, Inc.

Mares S.p.A.

Zeagle

Seavenger, Inc.

Aqualung Group

Kirby Morgan Dive Systems, Inc

Cressi Sub S.p.A.

Beuchat International

Huish Outdoors LLC

Beaver Manufacturing Company, Inc

## Report Scope

In this report, the Global Diving Mask Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Diving Mask Market, By Product Type

Single Lens

Double Lens

Full Face Mask

Others

### Diving Mask Market, By Distribution Channel

Online

Offline

### Diving Mask Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Diving Mask Market.

## **Available Customizations:**

Global Diving Mask Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## **Company Information**

Detailed analysis and profiling of additional market players (up to five).

## Contents

### 1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
  - 1.2.1. Markets Covered
  - 1.2.2. Years Considered for Study
  - 1.2.3. Key Market Segmentations

### 2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### 3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

### 4. VOICE OF CUSTOMER

### 5. GLOBAL DIVING MASK MARKET OUTLOOK

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Product Type (Single Lens, Double Lens, Full Face Mask, Others)
  - 5.2.2. By Distribution Channel (Online, Offline)
  - 5.2.3. By Region
  - 5.2.4. By Company (2025)

### 5.3. Market Map

## 6. NORTH AMERICA DIVING MASK MARKET OUTLOOK

### 6.1. Market Size & Forecast

#### 6.1.1. By Value

### 6.2. Market Share & Forecast

#### 6.2.1. By Product Type

#### 6.2.2. By Distribution Channel

#### 6.2.3. By Country

### 6.3. North America: Country Analysis

#### 6.3.1. United States Diving Mask Market Outlook

##### 6.3.1.1. Market Size & Forecast

###### 6.3.1.1.1. By Value

##### 6.3.1.2. Market Share & Forecast

###### 6.3.1.2.1. By Product Type

###### 6.3.1.2.2. By Distribution Channel

#### 6.3.2. Canada Diving Mask Market Outlook

##### 6.3.2.1. Market Size & Forecast

###### 6.3.2.1.1. By Value

##### 6.3.2.2. Market Share & Forecast

###### 6.3.2.2.1. By Product Type

###### 6.3.2.2.2. By Distribution Channel

#### 6.3.3. Mexico Diving Mask Market Outlook

##### 6.3.3.1. Market Size & Forecast

###### 6.3.3.1.1. By Value

##### 6.3.3.2. Market Share & Forecast

###### 6.3.3.2.1. By Product Type

###### 6.3.3.2.2. By Distribution Channel

## 7. EUROPE DIVING MASK MARKET OUTLOOK

### 7.1. Market Size & Forecast

#### 7.1.1. By Value

### 7.2. Market Share & Forecast

#### 7.2.1. By Product Type

#### 7.2.2. By Distribution Channel

#### 7.2.3. By Country

### 7.3. Europe: Country Analysis

### 7.3.1. Germany Diving Mask Market Outlook

#### 7.3.1.1. Market Size & Forecast

##### 7.3.1.1.1. By Value

#### 7.3.1.2. Market Share & Forecast

##### 7.3.1.2.1. By Product Type

##### 7.3.1.2.2. By Distribution Channel

### 7.3.2. France Diving Mask Market Outlook

#### 7.3.2.1. Market Size & Forecast

##### 7.3.2.1.1. By Value

#### 7.3.2.2. Market Share & Forecast

##### 7.3.2.2.1. By Product Type

##### 7.3.2.2.2. By Distribution Channel

### 7.3.3. United Kingdom Diving Mask Market Outlook

#### 7.3.3.1. Market Size & Forecast

##### 7.3.3.1.1. By Value

#### 7.3.3.2. Market Share & Forecast

##### 7.3.3.2.1. By Product Type

##### 7.3.3.2.2. By Distribution Channel

### 7.3.4. Italy Diving Mask Market Outlook

#### 7.3.4.1. Market Size & Forecast

##### 7.3.4.1.1. By Value

#### 7.3.4.2. Market Share & Forecast

##### 7.3.4.2.1. By Product Type

##### 7.3.4.2.2. By Distribution Channel

### 7.3.5. Spain Diving Mask Market Outlook

#### 7.3.5.1. Market Size & Forecast

##### 7.3.5.1.1. By Value

#### 7.3.5.2. Market Share & Forecast

##### 7.3.5.2.1. By Product Type

##### 7.3.5.2.2. By Distribution Channel

## **8. ASIA PACIFIC DIVING MASK MARKET OUTLOOK**

### 8.1. Market Size & Forecast

#### 8.1.1. By Value

### 8.2. Market Share & Forecast

#### 8.2.1. By Product Type

#### 8.2.2. By Distribution Channel

#### 8.2.3. By Country

- 8.3. Asia Pacific: Country Analysis
  - 8.3.1. China Diving Mask Market Outlook
    - 8.3.1.1. Market Size & Forecast
      - 8.3.1.1.1. By Value
    - 8.3.1.2. Market Share & Forecast
      - 8.3.1.2.1. By Product Type
      - 8.3.1.2.2. By Distribution Channel
  - 8.3.2. India Diving Mask Market Outlook
    - 8.3.2.1. Market Size & Forecast
      - 8.3.2.1.1. By Value
    - 8.3.2.2. Market Share & Forecast
      - 8.3.2.2.1. By Product Type
      - 8.3.2.2.2. By Distribution Channel
  - 8.3.3. Japan Diving Mask Market Outlook
    - 8.3.3.1. Market Size & Forecast
      - 8.3.3.1.1. By Value
    - 8.3.3.2. Market Share & Forecast
      - 8.3.3.2.1. By Product Type
      - 8.3.3.2.2. By Distribution Channel
  - 8.3.4. South Korea Diving Mask Market Outlook
    - 8.3.4.1. Market Size & Forecast
      - 8.3.4.1.1. By Value
    - 8.3.4.2. Market Share & Forecast
      - 8.3.4.2.1. By Product Type
      - 8.3.4.2.2. By Distribution Channel
  - 8.3.5. Australia Diving Mask Market Outlook
    - 8.3.5.1. Market Size & Forecast
      - 8.3.5.1.1. By Value
    - 8.3.5.2. Market Share & Forecast
      - 8.3.5.2.1. By Product Type
      - 8.3.5.2.2. By Distribution Channel

## **9. MIDDLE EAST & AFRICA DIVING MASK MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Product Type
  - 9.2.2. By Distribution Channel

- 9.2.3. By Country
- 9.3. Middle East & Africa: Country Analysis
  - 9.3.1. Saudi Arabia Diving Mask Market Outlook
    - 9.3.1.1. Market Size & Forecast
      - 9.3.1.1.1. By Value
    - 9.3.1.2. Market Share & Forecast
      - 9.3.1.2.1. By Product Type
      - 9.3.1.2.2. By Distribution Channel
  - 9.3.2. UAE Diving Mask Market Outlook
    - 9.3.2.1. Market Size & Forecast
      - 9.3.2.1.1. By Value
    - 9.3.2.2. Market Share & Forecast
      - 9.3.2.2.1. By Product Type
      - 9.3.2.2.2. By Distribution Channel
  - 9.3.3. South Africa Diving Mask Market Outlook
    - 9.3.3.1. Market Size & Forecast
      - 9.3.3.1.1. By Value
    - 9.3.3.2. Market Share & Forecast
      - 9.3.3.2.1. By Product Type
      - 9.3.3.2.2. By Distribution Channel

## **10. SOUTH AMERICA DIVING MASK MARKET OUTLOOK**

- 10.1. Market Size & Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Product Type
  - 10.2.2. By Distribution Channel
  - 10.2.3. By Country
- 10.3. South America: Country Analysis
  - 10.3.1. Brazil Diving Mask Market Outlook
    - 10.3.1.1. Market Size & Forecast
      - 10.3.1.1.1. By Value
    - 10.3.1.2. Market Share & Forecast
      - 10.3.1.2.1. By Product Type
      - 10.3.1.2.2. By Distribution Channel
  - 10.3.2. Colombia Diving Mask Market Outlook
    - 10.3.2.1. Market Size & Forecast
      - 10.3.2.1.1. By Value

#### 10.3.2.2. Market Share & Forecast

##### 10.3.2.2.1. By Product Type

##### 10.3.2.2.2. By Distribution Channel

#### 10.3.3. Argentina Diving Mask Market Outlook

##### 10.3.3.1. Market Size & Forecast

##### 10.3.3.1.1. By Value

##### 10.3.3.2. Market Share & Forecast

##### 10.3.3.2.1. By Product Type

##### 10.3.3.2.2. By Distribution Channel

## 11. MARKET DYNAMICS

### 11.1. Drivers

### 11.2. Challenges

## 12. MARKET TRENDS & DEVELOPMENTS

### 12.1. Merger & Acquisition (If Any)

### 12.2. Product Launches (If Any)

### 12.3. Recent Developments

## 13. GLOBAL DIVING MASK MARKET: SWOT ANALYSIS

## 14. PORTER'S FIVE FORCES ANALYSIS

### 14.1. Competition in the Industry

### 14.2. Potential of New Entrants

### 14.3. Power of Suppliers

### 14.4. Power of Customers

### 14.5. Threat of Substitute Products

## 15. COMPETITIVE LANDSCAPE

### 15.1. Johnson Outdoors, Inc.

#### 15.1.1. Business Overview

#### 15.1.2. Products & Services

#### 15.1.3. Recent Developments

#### 15.1.4. Key Personnel

#### 15.1.5. SWOT Analysis

- 15.2. Mares S.p.A.
- 15.3. Zeagle
- 15.4. Seavenger, Inc.
- 15.5. Aqualung Group
- 15.6. Kirby Morgan Dive Systems, Inc
- 15.7. Cressi Sub S.p.A.
- 15.8. Beuchat International
- 15.9. Huish Outdoors LLC
- 15.10. Beaver Manufacturing Company, Inc

## **16. STRATEGIC RECOMMENDATIONS**

## **17. ABOUT US & DISCLAIMER**

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