

# **Water Sports Equipment Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Swim Mask & Goggles, Watches, Safety Helmets, Others), By Distribution Channel (Online, Offline), By Region & Competition, 2021-2031F**

<https://marketpublishers.com/r/W8D8F119DBC8EN.html>

Date: January 2026

Pages: 185

Price: US\$ 4,500.00 (Single User License)

ID: W8D8F119DBC8EN

## **Abstracts**

The Global Water Sports Equipment Market is projected to expand from USD 30.59 Billion in 2025 to USD 44.08 Billion by 2031, reflecting a compound annual growth rate of 6.28%. This sector comprises specialized protective gear and apparatus tailored for aquatic activities such as surfing, kayaking, diving, and water skiing. The industry's sustained growth is supported largely by rising consumer disposable income, increasing global tourism rates, and a heightened public focus on physical wellness and health. These structural economic drivers create a reliable foundation for demand, ensuring the market remains resilient against temporary consumer preferences or fleeting fads.

However, the market faces a significant obstacle in the form of seasonality, as sales cycles and participation are heavily dictated by climate conditions and weather patterns. According to the National Marine Manufacturers Association, retail spending on marine aftermarket accessories totaled \$12.4 billion in 2024, demonstrating the sector's substantial economic footprint despite these limitations. This figure underscores the financial magnitude of the industry, even as manufacturers and retailers navigate the environmental dependencies and logistical constraints necessary to maintain profitability throughout the year.

## **Market Driver**

The primary catalyst for market growth is the global surge in recreational water sports participation, driven by a rising public commitment to experiential leisure and outdoor fitness. As consumers increasingly prioritize active lifestyles, there has been a notable influx of new enthusiasts into aquatic activities, directly boosting demand for specialized equipment ranging from high-performance boards to protective gear. According to the Sports & Fitness Industry Association's February 2025 '2025 Topline Participation Report', core participation in sports and fitness activities reached a historic high of over 170 million Americans in 2024. This expanding base of committed participants offers a critical audience for manufacturers, with engagement being particularly strong in niche segments; the Surf Industry Members Association's January 2025 'Surfonomics' report noted that the surfing population alone grew to over 4.2 million individuals in 2024, highlighting the sector's robust commercial potential.

This demand is further amplified by rising disposable income and increased spending on leisure, enabling enthusiasts to invest in premium and technologically advanced apparatus. The financial capacity of consumers to support their recreational interests maintains market value, as affluent demographics continue to purchase high-quality marine products despite broader economic fluctuations. The scale of this spending power is illustrated by the National Marine Manufacturers Association's September 2025 '2024 Industry Sales by Category and State Report', which indicated that total retail expenditures on recreational marine products reached \$55.6 billion. This substantial financial footprint emphasizes the resilience of the consumer base, which continues to prioritize water sports experiences, thereby securing stable revenue streams for industry stakeholders.

## **Market Challenge**

The most significant challenge hindering the consistent expansion of the Global Water Sports Equipment Market is the inherent seasonality of aquatic activities. Because consumer participation is dictated by ambient temperatures and weather patterns, the industry operates with distinct peak and off-peak periods. Manufacturers and retailers face considerable logistical hurdles in managing cash flow and inventory during colder months when demand contracts sharply. This cyclical volatility compels companies to generate the majority of their annual revenue within a condensed timeframe, increasing the financial risks associated with any unseasonal weather disruptions during critical sales windows.

The impact of this uneven demand is evident in recent sales distribution data, which highlights a severe contraction of the market during the winter season. According to

2024 seasonality trends from the National Marine Manufacturers Association, December accounted for only 3% of total annual sales, while transaction volumes peaked heavily in early summer and late spring. This stark disparity underscores the difficulty businesses face in maintaining year-round profitability and workforce stability. Consequently, the reliance on favorable climatic conditions limits the sector's ability to achieve linear growth, rendering it vulnerable to even minor environmental shifts that can shorten the active season.

## **Market Trends**

The proliferation of hydrofoils and electric-powered surfboards represents a transformative shift in market dynamics, moving the sport beyond its traditional reliance on specific weather conditions. This technological evolution enables enthusiasts to utilize inland waterways and lakes, significantly extending the addressable consumer base beyond coastal regions. Manufacturers are increasingly focusing on propulsion systems and battery efficiency to enhance ride times and reduce equipment weight, making these sophisticated boards more accessible to recreational users. The commercial viability of this segment is reflected in rapid sales volume growth; according to a March 2024 Forbes article titled 'How Fliteboard's Newest Product Aims To Expand The eFoiling Industry', leading manufacturer Fliteboard has sold over 10,500 electric hydrofoil boards to date, signaling a robust adoption rate for motorized aquatic equipment.

Concurrently, the integration of eco-friendly and sustainable manufacturing materials has become a critical priority for industry stakeholders aiming to mitigate the environmental impact of production. Market leaders are actively replacing conventional petrochemical-based inputs, such as polyurethane foam and chloroprene rubber, with recycled composites and bio-based alternatives to meet consumer ethical expectations and stricter regulatory standards. This material transition is operationalized through aggressive supply chain targets and the adoption of circular economy principles, placing end-of-life product management at the center of brand strategy. Illustrating this shift, the September 2024 report 'Rip Curl's commitment to responsible materials' by KMD Brands revealed that 25% of the brand's wetsuit range utilized responsibly sourced plant-based materials in fiscal year 2024, a substantial increase from 16% in the prior year.

## **Key Market Players**

Nike, Inc.

Adidas AG

Mikasa Inc.

TYR Sport, Inc.

Baden Sports, Inc.

Liberated Brands, LLC

KAP7 International, Inc.

Speedo International Limited

Crotton, SA

Under Armour, Inc.

## **Report Scope**

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

### Water Sports Equipment Market, By Product Type

Swim Mask & Goggles

Watches

Safety Helmets

Others

### Water Sports Equipment Market, By Distribution Channel

Online

Offline

## Water Sports Equipment 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 Water Sports Equipment Market.

### **Available Customizations:**

Global Water Sports Equipment 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 WATER SPORTS EQUIPMENT MARKET OUTLOOK

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Product Type (Swim Mask & Goggles, Watches, Safety Helmets, 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 WATER SPORTS EQUIPMENT 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 Water Sports Equipment 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 Water Sports Equipment 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 Water Sports Equipment 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 WATER SPORTS EQUIPMENT 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 Water Sports Equipment 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 Water Sports Equipment 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 Water Sports Equipment 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 Water Sports Equipment 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 Water Sports Equipment 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 WATER SPORTS EQUIPMENT 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 Water Sports Equipment 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 Water Sports Equipment 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 Water Sports Equipment 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 Water Sports Equipment 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 Water Sports Equipment 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 WATER SPORTS EQUIPMENT 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 Water Sports Equipment 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 Water Sports Equipment 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 Water Sports Equipment 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 WATER SPORTS EQUIPMENT 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 Water Sports Equipment 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 Water Sports Equipment 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 Water Sports Equipment 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 WATER SPORTS EQUIPMENT 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. Nike, 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. Adidas AG
- 15.3. Mikasa Inc.
- 15.4. TYR Sport, Inc.
- 15.5. Baden Sports, Inc.
- 15.6. Liberated Brands, LLC
- 15.7. KAP7 International, Inc.
- 15.8. Speedo International Limited
- 15.9. Croton, SA
- 15.10. Under Armour, Inc.

## **16. STRATEGIC RECOMMENDATIONS**

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

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