

# **Water Sports Gear and Equipment Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Sports Type (Underwater Sports Gear and Equipment, In-the-water Sports Gear and Equipment, On-the-water Sports Gear and Equipment), By Product Type (Water Sports Equipment, Water Sports Apparel (Swimwear, Swim Caps, Swim Goggles, Others)), By End User (Women, Men, Children), By Distribution Channel (Sporting Goods Retailers, Hypermarkets/Supermarkets, Online), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Water Sports Gear & Equipment Market is projected to expand from USD 50.12 Billion in 2025 to USD 64.12 Billion by 2031, achieving a CAGR of 4.19%. This market encompasses specialized hardware and apparel, such as wetsuits, safety vests, and boards, specifically engineered for aquatic pursuits like kayaking, surfing, and diving. Key drivers fueling this growth include a rising global interest in outdoor adventure tourism alongside a consumer shift toward physical wellness. Furthermore, infrastructure developments are improving accessibility to both coastal and inland water bodies, effectively widening the potential customer base for these durable goods.

Conversely, the substantial retail price of high-performance equipment poses a significant obstacle, often restricting adoption among consumers with limited discretionary funds. This economic barrier can impede broader market penetration, especially within emerging economies characterized by acute price sensitivity. Providing

context on the foundational scale of the market, the National Marine Manufacturers Association reported in 2025 that the total number of documented and registered recreational vessels in the United States hit 11.8 million units for the 2024 period. This extensive fleet highlights the robust, recurring demand for compatible safety equipment and water sports accessories.

## **Market Driver**

Rising Global Participation in Recreational and Competitive Water Sports serves as a major engine for market expansion, rooted in a societal pivot toward outdoor fitness and wellness. As consumers increasingly prioritize active lifestyles, there is a corresponding surge in demand for specialized aquatic gear, ranging from essential safety apparatus to high-performance wetsuits. This trajectory is supported by industry data; the Sports & Fitness Industry Association's '2024 U.S. Topline Participation Report' from February 2024 noted that participation in the water sports category grew by over 9% in 2023 compared to the previous year. This influx of new enthusiasts mandates a continuous supply of equipment across all skill levels, prompting manufacturers to diversify product lines and drive recurring revenue through upgrades.

Simultaneously, the boom in Coastal and Adventure Tourism is altering consumption patterns, as "experiential travel" motivates diverse demographics to engage in aquatic activities during leisure trips. This driver is deeply connected to the economic health of waterfront communities, where retail operations and gear rental hubs rely on seasonal visitor traffic. The sector's economic significance is substantial; the U.S. Bureau of Economic Analysis stated in its November 2024 'Outdoor Recreation Satellite Account, U.S. and States, 2023' that boating and fishing activities alone contributed \$36.8 billion in value added to the economy. Reflecting the need to support this ecosystem, Brunswick Corporation reported in its '2023 Annual Report' from February 2024 that its Engine Parts & Accessories segment generated \$1.2 billion in net sales for 2023, signaling a sustained requirement for maintenance gear within the recreation infrastructure.

## **Market Challenge**

The high retail cost of advanced performance equipment creates a formidable barrier to the expansion of the global water sports market. As manufacturers utilize specialized materials to improve safety and durability, the resulting price points often exceed the discretionary budgets of average consumers. This financial threshold effectively segments the market, limiting access primarily to affluent demographics while excluding

potential enthusiasts in emerging economies where price sensitivity is high. Consequently, the addressable customer base remains smaller than interest levels would suggest, effectively turning potential volume sales into niche luxury transactions and stalling the adoption of essential gear.

The impact of these financial headwinds is visible in the reduced transaction volume within the broader marine leisure sector. According to the National Marine Manufacturers Association, new boat sales in 2024 totaled 238,117 units, marking a decline in retail volume driven largely by economic pressures and pricing. This decrease in the acquisition of foundational vessels directly suppresses the recurring demand for compatible water sports accessories and safety equipment, demonstrating how cost barriers actively inhibit the market's growth trajectory.

## **Market Trends**

The emergence of electrically propelled jet skis and surfboards is transforming the water sports landscape by offering high-performance, emission-free alternatives to traditional combustion engines. This shift is defined by improvements in electric motor efficiency and battery density, enabling silent operations that allow riders to access environmentally protected waters previously off-limits to motorized vessels. Manufacturers are increasingly focusing on premium electric personal watercraft (PWC) that blend instant torque with advanced connectivity, creating a new luxury segment. For example, the International Boat Industry's September 2025 article, 'Taiga Motors returns with new electric PWC,' reported that Taiga Motors introduced its Orca WX3 model with a starting price of US\$23,999, highlighting the significant value proposition of specialized electric propulsion systems.

In parallel, the integration of IoT sensors and wearable technology in gear is revolutionizing how athletes interact with the aquatic environment through real-time analytics. Innovations in heads-up displays (HUD) and augmented reality (AR) now allow divers and swimmers to view critical metrics like heart rate, pace, and navigation data directly in their line of sight, removing the need to check wrist-worn devices. This trend fosters a quantified training ecosystem where hardware seamlessly syncs with digital coaching platforms to optimize technique. Exemplifying this technological leap, Auganix reported in July 2025 in 'FORM Upgrades AR Swim Goggles with Gorilla Glass 3' that the company launched its Smart Swim 2 PRO goggles with advanced AR features for USD \$329, demonstrating the growing commercial viability of smart aquatic equipment.

## Key Market Players

Arena Italia S.p.A.

Aquatec - Duton Industry Co., Ltd

Apollo Sports USA

Sunsets Watersports

Body Glove International

Billabong International Limited

Speedo International Ltd

Sherwood Scuba

Swimwear Anywhere, Inc.

Beuchat International

## Report Scope

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

Water Sports Gear & Equipment Market, By Sports Type

Underwater Sports Gear and Equipment

In-the-water Sports Gear and Equipment

On-the-water Sports Gear

Equipment

## Water Sports Gear & Equipment Market, By Product Type

Water Sports Equipment

Water Sports Apparel (Swimwear

Swim Caps

Swim Goggles

Others)

## Water Sports Gear & Equipment Market, By End User

Women

Men

Children

## Water Sports Gear & Equipment Market, By Distribution Channel

Sporting Goods Retailers

Hypermarkets/Supermarkets

Online

## Water Sports Gear & 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 Gear & Equipment Market.

## **Available Customizations:**

Global Water Sports Gear & 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).

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