

# Surfing Equipment Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (Surfing Boards, Apparel & Accessories), By Distribution Channel (Online, Offline), By Region & Competition, 2020-2030F

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## Abstracts

### Market Overview

The Global Surfing Equipment Market was valued at USD 4.51 Billion in 2024 and is projected to reach USD 6.66 Billion by 2030, growing at a CAGR of 6.71%. The market is experiencing strong momentum due to the increasing popularity of surfing as a sport and leisure activity. Enhanced coastal tourism, favorable government initiatives promoting water-based sports, and the inclusion of surfing in international sporting events like the Olympics are key contributors to rising demand. Technological advancements in surfboard construction—emphasizing lightweight, durable, and eco-conscious materials—are attracting environmentally aware consumers. The proliferation of surf schools and adventure sport centers across regions such as North America, Southeast Asia, and Oceania is expanding access and boosting equipment sales, reinforcing the market's growth trajectory.

### Key Market Drivers

#### Rising Coastal Tourism and Government Support for Water Sports

Global growth in coastal tourism is significantly accelerating the demand for surfing equipment. Surf-friendly destinations such as the United States, Indonesia, Portugal, and Australia are attracting rising numbers of domestic and international visitors seeking water-based recreation. According to the UNWTO, coastal and adventure tourism

rebounded sharply by early 2024, reaching over 80% of pre-pandemic travel levels. National governments and tourism boards are investing in infrastructure, surf festivals, and training programs to promote local surf economies. Initiatives like Indonesia's 2024 campaign to position Bali and Lombok as global surf hubs are indicative of this trend. Such efforts are stimulating demand for gear including surfboards, wetsuits, and related accessories among beginners and experienced surfers alike. Moreover, support for surf camps and rental services under broader tourism strategies is reinforcing sustainable, long-term market expansion.

## Key Market Challenges

### High Cost and Limited Accessibility of Quality Surfing Equipment

A major barrier to broader adoption of surfing lies in the elevated cost of high-quality gear. Advanced surfboards made with performance-grade materials often range from USD 500 to USD 1,500, pricing out many beginners. Additionally, purchasing wetsuits, fins, and other accessories increases the total expenditure. In developing regions with lower disposable incomes, these costs become a significant obstacle. Access is further limited by a lack of retail outlets and rental infrastructure, particularly in remote or inland areas. While e-commerce channels expand reach, challenges such as import duties, shipping costs, and absence of product fitting support hinder customer acquisition. As a result, affordability and accessibility remain key challenges to widespread market penetration, especially among casual or entry-level consumers.

## Key Market Trends

### Rise of Eco-Friendly and Sustainable Surf Gear

Sustainability is becoming a defining trend in the surfing equipment market, with a growing number of brands integrating environmentally responsible practices into product design and manufacturing. In 2024, companies are increasingly launching surfboards crafted from recycled foam, natural fibers, and plant-based resins. Wetsuit producers are shifting from petroleum-based materials to alternatives such as Yulex and limestone neoprene. Accessories like biodegradable wax and recyclable pads are also gaining traction. This shift is propelled by a customer base that values ocean conservation and brand transparency. Prominent players such as Patagonia, Firewire, and Sine Surf are leading the sustainability movement, aligning their products with green certifications and carbon-neutral goals. In mature markets across North America and Europe, eco-conscious consumption is influencing purchasing behavior, reinforcing

sustainability as both a market driver and competitive differentiator.

## Key Market Players

Billabong

Quiksilver

Madluc Pty Ltd

Channel Islands Surfboards

Nike, Inc.

Firewire Surfboards

Rusty Surfboards

Rip Curl. Ltd.

Cannibal Surfboards

O'neill

## Report Scope:

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

### Surfing Equipment Market, By Product Type:

Surfing Boards

Apparel & Accessories

Surfing Equipment Market, By Distribution Channel:

Online

Offline

Surfing Equipment Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

South Korea

Vietnam

South America

Argentina

Colombia

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Surfing Equipment Market.

Available Customizations:

Global Surfing 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. INTRODUCTION**

- 1.1. Market Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

### **2. RESEARCH METHODOLOGY**

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

### **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
- 3.5. Overview of Market Drivers, Challenges, and Trends

### **4. VOICE OF CUSTOMER**

- 4.1. Brand Awareness
- 4.2. Factor Influencing Purchase Decision

### **5. GLOBAL SURFING EQUIPMENT MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value

## 5.2. Market Share & Forecast

5.2.1. By Product Type (Surfing Boards, Apparel & Accessories)

5.2.2. By Distribution Channel (Online, Offline)

5.2.3. By Region

5.2.4. By Company (2024)

## 5.3. Market Map

# 6. NORTH AMERICA SURFING 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 Surfing 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 Surfing 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 Surfing 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 SURFING 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. France Surfing 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. Germany Surfing 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. Spain Surfing 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 Surfing 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. United Kingdom Surfing 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 SURFING 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 Surfing 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. Japan Surfing 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. India Surfing 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. Vietnam Surfing 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. South Korea Surfing 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 SURFING 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. MEA: Country Analysis
  - 9.3.1. South Africa Surfing 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. Saudi Arabia Surfing 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. UAE Surfing 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
  - 9.3.4. Turkey Surfing Equipment Market Outlook
    - 9.3.4.1. Market Size & Forecast
      - 9.3.4.1.1. By Value
    - 9.3.4.2. Market Share & Forecast
      - 9.3.4.2.1. By Product Type
      - 9.3.4.2.2. By Distribution Channel

## **10. SOUTH AMERICA SURFING 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 Surfing 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. Argentina Surfing 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. Colombia Surfing 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. DISRUPTIONS: CONFLICTS, PANDEMICS AND TRADE BARRIERS**

## **14. PORTERS 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. Company Profiles

15.1.1. Billabong

15.1.1.1. Business Overview

15.1.1.2. Company Snapshot

15.1.1.3. Products & Services

15.1.1.4. Financials (As Per Availability)

15.1.1.5. Key Market Focus & Geographical Presence

15.1.1.6. Recent Developments

15.1.1.7. Key Management Personnel

15.1.2. Quiksilver

15.1.3. Madluc Pty Ltd

15.1.4. Channel Islands Surfboards

15.1.5. Nike, Inc.

15.1.6. Firewire Surfboards

15.1.7. Rusty Surfboards

15.1.8. Rip Curl. Ltd.

15.1.9. Cannibal Surfboards

15.1.10. O'neill

## **16. STRATEGIC RECOMMENDATIONS**

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

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