

# **Fishing Lures Market Size, Trends, Analysis, and Outlook By Type (Jigs, Combined Lures, Spoons, Soft Plastic Baits, Flies, Spinnerbaits, Crankbaits), By Fishing Type (Freshwater Fishing, Saltwater Fishing, Great Lake Fishing), By Length (Below 4 Inches, 4 to 5 Inches, Above 5 Inches), By Sales Channel (Sports Outlets, Modern Trade Channels, Fishing Supply Stores, Online Retail, Others), by Country, Segment, and Companies, 2024-2032**

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## **Abstracts**

Global Fishing Lures Market Size is valued at \$3.3 Billion in 2024 and is forecast to register a growth rate (CAGR) of 5.6% to reach \$5.1 Billion by 2032.

The fishing lures market is expected to grow as recreational fishing continues to rise in popularity among outdoor enthusiasts. Over the forecast period, the demand for innovative and effective fishing lures will drive market expansion, particularly as new materials and designs improve catch rates. The trend towards eco-friendly lures made from biodegradable materials will attract environmentally conscious anglers, while advancements in technology, such as smart lures with integrated tracking features, will appeal to tech-savvy fishermen. Additionally, the growth of fishing tourism will further enhance the market as more consumers seek unique fishing experiences.

Fishing Lures Market Drivers, Trends, Opportunities, and Growth Opportunities

The comprehensive report presents unique market trends and challenges shaping the outlook for industry stakeholders. The Future of Fishing Lures survey report provides

the market size outlook across types, applications, and segments globally and regionally. It also offers data-driven insights and actionable recommendations for companies in the Fishing Lures industry.

Key market trends defining the global Fishing Lures demand in 2025 and Beyond

The Fishing Lures industry remains an attractive hub for both domestic and global vendors. As we enter 2025, demand from end-user sectors, changes in consumption patterns, new product launches, and widening distribution channels will play major roles.

Fishing Lures Market Segmentation- Industry Share, Market Size, and Outlook to 2032

Rising demand for diverse products and applications fuels the increased investments in niche segments. Leading companies focus on generating a large share of their future revenue growth by expanding into these niche segments. The report presents a market size outlook across segments, supporting companies scaling up production with a focus on potential countries.

Key strategies adopted by companies within the Fishing Lures industry

Leading Fishing Lures companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions. In particular, companies that leverage advanced technologies to achieve operational excellence are set to gain significant revenues. The report details the key strategies adopted by the top 10 Fishing Lures companies.

Fishing Lures Market Study- Strategic Analysis Review

The market research report dives deep into qualitative factors shaping the market, empowering you to make informed decisions.

- Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.
- Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.
- Internal Strengths and Weaknesses: Develop targeted strategies to leverage

strengths, address weaknesses, and capitalize on market opportunities.

- Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

### Fishing Lures Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Fishing Lures industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. With actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three scenarios: low case, reference case, and high case.

### Fishing Lures Country Analysis and Revenue Outlook to 2032

The report analyzes 22 countries worldwide, including key driving forces and market size outlook from 2021 to 2032. Additionally, it includes region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America. For each region, the market size outlook by segments is forecast for 2032.

### North America Fishing Lures Market Size Outlook- Companies plan for focused investments in a changing environment

The US remains the market leader in North America, driven by a large consumer base, well-established providers, and strong infrastructure. Leading companies focus on new product launches in a changing environment. The US GDP is expected to grow from \$28,781.1 Billion in 2024 to \$36,621 Billion in 2030, driving demand for various Fishing Lures market segments. Similarly, strong market demand encourages Canadian Fishing Lures companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

### Europe Fishing Lures Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities.

The German Fishing Lures industry remains the major market for companies in the European Fishing Lures industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Fishing Lures

market fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and addressing niche consumer segments.

**Asia Pacific Fishing Lures Market Size Outlook-** an attractive hub for opportunities for both local and global companies

The increasing pool of consumer base, robust consumption expenditure, and increasing investments in manufacturing drive the demand for Fishing Lures in Asia Pacific. In particular, China, India, and South East Asian Fishing Lures markets present a compelling outlook for 2032, attracting both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate market changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

**Latin America Fishing Lures Market Size Outlook-** Continued urbanization and rising income levels

Rising income levels contribute to higher purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

**Middle East and Africa Fishing Lures Market Size Outlook-** continues its upward trajectory across segments.

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Fishing Lures market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Fishing Lures.

### Fishing Lures Company Profiles

The global Fishing Lures market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial

profiles. The leading companies included in the study are Al Gags Fishing Lures, Al's GoldFishing Lure Co, Bass Pro Shops, Clam Outdoors, GLOBERIDE Inc, Piscifun, Pure Fishing Inc, Rapala VMC Corp, Shimano Inc, Weihai Guangwei Group Co. Ltd.

## Recent Fishing Lures Market Developments

The global Fishing Lures market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

## Fishing Lures Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

## Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

## Market Segmentation:

## By Type

Jigs

Combined Lures

Spoons

Soft Plastic Baits

Flies

Spinnerbaits

Crankbaits

## By Fishing Type

Freshwater Fishing

Saltwater Fishing

Great Lake Fishing

## By Length

Below 4 Inches

4 to 5 Inches

Above 5 Inches

## By Sales Channel

Sports Outlets

Modern Trade Channels

Fishing Supply Stores

Online Retail

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Al Gags Fishing Lures

Al's GoldFishing Lure Co

Bass Pro Shops

Clam Outdoors

GLOBERIDE Inc

Piscifun

Pure Fishing Inc

Rapala VMC Corp

Shimano Inc

Weihai Guangwei Group Co. Ltd

Formats Available: Excel, PDF, and PPT



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Combined Lures

Spoons

Soft Plastic Baits

Flies

Spinnerbaits

Crankbaits

Fishing Type

Freshwater Fishing

Saltwater Fishing

Great Lake Fishing

Length

Below 4 Inches

#### **4 TO 5 INCHES**

Above 5 Inches

Sales Channel

Sports Outlets

Modern Trade Channels

Fishing Supply Stores

Online Retail

Others

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Flies

Spinnerbaits

Crankbaits

Fishing Type

Freshwater Fishing

Saltwater Fishing

Great Lake Fishing

Length

Below 4 Inches

## 4 TO 5 INCHES

Above 5 Inches

Sales Channel

Sports Outlets

Modern Trade Channels

Fishing Supply Stores

Online Retail

Others

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Combined Lures

Spoons

Soft Plastic Baits

Flies

Spinnerbaits  
Crankbaits  
Fishing Type  
Freshwater Fishing  
Saltwater Fishing  
Great Lake Fishing  
Length  
Below 4 Inches

## **4 TO 5 INCHES**

Above 5 Inches  
Sales Channel  
Sports Outlets  
Modern Trade Channels  
Fishing Supply Stores  
Online Retail  
Others

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Fishing Type  
Freshwater Fishing  
Saltwater Fishing  
Great Lake Fishing  
Length  
Below 4 Inches

## **4 TO 5 INCHES**

Above 5 Inches  
Sales Channel  
Sports Outlets  
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Others

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Fishing Type  
Freshwater Fishing

Saltwater Fishing  
Great Lake Fishing  
Length  
Below 4 Inches

#### **4 TO 5 INCHES**

Above 5 Inches  
Sales Channel  
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Fishing Type  
Freshwater Fishing  
Saltwater Fishing  
Great Lake Fishing  
Length  
Below 4 Inches

#### **4 TO 5 INCHES**

Above 5 Inches

Sales Channel

Sports Outlets

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Fishing Supply Stores

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Others

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