

# Canada: Water Sports Equipment Market - Analysis, Size, Trends, Consumption, and Forecast

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## Abstracts

### The Canadian Water Sports Equipment Market Report Description

This report presents a comprehensive overview of the Canadian water sports equipment market, the effect of recent high-impact world events on it, and a forecast for the market development in the medium term. The report provides a strategic analysis of the water sports equipment market in Canada and describes the main market participants, growth and demand drivers, challenges, and all other factors, influencing the development of the market.

The report covers water sports equipment (gear and accessories designed to ensure safety, enjoyment, and proficiency for individuals engaged in various activities conducted in and on the water; including: sailboards, surfboards, bodyboards, and paddles, kayaks, water skis and wakeboards, and swimming and snorkeling gear; excluding: swimsuits, wetsuits, and other sports apparel, flip-flops, sandals, beach shoes, and sports footwear) and is broken down by:

Product groups: Sailboards, surfboards, bodyboards, and paddles; Kayaks; Water skis and wakeboards; Swimming and snorkeling gear

Price segments: Mass; Mid-priced; Premium

Retail distribution channels: Sports and outdoors retailers; Supermarkets and hypermarkets; Specialty stores; Independent retailers; Others

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### State of the Demographics and Economy of North America

This section of the report presents you with historical and forecast data about key macroeconomic indicators of the demographics and economy in North America.

What are the demographic characteristics (GDP, inflation, unemployment, government debt, etc.) of North America?

What are the economic characteristics (population, growth rate, life expectancy, age and gender, etc.) of North America?

#### Analysis of the Water Sports Equipment Market in Canada

The market analysis section provides an overview of the market size and dynamics in value terms for the last five years. It answers the following questions:

What is the size of the water sports equipment market in Canada?

How has the water sports equipment market in Canada performed in value terms for the last five years?

How is the market structured?

What are the major trends affecting the market?

Which are the major companies on the market?

How intensive is the competitive landscape?

What are the drivers and challenges affecting the market development?

#### Water Sports Equipment Prices in Canada

The price section of the report answers the following questions:

How is the value chain of the market formed?

What is the structure of price formation?

What are the retail prices of water sports equipment in Canada?

#### Foreign Trade Operations of Water Sports Equipment in Canada

The foreign trade operations section answers the following questions:

What is the trade balance in value terms?

Does Canada import more water sports equipment than it exports?

How has the trade balance changed over the last five years?

#### Imports of Water Sports Equipment to Canada

The import section of the report answers the following questions:

How has the value of imports changed over the past five years?

Which are the major countries that import water sports equipment to Canada?

What is the average price of the water sports equipment imported to Canada?

## Exports of Water Sports Equipment from Canada

The export section of the report answers the following questions:

How has the value of exports changed over the past five years?

Which are the main recipient countries of the Canadian water sports equipment exports?

What is the average price of the water sports equipment exported from Canada?

## Consumption of Water Sports Equipment in Canada

The consumption section of the report answers the following questions:

What is the per capita consumption value? How has it changed over the past five years?

## Forecast

The final section of the report presents a forecast for the development of the market based on three scenarios - base, pessimistic, and optimistic. The forecast section answers:

How will the water sports equipment market in Canada look like over the next five years in both value terms for each possible scenario?

## Short Methodology

This research report has been prepared with WMStrategy's research methodology, which includes a blend of qualitative and quantitative data. The information comes from official sources and includes insights from local market experts (representatives of the main market participants), gathered by semi-structured interviews.

For this particular report, more than 10 interviews have been conducted with market experts from the leading companies (producers, distributors, retailers, suppliers, etc.).

The full list of interviewed experts and a detailed methodology are available upon request.

## Customization

The report will be updated as of the current month of purchase, which is why it will be dispatched within five working days after order confirmation. If the report is missing data points you need, it can be amended to fit your specific requirements and satisfy your individual objectives and information needs. Contact us for more information!

## Report Benefits

Discover how the market performed in the past (in the last 5 years) and how it will

perform in the future (in the next 6 years);  
Track and identify key market trends and insights on key drivers behind recent market changes;  
Strategically assess the competitive position of the main market players;  
Evaluate how diversified the market is in terms of competitive intensity, fragmentation, and environment in order to understand competitive threats;  
Assess growth potential, opportunities, demand drivers, and challenges on the market;  
Quickly and cost-effectively receive a complete strategic analysis of the market;  
Improve your pitches and presentations by using verified market data and expert insights;  
Make important strategic decisions safely and with confidence;  
Receive professional expertise on the market and everything important connected with its development;  
Empower your marketing, branding, strategy, product and business development, consumption, and supply functions with valuable market insights;  
Build your investment strategy by assessing market attractiveness, country attractiveness, or company attractiveness;  
Evaluate the key macroeconomic indicators to get insight into the general trends within the economy and demographics;  
Acquire data your competitors might already have and be acting upon.

### Report Users

This market research report is ideal for people who want to gain a comprehensive understanding of the Canadian water sports equipment market. Most often these are professionals actively working in the market as:

C-suite executives;  
Directors;  
Market strategists;  
Marketing professionals;  
Business development professionals;  
Product developers;  
Product marketers and strategists;  
Product managers;  
Project managers;  
Suppliers;  
Traders.

This report can also bring value to professionals, not actively involved in the market,

such as:

Management consultants;  
Investment managers;  
Financial professionals;  
Bank managers;  
M&A managers;  
Auditors.

## Contents

### INTRODUCTION

Report description  
Research methodology

### EXECUTIVE SUMMARY

### CHARACTERISTICS OF WATER SPORTS EQUIPMENT

### STATE OF THE DEMOGRAPHICS AND ECONOMY OF NORTH AMERICA

Characteristics of the demographics of North America in 2020-2024  
Characteristics of the economy of North America  
Forecast for the development of the economy of North America in 2025-2027

### WATER SPORTS EQUIPMENT MARKET IN CANADA

Value and dynamics of the water sports equipment market in Canada in 2020-2024  
Key recent trends on the water sports equipment market in Canada  
Competitive landscape of the market  
Key drivers and restraints for the market development in the medium term

### PRICES OF WATER SPORTS EQUIPMENT IN CANADA

Value chain analysis  
Structure of price formation  
Characteristics of the retail prices of water sports equipment in Canada in 2020-2024

## **FOREIGN TRADE OPERATIONS OF WATER SPORTS EQUIPMENT IN CANADA**

Foreign trade operations of water sports equipment in Canada in 2020-2024

### **IMPORTS OF WATER SPORTS EQUIPMENT TO CANADA**

Value and dynamics of the imports of water sports equipment to Canada in 2020-2024

Main countries importing water sports equipment to Canada

Average prices of the water sports equipment imported to Canada

### **EXPORTS OF WATER SPORTS EQUIPMENT FROM CANADA**

Value and dynamics of the Canadian exports of water sports equipment in 2020-2024

Main countries that receive water sports equipment exports from Canada

Average prices of the water sports equipment exported from Canada

### **CONSUMPTION OF WATER SPORTS EQUIPMENT IN CANADA**

Value and dynamics of the per capita consumption of water sports equipment in Canada in 2020-2024

## **FORECAST FOR THE DEVELOPMENT OF THE WATER SPORTS EQUIPMENT MARKET IN CANADA IN 2025-2030**

Forecast for the market development in the medium term under three possible scenarios

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