

Fishing Equipment Market By Type (Hooks, Lines, Sinkers and Floats, Rods, Reels, Nets and Traps, Spear and Gaffs, Others), By Nature (Fresh Water, Salt Water, Fly Fishing), By Distribution Channel (Online, Offline): Global Opportunity Analysis and Industry Forecast, 2023-2032

Market Report | 2023-11-01 | 310 pages | Allied Market Research

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Report description:

The global fishing equipment market size was valued at \$14,474.2 million in 2022 and is projected to reach \$23,010.4 million by 2032, registering a CAGR of 4.8% from 2023 to 2032.

Fishing equipment refers to the tools, gear, and accessories used by anglers to catch fish. This equipment can vary depending on the type of fishing, such as freshwater or saltwater, fly fishing, ice fishing, or deep-sea fishing. Fishing equipment includes hooks, lines, sinkers & floats, rods, reels, nets & traps, spears & gaffs, and others.

The launch of new fishing equipment with enhanced technology has been introduced by leading market players. These companies have taken care of the problems that are faced during fishing and have come up with the necessary solutions for fishing sports. Aquadrone is the leading producer in the fish equipment market which has customized the drone specifically to catch fish.

Moreover, the drone is designed to find fish using sonar, take images using the camera installed in it, come back to install the bait & lure, and again visit the same spot. The device is 100% waterproof, and it can be used in both fresh and salty water.

Furthermore, Aquadrone has become more popular among the young generation and ones with less patience to wait and catch fish. Thus, the rapid advancement of technology in fishing equipment augments the growth of the market.

The number of social media users has increased considerably, with the rise in internet penetration. Taking this into consideration, most of the key players in the fishing equipment market strategize on promoting their products and services on these social media platforms. E-commerce is one of the major strategies adopted by various companies and industries to impart awareness about their product offerings among target customers on e-commerce channels. Thus, through an e-commerce marketing strategy, the global fishing equipment market sees a critical opportunity to gain traction and increase its customer reach among its target segments.

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The increase in interest of children toward fishing and its related activities has created new business opportunities for the stakeholders. Moreover, fishing activities are becoming one of the favorite outdoor activities that can be enjoyed with kids. In addition, parents are encouraging children to start fishing as it helps in increasing concentration levels and enhances the patience level of the kids. Furthermore, there are a variety of simple pole equipment available, which are designed especially for children. This short rod equipment is available with kid-friendly characters, and they are also less frustrating for small hands. In addition, Mitchell, a manufacturer of fishing equipment, produces the number of 5?- foot combos that are perfect for kids aged 7 and up. Thus, the increase in interest shown by children toward fishing activities and the easy availability of fishing equipment for children are expected to augment the growth of the fishing equipment market.

Fishing techniques are methods for catching fish and include hand gathering, netting, trapping, angling, and spearfishing. Moreover, recreational, artisanal, and commercial fishers use different techniques and sometimes similar techniques. Recreational fishers fish for pleasure or sport and they mostly use angling methods for fishing in both salty and fresh water. Furthermore, modern fishing techniques such as electric reels, modern rods, and nets have added accuracy to the fishing techniques. Thus, the increase in efficient fishing techniques further boosts the growth of the market.

People for the Ethical Treatment of Animals (PETA) is a charity, which operates globally and is dedicated to establishing and protecting the rights of all animals. PETA, therefore, campaign against angling and have launched a number of initiatives and campaigns, which are designed to turn the general public against fishing and to achieve their ultimate aim of having angling banned.

In addition, PETA initiated a campaign called "Don't Let Your Kids Become Hookers" which was aimed at stopping parents from encouraging their children toward fishing. Moreover, NGOs such as the Aquaculture Stewardship Council, Fisheries Innovation Scotland, and others are against commercial fishing and fishing equipment. Moreover, 40% of the world's oceans are heavily affected by human activities including depleted fisheries, pollution, and loss of coastal habitats, which makes PETA and NGOs more brutal against fishing. Thus, the increase in campaigns against fishing by NGOs and PETA restricts the growth of the fishing equipment market.

According to the market analysis, the global fishing equipment market is segmented into type, nature, distribution channel, and region. Based on type, the market is divided into hooks, lines, sinkers & floats, rods, reels, nets & traps, spears & gaffs, and others. By nature, the market is divided into fresh water, salt water, and fly fishing. As per the distribution channel, the market is segmented into offline and online. Region-wise, the market is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, France, Italy, Spain, UK, Russia, and the rest of Europe), Asia-Pacific (China, Japan, India, Australia & New Zealand, Korea, ASEAN, and rest of Asia-Pacific), and LAMEA (Brazil, South Africa, Turkey, Saudi Arabia, and rest of LAMEA). The players in the fishing equipment market have adopted acquisition, business expansion, partnership, collaboration, and product launch as their key development strategies to increase profitability and improve their position in the market.

Some of the key players profiled in the fishing equipment market analysis include Rome Specialty Company, Inc., GLOBERIDE, Inc., Pure Fishing, Inc., Sea Master Enterprise Co., Ltd., Maver UK Ltd., JARVIS WALKER Pty Ltd, PRADCO OUTDOOR BRANDS, JOHNSON OUTDOORS INC., TICA FISHING TACKLE, and Bright Tribe, Inc.

Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the fishing equipment market analysis from 2022 to 2032 to identify the prevailing fishing equipment market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the fishing equipment market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- The report includes the analysis of the regional as well as global fishing equipment market trends, key players, market segments, application areas, and market growth strategies.

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- Expanded list for Company Profiles
- Historic market data
- Import Export Analysis/Data
- Key player details (including location, contact details, supplier/vendor network etc. in excel format)
- List of customers/consumers/raw material suppliers- value chain analysis
- Market share analysis of players at global/region/country level
- Per Capita Consumption Trends
- Product Consumption Analysis
- Reimbursement Scenario
- SWOT Analysis
- Volume Market Size and Forecast

Key Market Segments

By Type

- Hooks
- Lines
- Sinkers and Floats
- Rods
- Reels
- Nets and Traps
- Spear and Gaffs
- Others

By Nature

- Fresh Water
- Salt Water
- Fly Fishing

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By Distribution Channel

- Online

- Offline

By Region

- North America

- ? U.S.

- ? Canada

- ? Mexico

- Europe

- ? UK

- ? Germany

- ? France

- ? Russia

- ? Italy

- ? Spain

- ? Rest of Europe

- Asia-Pacific

- ? China

- ? Japan

- ? India

- ? Australia New Zealand

- ? Korea

- ? Asean

- ? Rest of Asia-Pacific

- LAMEA

- ? Brazil

- ? South Africa

- ? Turkey

- ? Saudi Arabia

- ? Rest of LAMEA

- Key Market Players

- ? JARVIS WALKER Pty Ltd.

- ? Maver UK Ltd.

- ? Rome Specialty Company, Inc

- ? Sea Master Enterprise Co., Ltd.

- ? GLOBERIDE, Inc.

- ? PRADCO Outdoor Brands

- ? Tica Fishing Tackle

- ? Pure Fishing, Inc.

- ? Johnson Outdoors Inc.

- ? Gamakatsu Co., Ltd.

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