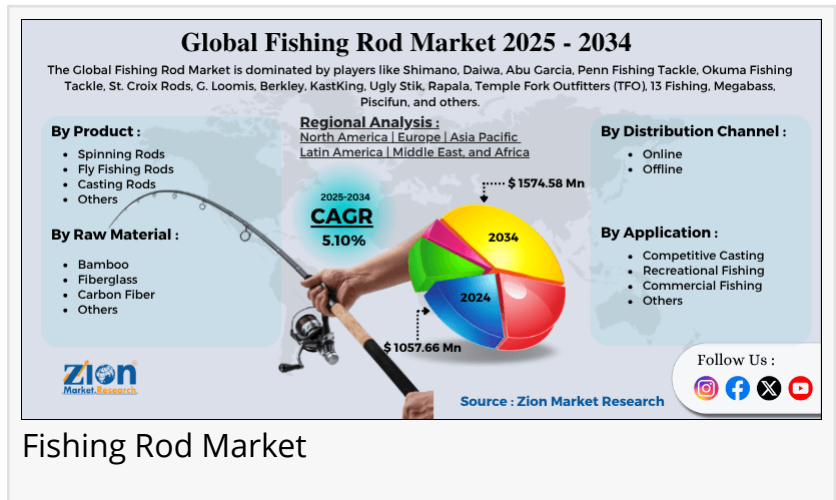


Global Fishing Rod Market Size to Reel In \$1.57 Billion by 2034, Growing at 5.1% CAGR

The global fishing rod market size was worth around USD 1057.66 million in 2024 and is predicted to grow to around USD 1574.58 million by 2034

PUNE, MAHARASHTRA, INDIA, August 14, 2025 /EINPresswire.com/ -- □ Global Fishing Rod Market (2024–2034) – Comprehensive Growth Analysis, Trends, and Forecast Report
1. Market Overview



The [global fishing rod market Size](#) was valued at approximately USD 1,057.66 million in 2024 and is projected to grow to around USD 1,574.58 million by 2034, representing a compound annual growth rate (CAGR) of roughly 5.10% from 2025 to 2034. This growth reflects the increasing popularity of recreational fishing, competitive angling tournaments, and sustainable fishing practices across the globe.

“

The global fishing rod market size was worth around USD 1057.66 million in 2024 and is predicted to grow to around USD 1574.58 million by 2034, (CAGR) of roughly 5.10% between 2025 and 2034.

”

Deepak Rupnar

locations, and fly-fishing streams.

The market growth is also supported by rising disposable incomes, adventure tourism, government promotion of eco-friendly outdoor activities, and the emergence of online retail platforms that make specialized fishing gear accessible worldwide.

Key Insights:

As per the analysis shared by our research analyst, the global fishing rod market is estimated to grow annually at a CAGR of around 5.10% over the forecast period (2025-2034)

In terms of revenue, the global fishing rod market size was valued at approximately USD 1,057.66 million in 2024 and is projected to reach USD 1,574.58 million by 2034.

The fishing rod market is projected to grow significantly owing to rising interest in recreational fishing, improvements in rod design and lightweight materials, and increasing disposable income in developing regions.

Based on product, the spinning rods segment is expected to lead the market, while the casting rods segment is expected to grow considerably.

Based on raw material, the carbon fiber segment is projected to lead the market, while the fiberglass segment is expected to progress significantly.

Based on application, the recreational fishing is the dominant segment, while the competitive casting segment is projected to witness sizable revenue growth over the forecast period.

Based on distribution channel, the offline segment is expected to lead the market compared to the online segment.

Based on region, North America is projected to dominate the global market during the estimated period, followed by Europe.

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2. Market Drivers

Global Fishing Rod Market, 2020-2034 (USD Million)



Fishing Rod Market Size

The leading players in the global fishing rod market are:

SHIMANO

DAIWA

Abu Garcia

okuma
FISHING TACKLE

ST.CROIX

G.Loomis

Berkley

KAYAKING

Ugly Stik

RAPALA

13 FISHING

Megabass

Regabass

Piscifun

Fishing Rod Market Competitive Analysis

2.1 Rising Popularity of Recreational Fishing ☐☐

Outdoor recreational activities have surged globally, with fishing becoming a favorite pastime. Countries such as the United States, Canada, Australia, and Scandinavian nations have large fishing communities that actively participate in leisure fishing trips.

2.2 Technological Innovations in Rod Design ☐☐

Manufacturers are developing lightweight, durable, and flexible rods using carbon fiber, fiberglass, and hybrid composites, enhancing performance while reducing fatigue during extended use.

2.3 Growth in Fishing Tournaments and Sports Events ☐

The rise of competitive angling tournaments—both at amateur and professional levels—has boosted demand for high-performance fishing rods that offer precision casting and improved catch rates.

2.4 Government Support for Sustainable Fishing ☐

Many governments promote catch-and-release policies, regulate fishing seasons, and support community events to ensure ecological balance while boosting local economies.

2.5 Expansion of E-Commerce Platforms ☐

The shift toward online retail has allowed fishing rod manufacturers to reach broader audiences with competitive prices and wide product selections, particularly in emerging markets.

3. Market Challenges

3.1 Seasonal and Climate Dependence ☐☐

Fishing activity is heavily dependent on favorable weather conditions, which can limit market growth in regions with extreme climates.

3.2 Environmental Concerns and Overfishing Risks ☐

Improper fishing practices can harm aquatic ecosystems, leading to stricter regulations and possible restrictions on fishing activities.

3.3 Price Sensitivity in Developing Markets ☐

While high-end fishing rods cater to professional anglers, price sensitivity remains a challenge in regions where recreational fishing is still a growing activity.

4. Market Opportunities

4.1 Rise of Adventure and Fishing Tourism ☐

Destinations in South America, Asia-Pacific, and Africa are marketing themselves as fishing tourism hotspots, boosting demand for premium fishing rods.

4.2 Smart Fishing Rods with IoT Integration ☐

The integration of sensors, mobile connectivity, and fishing apps is creating a new segment for

tech-savvy anglers who want real-time catch data, water temperature analysis, and casting guidance.

4.3 Growth in Women and Youth Angling Communities □□□□□

Increasing participation of women and younger generations is opening opportunities for customized designs, lighter rods, and fashionable gear.

4.4 Sustainable and Eco-Friendly Materials □

Manufacturers are exploring biodegradable components and recycled materials for fishing rods to appeal to environmentally conscious consumers.

5. Market Segmentation

5.1 By Product Type

Spinning Rods: Popular among beginners for their ease of use and versatility.

Casting Rods: Favored by experienced anglers for precision and control.

Fly Fishing Rods: Designed for freshwater and specialized fishing styles.

Trolling Rods: Built for deep-sea fishing and large game fish.

Ice Fishing Rods: Compact rods suited for frozen lake fishing.

5.2 By Material

Fiberglass Rods: Durable and affordable, ideal for beginners.

Carbon Fiber Rods: Lightweight and high-performance, preferred by professionals.

Bamboo Rods: Traditional and premium, often used in fly fishing.

5.3 By Application

Freshwater Fishing

Saltwater Fishing

Fly Fishing

Ice Fishing

6. Regional Analysis □

6.1 North America

2024 Market Value: Significant share due to strong fishing culture in the U.S. and Canada.

Government initiatives promote sustainable fishing, while tournaments drive demand for advanced rods.

6.2 Europe

Rich freshwater and coastal fishing resources in countries like Norway, Sweden, and the UK.

Growing adoption of eco-friendly fishing gear due to strict EU regulations.

6.3 Asia-Pacific

Fastest-growing market driven by China, Japan, and Australia, with large fishing communities and increasing recreational activities.

Government-supported tourism campaigns fuel market expansion.

6.4 Latin America

Brazil, Argentina, and Chile are emerging as fishing tourism destinations. Rising disposable income and improved access to premium fishing gear.

6.5 Middle East & Africa

Coastal fishing and inland freshwater opportunities in South Africa, UAE, and Oman. Fishing tourism combined with luxury travel packages is attracting high-income travelers.

Inquiry For Buying-<https://www.zionmarketresearch.com/inquiry/fishing-rod-market>

7. Competitive Landscape □

Major players are focusing on product innovation, lightweight materials, and brand collaborations to expand their global reach:

Shimano Inc.

Pure Fishing Inc. (Abu Garcia, Penn, Shakespeare)

Daiwa Corporation

G. Loomis Inc.

Okuma Fishing Tackle Co., Ltd.

St. Croix Rods

TFO (Temple Fork Outfitters)

These companies compete through innovative designs, durability, and price differentiation, with many targeting both professional anglers and casual hobbyists.

8. Future Outlook □

The fishing rod market is expected to witness steady growth over the next decade as more consumers embrace outdoor lifestyles. Advancements in carbon composite manufacturing, IoT-enabled fishing tools, and sustainable production methods will shape future trends.

By 2034, fishing rods will likely incorporate AI-driven fishing assistants, improved durability with minimal environmental impact, and be part of an integrated smart fishing ecosystem that combines gear, software, and community platforms.

9. Key Takeaways

Market Size: USD 1,057.66M (2024) □ USD 1,574.58M (2034)

CAGR: 5.10% (2025–2034)

Drivers: Rising recreational fishing, tech innovations, tournament culture

Challenges: Seasonal dependence, environmental regulations

Opportunities: Adventure tourism, smart fishing tech, sustainable materials

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