
2021 Retail Market Size Report

Fishing Equipment



Annual Sales in Dollars and Units for Major Product Categories and Sub-Categories

SAMPLE

Produced by Southwick Associates



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INTRODUCTION AND METHODS

The report presents annual estimates of U.S. national retail expenditures for fishing tackle products. Sales of used products are not considered in this report but are available separately.

Southwick Associates estimates retail sales (dollars and units) using multiple approaches, with the specific approach dependent on the product under study.

- For many fishing items, including fishing rods, reels, and line, the annual federal excise tax collected from manufacturers and importers in these categories form the basis of the estimated retail sales. ***(Please see note below for methodological changes specific to 2021.)*** In conjunction with these tax data, specific product category results are developed through the use of current tax rates, common wholesale and retail margins, and information from proprietary Southwick Associates' trade surveys and market monitoring efforts.
- For sportfishing products not subject to excise taxes, retail sales (in units and dollars) are estimated primarily using the following:
 - Benchmarking measures of angler spending reported through the National Survey of Fishing, Hunting, and Wildlife-Associated Recreation (U.S. Fish and Wildlife Service). These measures are updated to the current year with the most recent data from 2016.
 - Expenditure estimates for more detailed products (such as "spinner baits" versus "lures") are derived using Southwick Associates' AnglerSurvey® consumer panel.

We do not advise comparing the 2021 Market size report to the 2020 version. We recommend using 2019 as a more reliable benchmark. Discrepancies have been identified in the 2020 sportfishing excise tax data reported by the IRS, mainly in the fishing equipment and trolling motor categories, which influence both the 2020 and 2021 estimates. Therefore, we are not providing 2020 comparisons in this report and don't recommend comparisons to previous years. Efforts were made to adjust the 2021 results to proper levels.

About AnglerSurvey®:

AnglerSurvey® is a Southwick Associates proprietary consumer panel of recreational anglers. Surveys are conducted every quarter, tracking purchasing trends for major sportfishing product categories and participation trends. Information provided includes brand purchased, average prices, sales by price category and sales channel, and more. Quarterly topline reports are available by subscription and year-end results can be obtained individually. For more information, contact Nancy@SouthwickAssociates.com.

2021 FISHING PURCHASES

FISHING EQUIPMENT (Summary) Respondents reported buying:

	2021 Estimated Retail Dollars (in millions)	2021 Estimated Units (in thousands)
Reel - Not fly fishing		
Rod - Not fly fishing		
Combo (Rod/Reel)		
Lures & baits – (hard, soft, spinner, dough, jig, live baits - Not fly fishing)		
Fishing line - Not fly fishing		
Terminal tackle (hook, sinker, swivel, rig, bobber, leader)		
Fly fishing tackle and accessories		
Fishing electronics (GPS, sonar, fish finders)		
Fishing apparel		
Other fishing equipment (tackle box, landing nets, bait buckets, aerators, cast nets, knives, scales, grips, measuring devices, hook sharpeners, removers, pliers, stringers, trolling motors, etc.)		
Total ^a		

^aMethodological changes occurred in 2021. Please see page 3 for details when comparing to previous years.

ⁿ indicates the sample size is less than 30 and results should be viewed with caution.

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Fishing Rods

Type of fishing RODS respondents reported buying:

	2021 Estimated Retail Dollars (in millions)	2021 Estimated Units (in thousands)
Baitcast		
Spinning		
Other (including spincast)		
Total		

Primary type of fishing intended for RODS purchased

	2021 Estimated Retail Dollars (in millions)	2021 Estimated Units (in thousands)
Freshwater fishing only		
Saltwater fishing only		
Freshwater & saltwater fishing		
Other (including brackish)		
Total		

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Fishing Reels

Type of fishing REELS purchased

	2021 Estimated Retail Dollars (in millions)	2021 Estimated Units (in thousands)
Baitcast		
Spinning		
Other (including spincast)		
Total		

Primary type of fishing intended for REELS purchased

	2021 Estimated Retail Dollars (in millions)	2021 Estimated Units (in thousands)
Freshwater fishing		
Saltwater fishing		
Freshwater & saltwater fishing		
Other (including brackish)		
Total		

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Fishing Combos

Type of fishing COMBOS purchased

	2021 Estimated Retail Dollars (in millions)	2021 Estimated Units (in thousands)
Baitcast		
Spincast		
Spinning		
Other ⁿ		
Total		

Primary type of fishing intended for COMBOS purchased

	2021 Estimated Retail Dollars (in millions)	2021 Estimated Units (in thousands)
Freshwater fishing only		
Saltwater fishing only		
Freshwater & saltwater fishing ⁿ		
Other (including brackish)		
Total		

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Fishing Line

Type of FISHING LINE purchased

	2021 Estimated Retail Dollars (in millions)	2021 Estimated Units (in thousands)
Monofilament		
Superline or Braid		
Fluorocarbon		
Total		

Primary type of fishing intended for MONOFILAMENT LINES purchased

	2021 Estimated Retail Dollars (in millions)	2021 Estimated Units (in thousands)
Freshwater fishing only		
Saltwater fishing only		
Freshwater & saltwater fishing ⁿ		
Other (including brackish) ⁿ		
Total		

Primary type of fishing intended for BRAID LINES purchased

	2021 Estimated Retail Dollars (in millions)	2021 Estimated Units (in thousands)
Freshwater fishing only		
Saltwater fishing only		
Freshwater & saltwater fishing ⁿ		
Other (including brackish)		
Total		

Primary type of fishing intended for FLUOROCARBON LINES purchased

	2021 Estimated Retail Dollars (in millions)	2021 Estimated Units (in thousands)
Freshwater fishing only		
Saltwater fishing only ⁿ		
Freshwater & saltwater fishing ⁿ		
Other (including brackish) ⁿ		
Total		

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Bait & Terminal Tackle

Type of FISHING LURES and BAIT purchased

	2021 Estimated Retail Dollars (in millions)	2021 Estimated Units (in thousands)
Spinner bait		
Hard bait		
Soft bait		
Jig		
Dough bait		
Live bait		
Total		

Primary type of fishing intended for SPINNER BAITS purchased

	2021 Estimated Retail Dollars (in millions)	2021 Estimated Units (in thousands)
Freshwater fishing only		
Saltwater fishing only ⁿ		
Freshwater & saltwater fishing ⁿ		
Other (including brackish)		
Total		

Primary type of fishing intended for HARD BAITS purchased

	2021 Estimated Retail Dollars (in millions)	2021 Estimated Units (in thousands)
Freshwater fishing only		
Saltwater fishing only		
Freshwater & saltwater fishing ⁿ		
Other (including brackish)		
Total		

Primary type of fishing intended for SOFT BAITS purchased

	2021 Estimated Retail Dollars (in millions)	2021 Estimated Units (in thousands)
Freshwater fishing only		
Saltwater fishing only		
Freshwater & saltwater fishing		
Other (including brackish)		
Total		

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Primary type of fishing intended for JIG BAITS purchased

	2021 Estimated Retail Dollars (in millions)	2021 Estimated Units (in thousands)
Freshwater fishing only		
Saltwater fishing only		
Freshwater & saltwater fishing ⁿ		
Other (including brackish)		
Total		

Primary type of fishing intended for DOUGH BAITS purchased

	2021 Estimated Retail Dollars (in millions)	2021 Estimated Units (in thousands)
Freshwater fishing		
Other (including brackish)		
Total		

Primary type of fishing intended for LIVE BAITS purchased

	2021 Estimated Retail Dollars (in millions)	2021 Estimated Units (in thousands)
Freshwater fishing only		
Saltwater fishing only		
Freshwater & saltwater fishing		
Other (including brackish)		
Total		

Type of LIVE BAITS purchased

	2021 Estimated Retail Dollars (in millions)	2021 Estimated Units (in thousands)
Life worms and nightcrawlers		
Live minnows, shiners, or baitfish of any type		
Shrimp		
Live crickets, grasshoppers or other non- water insects		
Other live bait		
Total		

Type of TERMINAL TACKLE purchased

	2021 Estimated Retail Dollars (in millions)	2021 Estimated Units (in thousands)
Bobber		
Hooks		
Sinkers/weights		
Swivel		
Rig		
Leader		
Total		

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Electronics

Type of FISHING ELECTRONICS purchased for sportfishing purposes

	2021 Estimated Retail Dollars (in millions)	2021 Estimated Units (in thousands)
Sonar		
Other		
Total		

Note: Year-over-year comparatives should not be made with the 'Other' category because it includes items with sample sizes too small to report independently and these change from year to year.

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Apparel

Type of FISHING APPAREL purchased

	2021 Estimated Retail Dollars (in millions)	2021 Estimated Units (in thousands)
Footwear		
Hats or headgear		
Raingear		
Shirts, pants, shorts, jackets, sweatshirts, etc.		
Gloves		
Waders		
Total		

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Other Fishing Equipment

Type of OTHER FISHING EQUIPMENT purchased

	2021 Estimated Retail Dollars (in millions)	2021 Estimated Units (in thousands)
Tackle box		
Bait bucket, aerator		
Cooler		
Scale, grip, measuring device		
Cast net		
Landing net		
Fishing knife		
Trolling motor		
Rod & reel accessories		
Other		
Total		

Note: Year-over-year comparatives should not be made with the 'Other' category because it includes items with sample sizes too small to report independently and these change from year to year.

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