
2020 Retail Market Size Report

Fishing Equipment



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

SAMPLE

Produced by Southwick Associates



Info@SouthwickAssociates.com

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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. 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.

NOTE: Trend results derived from comparing reports across years may show larger than actual swings due to the following: 1) differences between the excise tax data and the AnglerSurvey® recording cycles, 2) some natural survey variation, or 3) regular improvements to the quantification methods. We strive to ensure every annual market size report is as accurate as possible. Improvements to the calculation process are often introduced which can impact comparisons across years.

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.

2020 FISHING PURCHASES

FISHING EQUIPMENT (Summary.) Respondents reported buying:

	2020 Estimated Retail Dollars (in millions)	2020 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		

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Fishing Rods

Type of fishing RODS respondents reported buying:

	2020 Estimated Retail Dollars (in millions)	2020 Estimated Units (in thousands)
Baitcast		
Spinning		
Other (including spincast)		
Total		

Primary type of fishing intended for RODS purchased

	2020 Estimated Retail Dollars (in millions)	2020 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

	2020 Estimated Retail Dollars (in millions)	2020 Estimated Units (in thousands)
Baitcast		
Spinning		
Other (including spincast)		
Total		

Primary type of fishing intended for REELS purchased

	2020 Estimated Retail Dollars (in millions)	2020 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

	2020 Estimated Retail Dollars (in millions)	2020 Estimated Units (in thousands)
Baitcast		
Spincast		
Spinning		
Other		
Total		

Primary type of fishing intended for COMBOS purchased

	2020 Estimated Retail Dollars (in millions)	2020 Estimated Units (in thousands)
Freshwater fishing only		
Saltwater fishing only		
Freshwater & saltwater fishing		
Other (including brackish)		
Total		

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Fishing Line

Type of FISHING LINE purchased

	2020 Estimated Retail Dollars (in millions)	2020 Estimated Units (in thousands)
Monofilament		
Superline or Braid		
Fluorocarbon		
Total		

Primary type of fishing intended for MONOFILAMENT LINES purchased

	2020 Estimated Retail Dollars (in millions)	2020 Estimated Units (in thousands)
Freshwater fishing only		
Saltwater fishing only		
Freshwater & saltwater fishing		
Other (including brackish)		
Total		

Primary type of fishing intended for BRAID LINES purchased

	2020 Estimated Retail Dollars (in millions)	2020 Estimated Units (in thousands)
Freshwater fishing only		
Saltwater fishing only		
Freshwater & saltwater fishing		
Other (including brackish)		
Total		

Primary type of fishing intended for FLUOROCARBON LINES purchased

	2020 Estimated Retail Dollars (in millions)	2020 Estimated Units (in thousands)
Freshwater fishing only		
Saltwater fishing only		
Freshwater & saltwater fishing		
Other (including brackish)		
Total		

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Bait & Terminal Tackle

Type of FISHING LURES purchased

	2020 Estimated Retail Dollars (in millions)	2020 Estimated Units (in thousands)
Spinner bait		
Hard bait		
Soft bait		
Other (including jig, live bait, and dough bait)		
Total		

Note: Revisions to the questions that capture bait purchasing through AnglerSurvey (and included in the 'Other' category above), may have resulted in respondents including non-commercial types, particularly for homemade baits such as doughballs, etc.

Primary type of fishing intended for SPINNER BAITs purchased

	2020 Estimated Retail Dollars (in millions)	2020 Estimated Units (in thousands)
Freshwater fishing only		
Saltwater fishing only		
Freshwater & saltwater fishing		
Other (including brackish)		
Total		

Primary type of fishing intended for HARD BAITs purchased

	2020 Estimated Retail Dollars (in millions)	2020 Estimated Units (in thousands)
Freshwater fishing only		
Saltwater fishing only		
Freshwater & saltwater fishing		
Other (including brackish)		
Total		

Primary type of fishing intended for SOFT BAITs purchased

	2020 Estimated Retail Dollars (in millions)	2020 Estimated Units (in thousands)
Freshwater fishing only		
Saltwater fishing only		
Freshwater & saltwater fishing		
Other (including brackish)		
Total		

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Type of TERMINAL TACKLE purchased

	2020 Estimated Retail Dollars (in millions)	2020 Estimated Units (in thousands)
Bobber		
Hooks		
Sinkers/weights		
Other (including hook, leader, rig and swivel)		
Total		

Electronics

Type of FISHING ELECTRONICS purchased for sportfishing purposes

	2020 Estimated Retail Dollars (in millions)	2020 Estimated Units (in thousands)
Sonar		
Other		
Total		

Apparel

Type of FISHING APPAREL purchased

	2020 Estimated Retail Dollars (in millions)	2020 Estimated Units (in thousands)
Footwear		
Hats or headgear		
Raingear		
Shirts, pants, shorts, jackets, sweatshirts, etc.		
Waders/wade boots/chest waders		
Gloves		
Total		

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Other Fishing Equipment

Type of OTHER FISHING EQUIPMENT purchased

	2020 Estimated Retail Dollars (in millions)	2020 Estimated Units (in thousands)
Tackle box		
Bait bucket, aerator		
Scale, grip, measuring device		
Fishing knife		
Trolling motor		
Rod & reel accessories		
Other		
Total		

Notes: 1) 2020 excise tax collections for tackle boxes fell substantially, directly affecting the numbers reported here. The reason for the reported decline in excise tax collections are unknown. 2) 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.