

# 2026 SPECIAL REPORT ON FISHING

## 57 MILLION

Americans went fishing in 2025

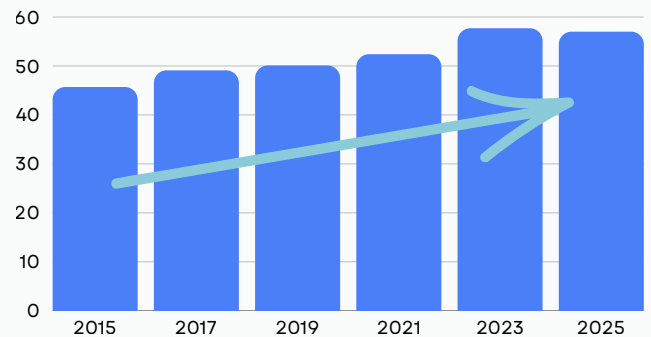
918M OUTINGS

up 3%

25% GROWTH

over last decade

### A DECADE OF GROWTH



### PARTICIPATION BY TYPE



FRESHWATER → 42.6M



SALTWATER ↑ 15.5M



FLY ↓ 7.9M

### GROWTH AUDIENCES STRONG



6.3M first-time anglers



5.4M youth anglers ages 13-17



6.9M Hispanic anglers



6M Black anglers

*All-time highs!*

### INDUSTRY OPPORTUNITIES



#### YOUTH PROGRAMS

86% percent of current participants fished before age 12, emphasizing importance of youth engagement.



#### RETENTION

19M anglers dropped out in 2025, making retention strategies essential.



#### R3 PROGRAMS

Recruit · Retain · Reactivate remains a critical pipeline for industry growth.

