

# Deep Impact

Ryan Hughes Design  
International Awards of Excellence Winner

The U.S. pool and spa industry contributed about \$50 billion and almost 445,000 job equivalents to the country's economy in 2020.

The overall economic impact of the pool and spa industry reaches far beyond the direct revenue collected from the sales of products or delivery of services. The impact also includes the jobs created, the ripple effect of income earned and expended, and the assessment and collection of taxes at varying points of all transactions. During 2020, the U.S. pool and hot tub industry contributed about \$50 billion and 445,000 job equivalents to the U.S. economy, according to the newly released The Economic Impact of the Swimming Pool and Hot Tub Industry in the U.S., an extensive report commissioned by the Pool & Hot Tub Alliance (PHTA).

New construction/repair  
/refurbishment accounted for

**\$11.9  
billion**

and

**\$161,796  
job equivalents,**

while retail/accessory/services contributed

**\$13.2  
billion**

and

**282,805  
job equivalents.**



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While the pool and spa industries have struggled to regain lost sales volume following the recession in 2009, the pandemic of 2020 changed the trajectory for the business. The silver lining of COVID restrictions for the pool and hot tub industries was the skyrocketing demand for new residential pools and hot tubs from consumers spending most of their time at home. In 2020, 96,000 new residential inground pools were constructed, the highest number in over a decade.

## NEW CONSTRUCTION MARKET

### Residential Inground Pools

**68,017**  
units installed  
**\$42,069**  
average unit cost

**\$2.8**  
billion  
total cost

### Residential Inground Pools with Spa

**27,781**  
units installed  
**\$62,329**  
average unit cost

**\$1.7**  
billion  
total cost

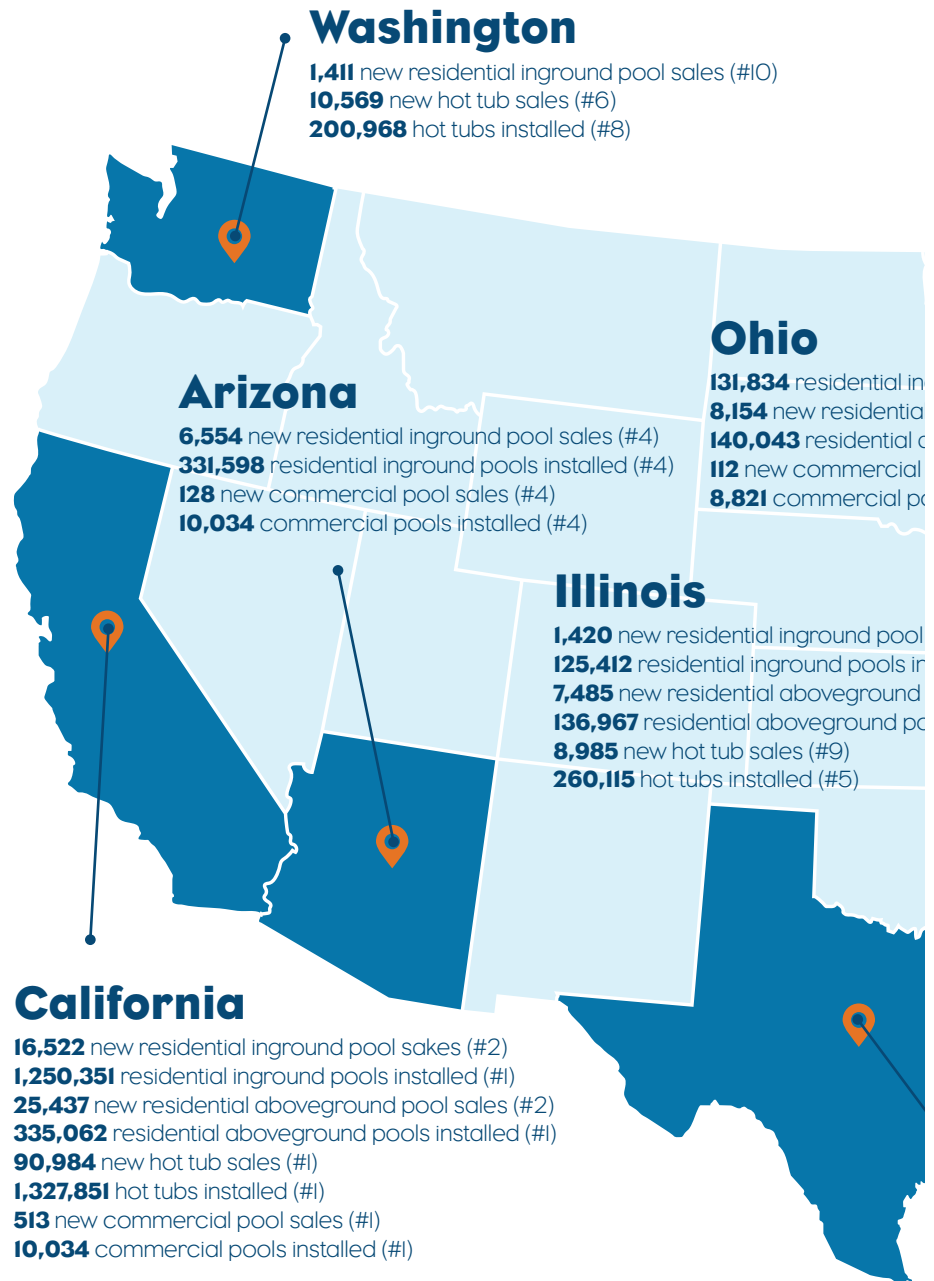
### Commercial Pools

**3,310**  
units installed  
**\$255,000**  
average unit cost

**\$844**  
million  
total cost

# Top States

These states rank in the top 10 for various pool and hot tub sales and installations.



hot tub categories.

## New York

**3,689** new residential inground pool sales (#5)  
**236,834** residential inground pools installed (#5)  
**9,652** new residential aboveground pool sales (#5)  
**140,453** residential aboveground pools installed (#4)  
**16,235** new hot tub sales (#2)  
**288,324** hot tubs installed (#4)  
**89** new commercial pool sales (#6)  
**7,617** commercial pools installed (#6)

## Pennsylvania

**130,700** residential inground pools installed (#7)  
**7,102** new residential aboveground pool sales (#9)  
**127,335** residential aboveground pools installed (#8)  
**87** new commercial pool sales (#8)  
**6,547** commercial pools installed (#10)

## Massachusetts

**2,011** new residential inground pool sales (#7)  
**127,034** residential inground pools installed (#7)  
**11,556** new hot tub sales (#5)  
**227,876** hot tubs installed (#6)

## Connecticut

**13,856** new hot tub sales (#4)  
**173,237** hot tubs installed (#9)

## New Jersey

**9,558** new hot tub sales (#8)  
**212,474** hot tubs installed (#7)  
**7,035** commercial pools installed (#8)

## Maryland

**1,802** new residential inground pool sales (#8)  
**6,325** new hot tub sales (#10)

## Virginia

**2,332** new residential inground pool sales (#6)  
**117,964** residential inground pools installed (#10)  
**82** new commercial pool sales (#10)

## North Carolina

**8,456** new residential aboveground pool sales (#7)  
**109,648** residential aboveground pools installed (#10)  
**90** new commercial pool sales (#6)  
**7,353** commercial pools installed (#7)

## Georgia

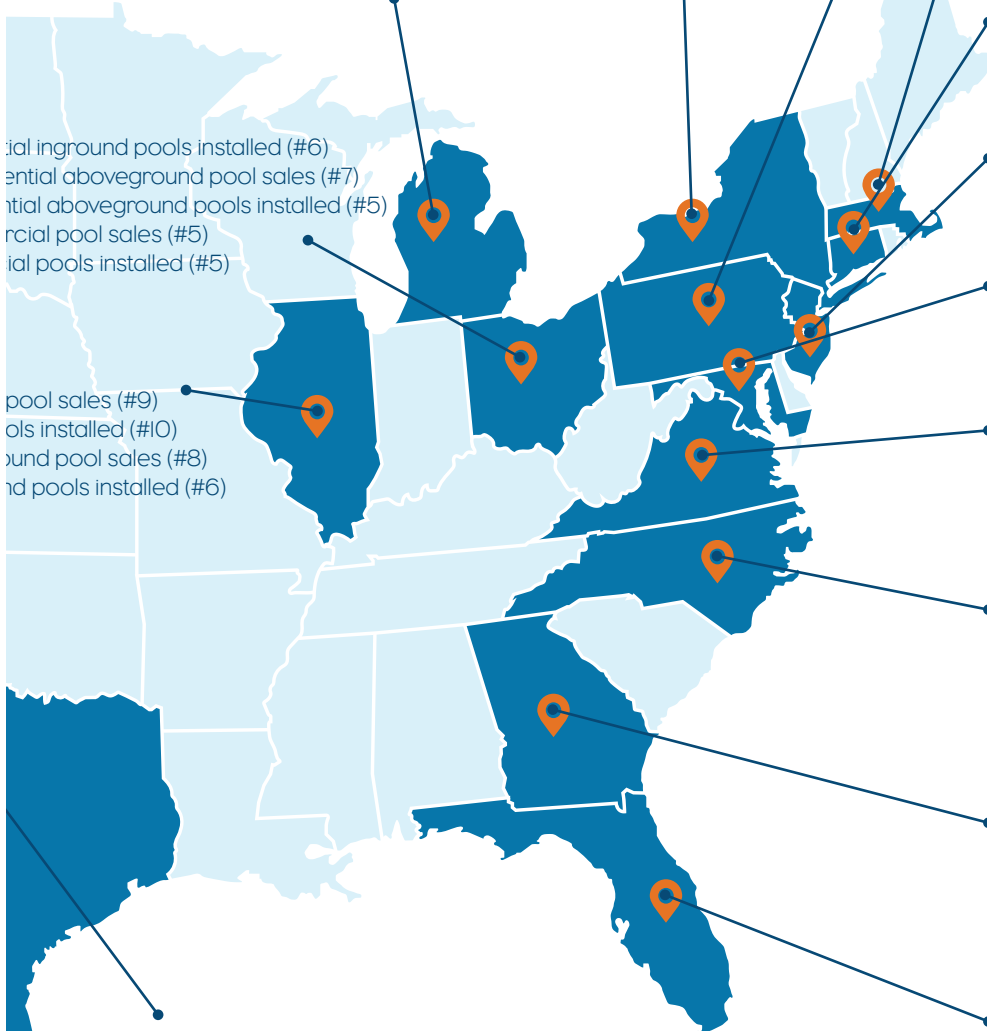
**10,436** new residential aboveground pool sales (#4)  
**121,386** residential aboveground pools installed (#8)  
**85** new commercial pool sales (#9)  
**6,739** commercial pools installed (#9)

## Florida

**32,023** new residential inground pool sales (#1)  
**1,079,430** residential inground pools installed (#2)  
**25,560** new residential aboveground pool sales (#1)  
**271,684** residential aboveground pools installed (#3)  
**14,652** new hot tub sales (#3)  
**316,097** hot tubs installed (#3)  
**328** new commercial pool sales (#2)  
**25,965** commercial pools installed (#2)

## Michigan

**6,614** new residential aboveground pool sales (#10)  
**119,095** residential aboveground pools installed (#9)  
**159,254** hot tubs installed (#10)



## Texas

**11,330** new residential inground pool sales (#3)  
**416,988** residential inground pools installed (#3)  
**22,496** new residential aboveground pool sales (#3)  
**275,680** residential aboveground pools installed (#2)  
**10,550** new hot tub sales (#7)  
**413,177** hot tubs installed (#2)  
**310** new commercial pool sales (#3)  
**22,370** commercial pools installed (#3)



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## Retail, Accessory, and Service Market

### New aboveground pools

**\$674  
million**

estimated  
expenditure

Residential Pools  
retail/accessory:

**\$5.3 billion**

Residential Pools  
services:

**\$1.2 billion**

Commercial Pools  
retail/accessory:

**\$1.7 billion**

Commercial Pools  
services:

**\$776 million**

### Hot tubs

**\$2  
billion**

estimated  
expenditure

Hot Tubs  
retail/accessory:

**\$1.3 billion**

Hot Tubs  
services:

**\$283 million**



Courtesy of Master Spas



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