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).
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

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**Top States**
These states rank in the top 10 for various pool and hot tub categories.

**Washington**
- 1,411 new residential inground pool sales (#10)
- 10,569 new hot tub sales (#6)
- 200,968 hot tubs installed (#8)

**Ohio**
- 131,834 residential inground pools installed (#6)
- 8,154 new commercial pool sales (#12)
- 8,821 commercial pools installed (#1)

**Arizona**
- 6,554 new residential inground pool sales (#4)
- 331,598 residential inground pools installed (#4)
- 128 new commercial pool sales (#4)
- 10,034 commercial pools installed (#4)

**Illinois**
- 1,420 new residential inground pool sales (#9)
- 125,412 residential inground pools installed (#10)
- 7,485 new residential aboveground pools installed (#7)
- 8,985 new hot tub sales (#9)
- 260,115 hot tubs installed (#5)

**California**
- 16,522 new residential inground pool sales (#2)
- 1,250,351 residential inground pools installed (#1)
- 25,437 new residential aboveground pool sales (#2)
- 335,062 residential aboveground pools installed (#1)
- 90,984 new hot tub sales (#1)
- 1,327,851 hot tubs installed (#1)
- 513 new commercial pool sales (#1)
- 10,034 commercial pools installed (#1)

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Van Kirk & Sons Pools & Spas
International Awards of Excellence Winner

GW Oliver Construction
International Awards of Excellence Winner
These states rank in the top 10 for various pool and hot tub categories.

**Pennsylvania**
- 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)

**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)
- 82 new commercial pool sales (#10)

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

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

**Georgia**
- 10,436 new residential aboveground pool sales (#4)
- 121,386 residential aboveground pools installed (#8)
- 85 new commercial pool sales (#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)
- 14,652 new hot tub sales (#3)
- 328 new commercial pool sales (#2)

**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)

**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)
Retail, Accessory, and Service Market

New aboveground pools

$674 million estimated expenditure

Hot tubs

$2 billion 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 retail/accessory:

$1.3 billion

Hot Tubs services:

$283 million

Courtesy of Master Spas