

Recreational Boating Market by Power (Engine Powered, Man Powered and Sail Propelled), Product Type (Inboard Boats, Outboard Boats, Inflatable, Sail Boats and Personal Watercrafts), Activity Type (Watersports & Cruising and Fishing) and Size (Less Than 30 Ft, 30 to 59 Ft, 60 to 79 Ft, 80 to 99 Ft, More Than 100 Ft and Full Custom): Global Opportunity Analysis and Industry Forecast, 2020–2027

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Abstracts

Recreational boating is referred to an activity of traveling on a lake, river or coastal area in a recreational boat for pleasure. It is done using a boat whether powerboats, sailboats, or man-powered vessels such as rowing and paddle boats. They are used for several activities such as water sports, camping, fishing, boat racing, sailing, and cruising. Recreational boating is usually done for the purpose of making the experience of tourism more enjoyable. Recreational boats, also known as pleasure crafts, are available in different types, including, towboats, sailboat, fishing boat, pontoon boats, and cabin cruisers.

The factors, such as growing interest toward recreational water sport activities and rising water-based tourism, are anticipated to drive the market growth. However, high initial & ownership cost of recreational boats and environmental concerns associated with recreational boating are expected to hinder the market growth. Further, technological advancement in boats & boat engines and growing high net-worth population are some of the factors expected to offer lucrative opportunities for the market growth during the forecast period.

The market is segmented on the basis of power, product type, activity type, size, and region. By power, it is classified into engine powered, man powered, and sail propelled. By product type, it is divided into inboard boats, outboard boats, inflatable, sail boats, and personal watercrafts. On the basis of activity type, the market is categorized into watersports & cruising and fishing. By size, it is bifurcated into less than 30 ft, 30 to 59 ft, 60 to 79 ft, 80 to 99 ft, more than 100 ft, and full custom. By region, the market is studied across North America, Europe, Asia-Pacific, and LAMEA.

The key players operating in the recreational boating market are Azimut Benetti Group, Brunswick Corporation, Groupe Beneteau, Hobie Cat Company, Marine Products Corporation, Mastercraft Boat Holdings, Inc, Polaris Inc, Sunseeker International Limited, White River Marine Group, and Yamaha Motor Co., Ltd.

COVID-19 Impact Analysis:

There has been significant impact on supply chains globally. Boats and engine manufacturing companies have faced huge losses during the first & second quarter of 2020 due to disrupted supply chains and production schedules. The rapid spread of COVID-19 in the U.S., Europe, and Asian economies resulted in nationwide lockdowns and a temporary halt of production facilities to prevent further spread. However, the market started gaining traction soon during the second quarter of 2020, and outboard-powered boats started witnessing a spike in demand for recreational purposes. According to National Marine Manufacturers Association, in May 2020, new boat sales rebounded sharply, up by 59%, compared to April 2020, and up 9% from pre-pandemic levels on a seasonally-adjusted basis.

KEY BENEFITS FOR STAKEHOLDERS

This study presents analytical depiction of the global recreational boating market analysis along with current trends and future estimations to depict imminent investment pockets.

The overall global recreational boating market opportunity is determined by understanding profitable trends to gain a stronger foothold.

The report presents information related to the key drivers, restraints, and opportunities of the global recreational boating market with a detailed impact analysis.

The current global recreational boating market is quantitatively analyzed from 2019 to 2027 to benchmark the financial competency.

Porter's five forces analysis illustrates the potency of the buyers and suppliers in the industry.

KEY MARKET SEGMENTS

By Power

Engine Powered

Man Powered

Sail Propelled

By Product Type

Inboard Boats

Outboard Boats

Inflatable

Sail Boats

Personal Watercrafts

By Activity Type

Watersports & Cruising

Fishing

By Size

Less Than 30 Ft

30 to 59 Ft

60 to 79 Ft

80 to 99 Ft

More Than 100 Ft

Full Custom

By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Rest of Europe

Asia-Pacific

South Korea

China

Japan

India

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

KEY PLAYERS

Azimut Benetti Group

Brunswick Corporation

Groupe Beneteau

Hobie Cat Company

Marine Products Corporation

Mastercraft Boat Holdings, Inc

Polaris Inc

Sunseeker International Limited

White River Marine Group

Yamaha Motor Co., Ltd.

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