

Asia Pacific Water Scooter Market Size study, by Application (Personal, Commercial, Military) by Propulsion Type (Fuel Operated, Battery Operated) Vehicle Type (Underwater, Abovewater) and Country Forecasts 2022-2032

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Abstracts

Asia Pacific Water Scooter Market is valued approximately USD 407.34 million in 2023 and is anticipated to grow with a healthy growth rate of more than 8.52 % over the forecast period 2024-2032. A water scooter is also known as a personal watercraft (PWC), is a recreational water vehicle designed for individual use, allowing the rider to sit or stand on it. These vehicles are powered by an inboard motor that drives a jet pump, which expels water to propel the craft forward. They are typically used for leisure activities such as racing, touring, and exploring water bodies, also be employed in rescue operations and law enforcement. To attract a broader customer base, manufacturers are introducing more affordable models and offering financing options. This makes water scooters accessible to a wider audience, including younger buyers and those new to water sports. There is significant growth in the water scooter rental market, particularly in tourist destinations. This trend is driven by the increasing popularity of experiential activities among tourists and the high cost of ownership for casual users. Thus, these trend drive demand for the Asia Pacific Water Scooter Market.

The expansion of the tourism industry is a major driver for the Asia Pacific Water Scooter Market. As the region experiences a boom in international and domestic tourism, particularly in coastal and island destinations such as Thailand, Indonesia, and the Maldives, the demand for engaging water-based activities is soaring. Tourists seek out unique and exciting experiences, and water scooters provide an ideal way to explore scenic waterways and enjoy adventure sports. This surge in tourism is

prompting local businesses and resorts to offer water scooter rentals and tours as part of their recreational amenities, thereby fueling market growth. Additionally, government initiatives to promote tourism and improve marine infrastructure further support this expansion. The rising influx of tourists, combined with their growing interest in water sports activities, is significantly boosting the Water Scooter Market in the Asia Pacific, making it one of the fastest-growing segments in the region's recreational vehicle industry. However, the high cost of ownership and licensing & regulation stifle market growth between 2022 and 2032.

The key Countries considered for the Asia Pacific Water Scooter market study includes China, India, Japan, South Korea, Australia and Rest of Asia Pacific. In 2023, China was the largest regional market in terms of revenue. China's booming domestic tourism industry, with a focus on coastal regions and water-based activities, is a significant driver for the water scooter market. Popular tourist destinations such as Hainan Island and the coastal areas of Guangdong and Zhejiang provinces are seeing increased demand for water scooters. Moreover, supportive government policies aimed at promoting tourism and recreational activities are boosting the market. Investments in infrastructure development, including marinas and water sports facilities, facilitate the growth of the water scooter market. Furthermore, the rising popularity of water sports and adventure activities among the younger population is driving demand. Water scooters offer an exciting and dynamic way to engage in water sports, appealing to thrill-seekers and enthusiasts. The market in India, on the other hand, is expected to develop at the fastest rate over the forecast period.

Major market player included in this report are:

Yamaha Motor Co., Ltd.

Kawasaki Motors Corp.

Asiwo Sports

Company 4

Company 5

Company 6

Company 7

Company 8

Company 9

Company 10

The detailed segments and sub-segment of the market are explained below:

By Application

Personal
Commercial
Military

By Propulsion Type
Fuel Operated
Battery Operated

By Vehicle Type
Underwater
Abovewater

By Region:
Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and country level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market

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