

Global Cruise Market Size study & Forecast, by Type (Ocean Cruises, River Cruises) and Regional Analysis, 2023-2030

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Abstracts

Global Cruise Market is valued at approximately USD 7.67 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 11.5% over the forecast period 2023-2030. The global cruise market provides leisure travel services on cruise ships, which are large passenger vessels designed for voyages that often include various ports of call. Passengers on cruise ships enjoy a combination of transportation, accommodation, dining, entertainment, and recreational activities while traveling to different destinations. The global cruise market is driven by several key factors that shape its growth and dynamics. Firstly, an increasing desire for unique and experiential travel has fueled the demand for cruise vacations, offering passengers the opportunity to explore multiple destinations in a single trip while enjoying onboard amenities. Additionally, growing disposable incomes and a trend towards experiential spending have drawn diverse demographics, from families to luxury travelers, towards cruise offerings. Following a sharp fall in the first two years of the coronavirus (COVID-19) pandemic, the number of passengers taking ocean cruises increased dramatically around the world in 2022 compared to the previous year. Despite the significant annual growth, the number of cruise passengers worldwide, which reached 20.4 million in 2022, remained below pre-pandemic levels. In 2023, this number was predicted to increase to 31.5 million, exceeding the peak recorded in 2019.

The industry's constant innovation, incorporating advanced technology, themed experiences, and eco-friendly initiatives, appeals to modern travelers seeking convenience and sustainability. Moreover, partnerships between cruise lines and popular destinations have further expanded the market by creating curated itineraries that cater to specific interests. While the industry has faced challenges due to health concerns, cruise lines' stringent health and safety measures, along with pent-up travel

demand, are driving a rebound. However, sustainable practices and addressing environmental impacts remain crucial as travelers increasingly value eco-conscious options. However, increasing concerns regarding the environmental pollution, caused by ocean cruising stifles the market growth during the forecast period of 2023-2030.

The key regions considered for the Global Cruise Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022. The region's dominance in the world market is mostly attributable to the substantial presence of significant companies from abroad and its most developed industry. The variables that contribute to the larger market revenue share include higher disposable income, consumer expenditure, and a developing tourism sector. During the projection period, the Asia Pacific is anticipated to experience the highest growth rate. The cruise business has recently moved from North America and Europe to the Asia Pacific. The tourist sector is being developed by the government in order to boost economic production, and this is helping the Asia Pacific cruise market grow. For instance, to increase cruise tourism, the Indian government stated on August 19th, 2020, that berth fees may be reduced by 70.0%.

Major market player included in this report are:

Carnival Corporation & Plc

Royal Caribbean Group

MSC Cruises S.A.

Norwegian Cruise Line Holdings Ltd.

Disney Cruise Line

Genting Hong Kong Limited

Fred. Olsen Cruise Lines

Cruiseaway Pty Ltd

Island Queen Cruises & Tours

Luxury Cruise Connections

Recent Developments in the Market:

Carnival Corporation & plc announced in March, 2023 that it would be investing USD15 billion in new ships and terminals over the next five years. This investment is a sign of the company's confidence in the future of the cruise industry.

Royal Caribbean Cruises Ltd. announced in April, 2023 that it would be building a new cruise terminal in Miami, Florida. The terminal is expected to be completed in 2025 and may be able to accommodate up to six cruise ships at a time.

Global Cruise Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered – Type, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Ocean Cruises

River Cruises

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2020-2030 (USD Billion)
 - 1.2.1. Cruise Market, by Region, 2020-2030 (USD Billion)
 - 1.2.2. Cruise Market, by Type, 2020-2030 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL CRUISE MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
 - 2.2.1. Industry Evolution
 - 2.2.2. Scope of the Study
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

CHAPTER 3. GLOBAL CRUISE MARKET DYNAMICS

- 3.1. Cruise Market Impact Analysis (2020-2030)
 - 3.1.1. Market Drivers
 - 3.1.1.1. Increasing desire for unique and experiential travel
 - 3.1.1.2. Growing disposable incomes
 - 3.1.2. Market Challenges
 - 3.1.2.1. Increasing concerns regarding the environmental pollution, caused by ocean cruising
 - 3.1.3. Market Opportunities
 - 3.1.3.1. Growing partnerships between cruise lines and popular destinations

CHAPTER 4. GLOBAL CRUISE MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers
 - 4.1.2. Bargaining Power of Buyers
 - 4.1.3. Threat of New Entrants

- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.2. Porter's 5 Force Impact Analysis
- 4.3. PEST Analysis
 - 4.3.1. Political
 - 4.3.2. Economical
 - 4.3.3. Social
 - 4.3.4. Technological
 - 4.3.5. Environmental
 - 4.3.6. Legal
- 4.4. Top investment opportunity
- 4.5. Top winning strategies
- 4.6. COVID-19 Impact Analysis
- 4.7. Disruptive Trends
- 4.8. Industry Expert Perspective
- 4.9. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL CRUISE MARKET, BY TYPE

- 5.1. Market Snapshot
- 5.2. Global Cruise Market by Type, Performance - Potential Analysis
- 5.3. Global Cruise Market Estimates & Forecasts by Type 2020-2030 (USD Billion)
- 5.4. Cruise Market, Sub Segment Analysis
 - 5.4.1. Ocean Cruises
 - 5.4.2. River Cruises

CHAPTER 6. GLOBAL CRUISE MARKET, REGIONAL ANALYSIS

- 6.1. Top Leading Countries
- 6.2. Top Emerging Countries
- 6.3. Cruise Market, Regional Market Snapshot
- 6.4. North America Cruise Market
 - 6.4.1. U.S. Cruise Market
 - 6.4.1.1. Type breakdown estimates & forecasts, 2020-2030
 - 6.4.2. Canada Cruise Market
- 6.5. Europe Cruise Market Snapshot
 - 6.5.1. U.K. Cruise Market
 - 6.5.2. Germany Cruise Market
 - 6.5.3. France Cruise Market

- 6.5.4. Spain Cruise Market
- 6.5.5. Italy Cruise Market
- 6.5.6. Rest of Europe Cruise Market
- 6.6. Asia-Pacific Cruise Market Snapshot
 - 6.6.1. China Cruise Market
 - 6.6.2. India Cruise Market
 - 6.6.3. Japan Cruise Market
 - 6.6.4. Australia Cruise Market
 - 6.6.5. South Korea Cruise Market
 - 6.6.6. Rest of Asia Pacific Cruise Market
- 6.7. Latin America Cruise Market Snapshot
 - 6.7.1. Brazil Cruise Market
 - 6.7.2. Mexico Cruise Market
- 6.8. Middle East & Africa Cruise Market
 - 6.8.1. Saudi Arabia Cruise Market
 - 6.8.2. South Africa Cruise Market
 - 6.8.3. Rest of Middle East & Africa Cruise Market

CHAPTER 7. COMPETITIVE INTELLIGENCE

- 7.1. Key Company SWOT Analysis
 - 7.1.1. Company
 - 7.1.2. Company
 - 7.1.3. Company
- 7.2. Top Market Strategies
- 7.3. Company Profiles
 - 7.3.1. Carnival Corporation & Plc
 - 7.3.1.1. Key Information
 - 7.3.1.2. Overview
 - 7.3.1.3. Financial (Subject to Data Availability)
 - 7.3.1.4. Product Summary
 - 7.3.1.5. Recent Developments
 - 7.3.2. Royal Caribbean Group
 - 7.3.3. MSC Cruises S.A.
 - 7.3.4. Norwegian Cruise Line Holdings Ltd.
 - 7.3.5. Disney Cruise Line
 - 7.3.6. Genting Hong Kong Limited
 - 7.3.7. Fred. Olsen Cruise Lines
 - 7.3.8. Cruiseaway Pty Ltd

- 7.3.9. Island Queen Cruises & Tours
- 7.3.10. Luxury Cruise Connections

CHAPTER 8. RESEARCH PROCESS

8.1. Research Process

- 8.1.1. Data Mining
- 8.1.2. Analysis
- 8.1.3. Market Estimation
- 8.1.4. Validation
- 8.1.5. Publishing

8.2. Research Attributes

8.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1. Global Cruise Market, report scope

TABLE 2. Global Cruise Market estimates & forecasts by Region 2020-2030 (USD Billion)

TABLE 3. Global Cruise Market estimates & forecasts by Type 2020-2030 (USD Billion)

TABLE 4. Global Cruise Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 5. Global Cruise Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 6. Global Cruise Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 7. Global Cruise Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 8. Global Cruise Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 9. Global Cruise Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 10. Global Cruise Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 11. Global Cruise Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 12. Global Cruise Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 13. Global Cruise Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 14. U.S. Cruise Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 15. U.S. Cruise Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 16. U.S. Cruise Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 17. Canada Cruise Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 18. Canada Cruise Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 19. Canada Cruise Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 20. UK Cruise Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 21. UK Cruise Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 22. UK Cruise Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 23. Germany Cruise Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 24. Germany Cruise Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 25. Germany Cruise Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 26. France Cruise Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 27. France Cruise Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 28. France Cruise Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 29. Italy Cruise Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 30. Italy Cruise Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 31. Italy Cruise Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 32. Spain Cruise Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 33. Spain Cruise Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 34. Spain Cruise Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 35. RoE Cruise Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 36. RoE Cruise Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 37. RoE Cruise Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 38. China Cruise Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 39. China Cruise Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 40. China Cruise Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 41. India Cruise Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 42. India Cruise Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 43. India Cruise Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 44. Japan Cruise Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 45. Japan Cruise Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 46. Japan Cruise Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 47. South Korea Cruise Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 48. South Korea Cruise Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 49. South Korea Cruise Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 50. Australia Cruise Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 51. Australia Cruise Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 52. Australia Cruise Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 53. RoAPAC Cruise Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 54. RoAPAC Cruise Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 55. RoAPAC Cruise Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 56. Brazil Cruise Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 57. Brazil Cruise Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 58. Brazil Cruise Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 59. Mexico Cruise Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 60. Mexico Cruise Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 61. Mexico Cruise Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 62. RoLA Cruise Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 63. RoLA Cruise Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 64. RoLA Cruise Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 65. Saudi Arabia Cruise Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 66. South Africa Cruise Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 67. RoMEA Cruise Market estimates & forecasts by segment 2020-2030 (USD Billion)

Billion)

TABLE 68. List of secondary sources, used in the study of global Cruise Market

TABLE 69. List of primary sources, used in the study of global Cruise Market

TABLE 70. Years considered for the study

TABLE 71. Exchange rates considered

List of tables and figures are dummy in nature, final lists may vary in the final deliverable

List Of Figures

LIST OF FIGURES

- FIG 1. Global Cruise Market, research methodology
 - FIG 2. Global Cruise Market, Market estimation techniques
 - FIG 3. Global Market size estimates & forecast methods
 - FIG 4. Global Cruise Market, key trends 2022
 - FIG 5. Global Cruise Market, growth prospects 2023-2030
 - FIG 6. Global Cruise Market, porters 5 force model
 - FIG 7. Global Cruise Market, pest analysis
 - FIG 8. Global Cruise Market, value chain analysis
 - FIG 9. Global Cruise Market by segment, 2020 & 2030 (USD Billion)
 - FIG 10. Global Cruise Market by segment, 2020 & 2030 (USD Billion)
 - FIG 11. Global Cruise Market by segment, 2020 & 2030 (USD Billion)
 - FIG 12. Global Cruise Market by segment, 2020 & 2030 (USD Billion)
 - FIG 13. Global Cruise Market by segment, 2020 & 2030 (USD Billion)
 - FIG 14. Global Cruise Market, regional snapshot 2020 & 2030
 - FIG 15. North America Cruise Market 2020 & 2030 (USD Billion)
 - FIG 16. Europe Cruise Market 2020 & 2030 (USD Billion)
 - FIG 17. Asia pacific Cruise Market 2020 & 2030 (USD Billion)
 - FIG 18. Latin America Cruise Market 2020 & 2030 (USD Billion)
 - FIG 19. Middle East & Africa Cruise Market 2020 & 2030 (USD Billion)
- List of tables and figures are dummy in nature, final lists may vary in the final deliverable

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