

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

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