

Global Outboard Motor Market Size study, by Thrust (Portable, Mid-range, High power) by Application type (Commercial, Recreational) and Regional Forecasts 2021-2027

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Abstracts

Global Outboard Motor Market is valued approximately USD 9.1 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 3% over the forecast period 2021-2027. An outboard motor is a type of boat propulsion system which comprises of self-contained engine, gearbox, shaft, or jet pump that is located on the outside of the bow. Increasing demand for boating and other water sports and increasing demand from the tourism and recreational sectors are factors contributing to the market growth. For instance: according to Statista, the tourism industry is expected to grow to USD 1311.1 Billion, by the year end 2021 from USD 1094.8 Billion, in the year 2020. However, decline in the recreational activities and increasing availability of the substitutes in the outdoor motors impedes the growth of the market over the forecast period of 2021-2027. Also, increasing technological advancements and increase in the disposable income is likely to increase the growth of the market in the forecasting period.

The regional analysis of global Outboard Motor market includes Asia Pacific, North America, Europe, Latin America and Rest of the World for analysis and estimation, North America is the significant region in terms of largest market share, across the world owing to increase in the disposable income Whereas, Europe is anticipated to exhibit highest growth rate over the forecast period 2021-2027. Factors such as increase in the recreational activities would create lucrative growth prospects for the Outboard Motor market across European region.

Major market player included in this report are:

Volvo Penta
Yamaha Motor Co
Honda Motors Co. Ltd
Suzuki Motor Corporation
LEHR LLC
Tohatsu Corporation
DEUTZ
Mercury Marine
Brunswick Corporation
BRP Inc

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 eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available 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 Thrust:

Portable

Mid-range

High power

By Application type:

Commercial

Recreational

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
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019
Base year – 2020
Forecast period – 2021 to 2027

Target Audience of the Global Outboard Motor Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2019-2027 (USD Billion)
 - 1.2.1. Outboard Motor Market, by region, 2019-2027 (USD Billion)
 - 1.2.2. Outboard Motor Market, by Application type, 2019-2027 (USD Billion)
 - 1.2.3. Outboard Motor Market, by Thrust, 2019-2027 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL OUTBOARD MOTOR MARKET DEFINITION AND SCOPE

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

CHAPTER 3. GLOBAL OUTBOARD MOTOR MARKET DYNAMICS

- 3.1. Outboard Motor Market Impact Analysis (2019-2027)
 - 3.1.1. Market Drivers
 - 3.1.1.1. Increasing demand for boating and other water sports
 - 3.1.1.2. Increasing demand from the tourism and recreational sectors
 - 3.1.2. Market Challenges
 - 3.1.2.1. Decline in the recreational activities
 - 3.1.2.2. Increasing availability of the substitutes in the outdoor motors
 - 3.1.3. Market Opportunities
 - 3.1.3.1. Increasing technological advancements
 - 3.1.3.2. Increase in the disposable income

CHAPTER 4. GLOBAL OUTBOARD MOTOR 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
- 4.1.6. Futuristic Approach to Porter's 5 Force Model (2018-2027)
- 4.2. PEST Analysis
 - 4.2.1. Political
 - 4.2.2. Economic
 - 4.2.3. Social
 - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL OUTBOARD MOTOR MARKET, BY APPLICATION TYPE

- 5.1. Market Snapshot
- 5.2. Global Outboard Motor Market by Application type, Performance - Potential Analysis
- 5.3. Global Outboard Motor Market Estimates & Forecasts by Application type 2018-2027 (USD Billion)
- 5.4. Outboard Motor Market, Sub Segment Analysis
 - 5.4.1. Commercial
 - 5.4.2. Recreational

CHAPTER 6. GLOBAL OUTBOARD MOTOR MARKET, BY THRUST

- 6.1. Market Snapshot
- 6.2. Global Outboard Motor Market by Thrust, Performance - Potential Analysis
- 6.3. Global Outboard Motor Market Estimates & Forecasts by Thrust 2018-2027 (USD Billion)
- 6.4. Outboard Motor Market, Sub Segment Analysis
 - 6.4.1. Portable
 - 6.4.2. Mid-range
 - 6.4.3. High power

CHAPTER 7. GLOBAL OUTBOARD MOTOR MARKET, REGIONAL ANALYSIS

- 7.1. Outboard Motor Market, Regional Market Snapshot
- 7.2. North America Outboard Motor Market

- 7.2.1. U.S. Outboard Motor Market
 - 7.2.1.1. Application type breakdown estimates & forecasts, 2018-2027
 - 7.2.1.2. Thrust breakdown estimates & forecasts, 2018-2027
- 7.2.2. Canada Outboard Motor Market
- 7.3. Europe Outboard Motor Market Snapshot
 - 7.3.1. U.K. Outboard Motor Market
 - 7.3.2. Germany Outboard Motor Market
 - 7.3.3. France Outboard Motor Market
 - 7.3.4. Spain Outboard Motor Market
 - 7.3.5. Italy Outboard Motor Market
 - 7.3.6. Rest of Europe Outboard Motor Market
- 7.4. Asia-Pacific Outboard Motor Market Snapshot
 - 7.4.1. China Outboard Motor Market
 - 7.4.2. India Outboard Motor Market
 - 7.4.3. Japan Outboard Motor Market
 - 7.4.4. Australia Outboard Motor Market
 - 7.4.5. South Korea Outboard Motor Market
 - 7.4.6. Rest of Asia Pacific Outboard Motor Market
- 7.5. Latin America Outboard Motor Market Snapshot
 - 7.5.1. Brazil Outboard Motor Market
 - 7.5.2. Mexico Outboard Motor Market
- 7.6. Rest of The World Outboard Motor Market

CHAPTER 8. COMPETITIVE INTELLIGENCE

- 8.1. Top Market Strategies
- 8.2. Company Profiles
 - 8.2.1. Volvo Penta
 - 8.2.1.1. Key Information
 - 8.2.1.2. Overview
 - 8.2.1.3. Financial (Subject to Data Availability)
 - 8.2.1.4. Product Summary
 - 8.2.1.5. Recent Developments
 - 8.2.2. Yamaha Motor Co
 - 8.2.3. Honda Motors Co. Ltd
 - 8.2.4. Suzuki Motor Corporation
 - 8.2.5. LEHR LLC
 - 8.2.6. Tohatsu Corporation
 - 8.2.7. DEUTZ

- 8.2.8. Mercury Marine
- 8.2.9. Brunswick Corporation
- 8.2.10. BRP Inc

CHAPTER 9. RESEARCH PROCESS

- 9.1. Research Process
 - 9.1.1. Data Mining
 - 9.1.2. Analysis
 - 9.1.3. Market Estimation
 - 9.1.4. Validation
 - 9.1.5. Publishing
- 9.2. Research Attributes
- 9.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1. Global Outboard Motor market, report scope

TABLE 2. Global Outboard Motor market estimates & forecasts by region 2018-2027 (USD Billion)

TABLE 3. Global Outboard Motor market estimates & forecasts by Application type 2018-2027 (USD Billion)

TABLE 4. Global Outboard Motor market estimates & forecasts by Thrust 2018-2027 (USD Billion)

TABLE 5. Global Outboard Motor market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 6. Global Outboard Motor market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 7. Global Outboard Motor market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 8. Global Outboard Motor market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 9. Global Outboard Motor market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 10. Global Outboard Motor market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 11. Global Outboard Motor market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 12. Global Outboard Motor market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 13. Global Outboard Motor market by segment, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 14. Global Outboard Motor market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 15. U.S. Outboard Motor market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 16. U.S. Outboard Motor market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 17. U.S. Outboard Motor market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 18. Canada Outboard Motor market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 19. Canada Outboard Motor market estimates & forecasts by segment

2018-2027 (USD Billion)

TABLE 20. Canada Outboard Motor market estimates & forecasts by segment

2018-2027 (USD Billion)

TABLE 21. UK Outboard Motor market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 22. UK Outboard Motor market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 23. UK Outboard Motor market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 24. Germany Outboard Motor market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 25. Germany Outboard Motor market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 26. Germany Outboard Motor market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 27. RoE Outboard Motor market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 28. RoE Outboard Motor market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 29. RoE Outboard Motor market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 30. China Outboard Motor market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 31. China Outboard Motor market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 32. China Outboard Motor market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 33. India Outboard Motor market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 34. India Outboard Motor market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 35. India Outboard Motor market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 36. Japan Outboard Motor market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 37. Japan Outboard Motor market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 38. Japan Outboard Motor market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 39. RoAPAC Outboard Motor market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 40. RoAPAC Outboard Motor market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 41. RoAPAC Outboard Motor market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 42. Brazil Outboard Motor market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 43. Brazil Outboard Motor market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 44. Brazil Outboard Motor market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 45. Mexico Outboard Motor market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 46. Mexico Outboard Motor market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 47. Mexico Outboard Motor market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 48. RoLA Outboard Motor market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 49. RoLA Outboard Motor market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 50. RoLA Outboard Motor market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 51. Row Outboard Motor market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 52. Row Outboard Motor market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 53. Row Outboard Motor market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 54. List of secondary sources, used in the study of global Outboard Motor market

TABLE 55. List of primary sources, used in the study of global Outboard Motor market

TABLE 56. Years considered for the study

TABLE 57. Exchange rates considered

List Of Figures

LIST OF FIGURES

- FIG 1. Global Outboard Motor market, research methodology
- FIG 2. Global Outboard Motor market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global Outboard Motor market, key trends 2020
- FIG 5. Global Outboard Motor market, growth prospects 2021-2027
- FIG 6. Global Outboard Motor market, porters 5 force model
- FIG 7. Global Outboard Motor market, pest analysis
- FIG 8. Global Outboard Motor market, value chain analysis
- FIG 9. Global Outboard Motor market by segment, 2018 & 2027 (USD Billion)
- FIG 10. Global Outboard Motor market by segment, 2018 & 2027 (USD Billion)
- FIG 11. Global Outboard Motor market by segment, 2018 & 2027 (USD Billion)
- FIG 12. Global Outboard Motor market by segment, 2018 & 2027 (USD Billion)
- FIG 13. Global Outboard Motor market by segment, 2018 & 2027 (USD Billion)
- FIG 14. Global Outboard Motor market, regional snapshot 2018 & 2027
- FIG 15. North America Outboard Motor market 2018 & 2027 (USD Billion)
- FIG 16. Europe Outboard Motor market 2018 & 2027 (USD Billion)
- FIG 17. Asia pacific Outboard Motor market 2018 & 2027 (USD Billion)
- FIG 18. Latin America Outboard Motor market 2018 & 2027 (USD Billion)
- FIG 19. Global Outboard Motor market, company market share analysis (2020)

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