

# Global Yacht Market Size study, by Type (Super Yacht, Flybridge Yacht, Sport Yacht and Others), Length (Up to 20 Meters, 20-50 Meters and Above 50 Meters), Propulsion (Motor Yacht and Sailing Yacht) and Regional Forecasts 2020-2027

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## Abstracts

Global Yacht Market is valued approximately at USD 7.75 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 5.2% over the forecast period 2020-2027. Yacht is a large boat with sails i.e. tensile structure or a motor, used for pleasure, cruising, or racing. There has been increase in quality of life, leisure activities due to rise in per capita income. As people are earning better incomes globally, they tend to spend their part of money more in leisure and maintaining high living standards. Thus there is also rising preference of travelers for luxury tourism, personalized service, and exclusive traveling. For instance: According to ourworldindata.org data, in 2016 the average person in the world is 4.4-times richer than in 1950. According to International Monetary Fund (IMF), in 2019, average GDP per capita (PPP) of all of the countries of the world was \$18,381. Further, increasing investment in high-tech interiors and luxurious amenities by the manufacturers, Research & Development for onboard luxury accommodation along with maritime security systems, connectivity, and tracking are expected to drive Yacht market during the forecast period. For Instance: In October 2019, Sinot Yacht and architectural design unveiled world's first hydrogen powered superyacht Aqua, at Monaco yacht show. However, high cost of ownership and increase in maintenance impedes the growth of the market over the forecast period of 2020-2027. Also, with the easy availability of a yacht on a rental basis, advancements in telematics and IoT platforms, the adoption & demand for Yacht is likely to increase.

The regional analysis of global Yacht market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. Europe is the

leading/significant region across the world in terms of market share owing to increasing number of high net worth individuals (HNWI), the growing popularity of water sports & fishing activities and increasing number of trade shows. For instance: In July 2019, Rafael Nadal, the famous Spanish Tennis Player bought a custom 80-foot luxury yacht. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2027. Factors such as rising disposable income, improved standard of living and government initiatives to develop marine tourism such as the Swadesh Darshan Scheme and Incredible India would create lucrative growth prospects for the Yacht market across Asia-Pacific region.

Major market player included in this report are:

Azimut Benetti S.p.A.  
Damen Shipyards Group  
Heesen Group  
The San Lorenzo S.p.a  
Sunseeker International  
Ferretti S.p.A.  
Alexander Marine International Co., Ltd. (AMI)  
Princess Yachts Limited  
Viking Yacht Company  
Horizon Yacht USA

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 Type:

Super Yacht  
Flybridge Yacht  
Sport Yacht  
Others

By Length:

Up to 20 Meters

20-50 Meters  
Above 50 Meters  
By Propulsion:  
Motor Yacht  
Sailing Yacht  
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 – 2017, 2018  
Base year – 2019  
Forecast period – 2020 to 2027

Target Audience of the Global Yacht 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

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