

# Global Leisure Market Research Report 2024(Status and Outlook)

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## Abstracts

### Report Overview

Leisure, as a concept, encompasses various activities individuals engage in during their free time for relaxation, enjoyment, and personal development. It includes hobbies, entertainment, sports, travel, and cultural experiences. The leisure market is a diverse and dynamic sector that caters to a wide range of consumer preferences and interests.

In 2023, the global leisure market size reached approximately USD 1.2 trillion. The market is projected to grow at a Compound Annual Growth Rate (CAGR) of 5.78% from 2024 to 2032. This growth is driven by several key factors, including rising disposable incomes, changing lifestyles, increasing focus on health and wellness, and a growing preference for experiences over material possessions.

One of the significant trends shaping the leisure market is the shift towards experiential consumption. Consumers, especially millennials and Gen Z, are prioritizing experiences such as travel, dining out, and attending events over traditional retail purchases. This trend is driven by a desire for unique and memorable experiences that contribute to personal fulfillment and social connection.

Another key trend is the rise of wellness and self-care activities within the leisure market. Consumers are increasingly seeking activities that promote physical and mental well-being, such as yoga, meditation, spa treatments, and outdoor adventures. This trend is fueled by a growing awareness of the importance of holistic health and stress management in today's fast-paced world.

Additionally, technology is playing a significant role in shaping the leisure market. The

increasing use of mobile apps, social media platforms, and online booking services has made it easier for consumers to discover, plan, and engage in leisure activities. Virtual reality (VR) and augmented reality (AR) are also transforming the entertainment and gaming segments of the leisure market, offering immersive experiences to users.

In terms of regional market distribution, North America and Europe currently lead the global leisure market due to high levels of disposable income, well-established leisure infrastructure, and a strong culture of leisure and recreation. Asia-Pacific is a rapidly growing market driven by rising incomes, urbanization, and a growing middle class with a penchant for leisure activities.

However, the leisure market also faces several challenges. One key challenge is the impact of external factors such as economic downturns, natural disasters, and global health crises (e.g., COVID-19) that can disrupt consumer spending patterns and travel plans. Additionally, increasing competition within the leisure industry and changing consumer preferences require companies to continuously innovate and adapt to stay relevant in the market.

In conclusion, the leisure market presents significant growth opportunities driven by changing consumer preferences, technological advancements, and a growing focus on experiential consumption and wellness. Companies operating in this sector need to stay attuned to market trends, invest in innovation, and tailor their offerings to meet evolving consumer demands to capitalize on the expanding leisure market globally.

This report provides a deep insight into the global Leisure market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Leisure Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Leisure market in any manner.

## Global Leisure Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

### Key Company

B&B Yacht Group

Malibu Boats

Inc.

Marine Products Corporation

MasterCraft

KINGBAY Yacht

Sunbird

Hansheng Yacht

BRUNSWICK

PRINCESS

### Market Segmentation (by Type)

Sailing boats

Motor boats

Smaller motor boats

Market Segmentation (by Application)

For private recreation

For commercial recreation

For public service

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Leisure Market

Overview of the regional outlook of the Leisure Market:

#### Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning

recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

### Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

### Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Leisure Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

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