

# The U.S. Powerboat Market With Focus on Ski Boats: 2016-2020

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## Abstracts

### Scope of the Report

The report titled “The U.S. Powerboat Market With Focus on Ski Boat: 2016-2020” provides an in-depth analysis of the U.S. powerboat market with detailed analysis of market size and growth pattern in the market. The report also provides market size of each segment of the market along with the detailed analysis of the ski boat market.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. The growth of the overall U.S. powerboat market has also been forecasted for the period 2016-2020, taking into consideration the previous growth patterns, the growth drivers and the current and future trends. The competition in the U.S. powerboat market is stiff and dominated by the big players like Brunswick Corporation. Further, key players of the powerboat market, Marine products corporation and Malibu Boats, Inc., are also profiled with their financial information and respective business strategies.

### Country Coverage

United States

### Company Coverage

Brunswick Corporation

Marine Products Corporation

Malibu Boats, Inc.

## **Executive Summary**

Powerboat, also known as motor boat, is a relatively small watercraft propelled by an internal-combustion or electric engine. They range in size from miniature craft designed to carry one person to seagoing vessels of 100 feet (30 m) or more. They can be broadly classified on the basis of engine as, Outboard boats, Inboard boats, Sterndrive boats and Jet boats.

The U.S. powerboat market increased at a significant CAGR during the span of 5 years, i.e. 2010-2015 and projections are made that the market would rise in the next five years, i.e. 2016-2020 tremendously. The upsurge in the market was largely driven by the rise in the demand for the ski boats among individuals as well as firms providing water sports activities.

The major growth drivers for the U.S. powerboat market are: rise in the adult boating participation & consumer confidence, the upsurge in the tourism industry & housing starts in the U.S. along with the decline in the gasoline prices. Despite the market is governed by various growth drivers, there are certain challenges faced by the market, such as aging population, environmental issues, regulatory framework, hostile weather conditions and shortage of boat moorings.

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