

# The U.S. Ski Boat Market: Trends and Opportunities (2015-2019)

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## Abstracts

### Scope of the report

The report titled “The U.S. Ski Boat Market: Trends and Opportunities (2015-2019)” analyzes the potential trend and opportunities for the ski boat market especially in the U.S. The market size and forecast in terms of value and volume is provided for the ski boats market with the outlook for the year 2015-2019. The report provides detailed description of types of leisure boats focusing on power boats and their types. The volume of sales of different types of power boats in the peak year and comparative share of each type of power boat in year 2014 off peak year is also analyzed. Ski boat being the type of the power boat, its share in total power boats as well as in the leisure boats is evaluated. The changes in average selling price of ski boats in the U.S. market over the years have also been taken into consideration while scrutinizing.

The ski boat market is largely fragmented thus its players segmented in entry level players and premium players have been analyzed along with their individual share in the market. Their sales by value and volume have been taken into consideration along with the business strategies which they have planned for expanding their market.

The report also states the growth drivers of the market as well as challenges which the market faces and the market trend in the past few years. The report also presents Michael Porter’s Five Forces framework to analyze the value chain as well as the competitiveness in the US ski boat market.

### Company Coverage

Malibu Boats Inc.

Marine Products Corporation

Brunswick Corporation

## **Executive Summary**

Boating industry that includes commercial boating and leisure boating have made its existence felt for a long time. Commercial Boating includes usage of boats for commercial purposes such as import & export of goods through waters, commercial fishing while leisure boating includes usage of boats for leisure purposes such as relaxation, water sports activities or fishing for one's satisfaction.

Ski boats are the type of power boats which are used for water skiing and ranges from 20 feet to 24 feet in length. The ski boats market value has been increasing since 2011 and is projected to see the upsurge in the next five years. Its share in the total power boats as well as in total leisure boats have been increasing after the recovery from the recession.

The growth drivers for the ski boat market are positive growth in economic conditions, increase in boating participation, increasing purchasing power of consumers, decrease in fuel prices and development of tourism industry. Despite the positive growth drivers, there are certain challenges which the market faces such as regulatory impact of the economies, environmental issues, rise in aging population in certain countries and climatic changes. Considering these market drivers and upcoming challenges for the market, this market is not all the year round industry as it is affected largely by climatic changes. This industry is at its peak in the summer season i.e. May and June which accounts for 70% of the annual sales.

This market also faces threat of entrants as the market is very fragmented, threat of substitute products, bargaining power of buyers & suppliers and competitive rivalry among the organizations operating in the market. The leading companies in the market are Brunswick Corporation, Malibu Boats Inc., Nautique, MasterCraft and Marine Products Corporation. These are the premium players in the market accounting for nearly 60% share of the total market.

## Contents

### **1. EXECUTIVE SUMMARY**

### **2. SKI BOATS: AN INTRODUCTION**

#### 2.1 Types of Boats

##### 2.1.1 Types of Boats on the Basis of Activities

##### 2.1.2 Types of Boats on the Basis of Construction

#### 2.2 Ski Boats

##### 2.2.1 Features of Ski Boats

### **3. GLOBAL SKI BOAT MARKET: AN ANALYSIS**

#### 3.1 Global Leisure Boating Market: Sizing & Growth

#### 3.2 Global Power Boats Market: Sizing & Growth

##### 3.2.1 Global Power Boat Market Share and Growth

##### 3.2.2 Global Power Boat Market by Types

#### 3.3 Global Ski Boat Market Share: An Analysis

##### 3.3.1 Global Ski Boats Market Brand Positioning

##### 3.3.2 Global Ski Boat Market Share of Entry Level Players

##### 3.3.3 Global Ski Boat Market Share by Premium Players

### **4. THE U.S. SKI BOAT MARKET: AN ANALYSIS**

#### 4.1 The U.S. Leisure Boat Market: Sizing and Growth

##### 4.1.1 The U.S. Leisure Boat Market by Value

##### 4.1.2 The U.S. Leisure Boat Market by Volume

#### 4.2 The U.S Power Boats Market: Sizing and Growth

##### 4.2.1 The U.S. New Power Boats Market by Value

##### 4.2.2 The U.S. New Power Boats Market by Volume

##### 4.2.3 The U.S. Power Boats Sales Growth vs. GDP Growth

##### 4.2.4 The U.S. Pre-Owned Power Boats Market by Volume

#### 4.3 The U.S. Power Boat Market Share Analysis

##### 4.3.1. The U.S. Power Boat Market Share

##### 4.3.2 The U.S. Power Boats Market Share by Types

#### 4.4 The U.S. Ski Boat Market: Sizing & Growth

##### 4.4.1 The U.S. Ski Boat Market by Value

##### 4.4.2 The U.S. Ski Boat Market by Volume

- 4.4.3 The U.S. Ski Boat Average Selling Prices
- 4.5 The U.S. Ski Boat Market Share Analysis
  - 4.5.1 The U.S. Ski Boat Market Share in Power Boats
  - 4.5.2 The U.S. Ski Boats Market Share in Recreational Boats

## **5. MARKET DYNAMICS**

- 5.1 Growth Drivers
  - 5.1.1 Positive Growth in Economic Conditions
  - 5.1.2 Increase in Boating Participation
  - 5.1.3 Increase in Purchasing Power
  - 5.1.5 Decrease in Fuel Prices
  - 5.1.6 Development of Tourism Industry Worldwide
- 5.2 Challenges
  - 5.2.1 Regulatory Impact
  - 5.2.2 Environmental Issues
  - 5.2.3 Rise in Aging Population
  - 5.2.4 Climatic Changes
- 5.3 Market Trends
  - 5.3.1 Increase in Share of Ski Boats in Power Boats Category
  - 5.3.2 Seasonality
  - 5.3.3 Technological Innovation
  - 5.3.4 Replacement Cycle of Boats

## **6. PORTER'S FIVE FORCES ANALYSIS**

- 6.1 Threat of Entrants
- 6.2 Threat of Substitute Products
- 6.3 Bargaining Power of Buyers
- 6.4 Bargaining Power of Suppliers
- 6.5 Degree of Rivalry

## **7. COMPETITIVE LANDSCAPE: THE US SKI BOAT MARKET**

## **8. COMPANY PROFILES: THE US SKI BOAT MARKET**

- 8.1 Malibu Boats, Inc.
  - 8.1.1 Business Overview
  - 8.1.2 Financial Overview

- 8.1.3 Business Strategy
- 8.2 Marine Products Corporation
  - 8.2.1 Business Overview
  - 8.2.2 Financial Overview
  - 8.2.3 Business Strategy
- 8.3 Brunswick Corporation
  - 8.3.1 Business Overview
  - 8.3.2 Financial Overview
  - 8.3.3 Business Strategy

## Figures & Tables

### LIST OF FIGURES AND TABLES

- Figure 1: Types of Boats on the Basis of the Activities
- Figure 2: Types of Boats on the Basis of Construction
- Figure 3: Global Leisure Boating Market by Value; 2009-2014 (US\$ Billions)
- Figure 4: Global Leisure Boating Market by Value; 2015-2019E (US\$ Billions)
- Figure 5: Global Power Boats Sales; 2006 vs. 2014 (Thousands)
- Figure 6: Global Power Boats Sales by Types; 2006 vs. 2014 (Thousands)
- Figure 7: Global Ski Boats Market Share by Premium Players; 2014
- Figure 8: Global Ski Boats Market share by Premium Players; 2015E
- Figure 9: Ski Boats Brand Positioning
- Figure 10: Global Ski Boats Market Share by Entry Level Players; 2014
- Figure 11: Global Ski Boats Market Share by Entry Level Players; 2015E
- Figure 12: The U.S. Leisure Boats Market by Value; 2009-2014 (US\$ Billions)
- Figure 13: The U.S. Leisure Boats Market by Value; 2015-2019E (US\$ Billions)
- Figure 14: The U.S. Leisure Boat Market by Volume; 2009-2014
- Figure 15: The U.S. Leisure Boat Market by Volume; 2015-2019E
- Figure 16: The U.S. Power Boats Retail Sales by Value; 2009-2014 (US\$ Billions)
- Figure 17: The U.S. New Power Boats Market by Volume; 2009-2014
- Figure 18: The U.S. Power Boats Sales Growth vs. GDP Growth; 2009-2014 (%)
- Figure 19: The U.S. Pre-Owned Power Boats Market by Volume; 2009-2014
- Figure 20: The U.S. Power Boats Market Share; 2013 (%)
- Figure 21: The U.S. Power Boats Market by Types; 2013
- Figure 22: The U.S. Ski Boats Retail Sales by Value; 2009-2014 (US\$ Billions)
- Figure 23: The U.S. Ski Boats Retail Sales by Value; 2015-2019E; (US\$ Billions)
- Figure 24: The U.S. New Ski Boats Market by Volume; 2009-2014
- Figure 25: The U.S. New Ski Boats Market by Volume; 20015-2019E
- Figure 26: The U.S. Ski Boats Average Selling Price; 2009-2014 (US\$ Thousands)
- Figure 27: The U.S. Ski Boats Market Share in Power Boats; 2009-2014 (%)
- Figure 28: The U.S. Ski Boats Market Share in Leisure Boats; 2009-2014 (%)
- Figure 30: Global Population Aged 15-64; 2009-2014 (Billions)
- Figure 31: The U.S. Adult Boating Participation; 2009-2013 (Millions)
- Figure 32: Global per Capita Disposable Income (% change)
- Figure 33: Global Gasoline and Diesel Price; 2008-2014 (US\$)
- Figure 34: Global Tourism Industry; 2009-2014 (US\$ Trillion)
- Figure 35: Population Ages 65+; 2000 & 2014 (Millions)
- Figure 36: Power Boats; 2001-2014

Figure 37: The U.S. Ski Boats Retail Units; 2014 (%)

Figure 38: Porter's Five Forces Analysis

Table 1: Companies Revenues and Market Capital; 2014

Table 2: Companies and Major Boat Brands

Figure 39: Malibu Boats Inc. Net Sales; 2011-2014 (US\$ Million)

Figure 40: Malibu Boats Inc. Retail sales & Unit sales of Powerboats; 2014 (US\$ Million)

Figure 41: Marine Products Corporation Net Sales & Unit Sales; 2011-2014 (US\$ Million)

Figure 42: Brunswick Corporation Segments Share in Total Sales; 2014

Figure 43: The Boats Group Net Sales; 2011-2014 (US\$ Million)

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