

# Global Cruise Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Cruise market size will reach 63,006 Million USD in 2025 and is projected to reach 90,084 Million USD by 2032, with a CAGR of 5.24% (2025-2032). Notably, the China Cruise market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

A cruise refers to a leisure travel experience on a large, luxurious ship that takes passengers on a planned journey to visit multiple destinations. Cruises are popular vacation choices, offering a unique and all-inclusive travel experience. Passengers can enjoy a range of amenities and activities on board, such as dining at various restaurants, entertainment shows, recreational facilities like pools and spas, and a wide array of organized excursions and activities at the ports of call. Cruises can explore coastal regions, riverways, or even venture to distant, exotic locations, offering a convenient and comfortable way to see different places without the hassle of constant packing and unpacking. The cruise industry caters to diverse interests and budgets, making it an appealing option for families, couples, and solo travelers seeking a memorable and enjoyable vacation at sea.

The major global manufacturers of Cruise include Carnival, RCI, NCLH, MSC, Disney, Genting, Silversea, Hurtigruten, TUI, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess

strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Cruise. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Cruise market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Cruise market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Cruise industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Cruise Include:

Carnival

RCI

NCLH

MSC

Disney

Genting

Silversea

Hurtigruten

TUI

Cruise Product Segment Include:

Contemporary Cruise

Premium Cruise

Luxury Cruise

Others

Cruise Product Application Include:

Transportation

Entertainment

Others

## **Chapter Scope**

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