

Global Personal Watercraft Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Personal Watercraft market size will reach 2,015 Million USD in 2025 and is projected to reach 2,788.39 Million USD by 2032, with a CAGR of 4.75% (2025-2032). Notably, the China Personal Watercraft 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

Personal watercraft, commonly known as jet skis or wave runners, are small, motorized recreational water vehicles designed for aquatic activities. These compact, agile vessels are propelled by a jet of water and can accommodate one to three individuals, depending on the model. They offer thrilling experiences on the water, allowing riders to navigate lakes, rivers, or coastal areas at high speeds while engaging in activities like water sports, cruising, or recreational riding. These watercraft are popular for their maneuverability, speed, and suitability for various water-based activities, offering riders a fun and exciting way to explore and enjoy aquatic environments.

The major global manufacturers of Personal Watercraft include BRP, Yamaha Motor, Kawasaki, KRASH Industries, Belassi, Sanjiang, HISON, 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 Personal Watercraft. 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 Personal Watercraft 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 Personal Watercraft 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 Personal Watercraft 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 Personal Watercraft Include:

BRP

Yamaha Motor

Kawasaki

KRASH Industries

Belassi

Sanjiang

HISON

Personal Watercraft Product Segment Include:

Below 800 CC

800 CC-1000CC

1000CC-1500CC

More than 1500CC

Personal Watercraft Product Application Include:

Home/Individual Use

Commercial Use

Others

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