

U.S. Boat Rental Market Size, Share & Trends Analysis Report By Boat Type (Yacht, Sailing Boat, Catamaran), By Power Source (Hybrid, ICE), By Activity Type (Fishing, Watersports), By Booking Channel, By Rental Duration, By Region, And Segment Forecasts, 2026 - 2033

<https://marketpublishers.com/r/U355F9C55904EN.html>

Date: March 2026

Pages: 130

Price: US\$ 4,950.00 (Single User License)

ID: U355F9C55904EN

Abstracts

The U.S. boat rental market size was estimated at USD 4,075.2 million in 2025, and is projected to reach USD 5,635.3 million by 2033, growing at a CAGR of 4.5% from 2026 to 2033. The presence of high-spending tourists in the country drives the market growth.

The increasing adoption of electric or hybrid boats and the growing popularity of water-based recreational activities in the country are driving the growth of the U.S. boat rental industry. The consumers in the U.S. are increasingly preferring eco-friendly electric vessels that reduce emissions and lower fuel costs, to support sustainable boating trends and fleet electrification. For instance, in February 2026, Vision Marine Technologies unveiled its new Specter electric tritoon platform, designed for high performance and emission-free leisure and rental use, thereby highlighting the market's shift toward electric boating solutions. Moreover, adventure activities such as jet skiing, wakeboarding, and parasailing are being promoted to attract younger, experience-seeking renters, boosting boat rental utilization across lakes, rivers, and coastal areas.

Technological advancements are increasingly being adopted to enhance customer experience and improve operational efficiency in the boat rental market. Online and mobile booking platforms are being implemented to facilitate instant reservations and seamless payment processing, making rental services more convenient for users. For instance, in December 2025, Boatsetter Inc. and GetMyBoat Inc. announced

enhancements to their platforms, including AI-driven search capabilities and unified booking features aimed at streamlining the reservation process and improving overall user experience.

Startups and established companies are investing in digital platforms and premium fleets to capture growing demand in the U.S. market. Collaborative ventures with tourism operators are being pursued to create integrated marine tourism experiences that combine boat rentals with guided tours or recreational packages. For instance, in February 2025, Vision Marine Technologies expanded its partnership with Aileron Residences in Dania Beach, Florida, to launch an electric boat rental club and retail hub, strengthening its electric fleet presence. In addition, in June 2025, Vision Marine Technologies acquired Nautical Ventures Group, a major Florida based boat dealership network, to accelerate retail access and the adoption of electric boating solutions across the U.S. market.

Strict environmental and safety regulations are being enforced in the U.S., significantly influencing boat rental operations and compliance requirements. In October 2024, the U.S. Environmental Protection Agency implemented the Vessel Incidental Discharge Act (VIDA), establishing a streamlined and uniform federal regulatory framework for managing incidental discharges from commercial vessels measuring 79 feet or more in length. The act is administered jointly by the EPA and the United States Coast Guard and replaces the earlier Vessel General Permit (2013). VIDA introduces updated standards for managing ballast water, deck runoff, oil discharges, biofouling, and the use of environmentally acceptable lubricants (EALs), thereby strengthening environmental protection requirements for vessel operations.

Recreational vessels operating in the U.S. waters must also comply with sewage discharge regulations under the Clean Water Act. These regulations require boats to be equipped with U.S. Coast Guard-certified Marine Sanitation Devices (MSDs) to control sewage discharge and prevent contamination of waterways. Such regulatory measures are designed to strengthen environmental protection while ensuring safe boating practices across the country.

Elevated operating expenses are restraining the growth of the U.S. boat rental market. Costs such as fuel, insurance, labor, and routine maintenance increase overall operating burdens for rental companies, thus reducing profit margins and limiting fleet expansion, particularly for small and medium-sized operators. Further, revenue generation is affected by seasonal demand fluctuations and by reliance on favorable weather conditions. Off-peak months experience lower bookings, making it challenging

for companies to maintain consistent cash flow and optimize fleet utilization across lakes, rivers, and coastal areas.

U.S. Boat Rental Market Report Segmentation

This U.S. boat rental market report offers forecasts in terms of revenue growth at the country level and provides an analysis of the latest industry trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the U.S. boat rental market report based on boat type, power source, activity type, booking channel, and rental duration:

Boat Type Outlook (Revenue, USD Million, 2021 - 2033)

Yacht

Sailing Boat

Catamaran

Motorboat

Others

Power Source Outlook (Revenue, USD Million, 2021 - 2033)

ICE

Hybrid

Full-Electric

Activity Type Outlook (Revenue, USD Million, 2021 - 2033)

Fishing

Leisure Sailing/Cruising

Watersports

Others

Booking Channel Outlook (Revenue, USD Million, 2021 - 2033)

Online Aggregator Platform

Marina/Offline Desk

Subscription and Club Models

Rental Duration Outlook (Revenue, USD Million, 2021 - 2033)

Hourly

Half-Day

Full-Day

Multi-Day/Weekly

This report can be delivered to the clients within 3 Business Days

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation and Scope
- 1.2. Research Methodology
 - 1.2.1. Information Procurement
- 1.3. Information or Data Analysis
- 1.4. Methodology
- 1.5. Research Scope and Assumptions
- 1.6. Market Formulation & Validation
- 1.7. Country-Based Segment Share Calculation
- 1.8. List of Data Sources

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Segment Outlook
- 2.3. Competitive Insights

CHAPTER 3. U.S. BOAT RENTAL MARKET VARIABLES, TRENDS, & SCOPE

- 3.1. Market Lineage Outlook
- 3.2. Market Dynamics
 - 3.2.1. Market Driver Analysis
 - 3.2.2. Market Restraint Analysis
 - 3.2.3. Industry Challenge
- 3.3. U.S. Boat Rental Market Analysis Tools
 - 3.3.1. Industry Analysis - Porter's
 - 3.3.1.1. Bargaining power of the suppliers
 - 3.3.1.2. Bargaining power of the buyers
 - 3.3.1.3. Threats of substitution
 - 3.3.1.4. Threats from new entrants
 - 3.3.1.5. Competitive rivalry
 - 3.3.2. PESTEL Analysis
 - 3.3.2.1. Political landscape
 - 3.3.2.2. Economic landscape
 - 3.3.2.3. Social landscape
 - 3.3.2.4. Technological landscape

- 3.3.2.5. Environmental landscape
- 3.3.2.6. Legal landscape

CHAPTER 4. U.S. BOAT RENTAL MARKET: BOAT TYPE ESTIMATES & TREND ANALYSIS

- 4.1. Segment Dashboard
- 4.2. U.S. Boat Rental Market: Boat Type Movement Analysis, 2025 & 2033 (USD Million)
- 4.3. Yacht
 - 4.3.1. Yacht Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)
- 4.4. Sailing Boat
 - 4.4.1. Sailing Boat Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)
- 4.5. Catamaran
 - 4.5.1. Catamaran Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)
- 4.6. Motorboat
 - 4.6.1. Motorboat Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)
- 4.7. Others
 - 4.7.1. Others Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)

CHAPTER 5. U.S. BOAT RENTAL MARKET: POWER SOURCE ESTIMATES & TREND ANALYSIS

- 5.1. Segment Dashboard
- 5.2. U.S. Boat Rental Market: Power Source Movement Analysis, 2025 & 2033 (USD Million)
- 5.3. ICE
 - 5.3.1. ICE Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)
- 5.4. Hybrid
 - 5.4.1. Hybrid Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)
- 5.5. Full-Electric
 - 5.5.1. Full-Electric Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)

CHAPTER 6. U.S. BOAT RENTAL MARKET: ACTIVITY TYPE ESTIMATES & TREND ANALYSIS

6.1. Segment Dashboard

6.2. U.S. Boat Rental Market: Activity Type Movement Analysis, 2025 & 2033 (USD Million)

6.3. Fishing

6.3.1. Fishing Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)

6.4. Leisure Sailing/Cruising

6.4.1. Leisure Sailing/Cruising Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)

6.5. Water Sports

6.5.1. Water Sports Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)

6.6. Others

6.6.1. Others Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)

CHAPTER 7. U.S. BOAT RENTAL MARKET: BOOKING CHANNEL ESTIMATES & TREND ANALYSIS

7.1. Segment Dashboard

7.2. U.S. Boat Rental Market: Booking Channel Movement Analysis, 2025 & 2033 (USD Million)

7.3. Online Aggregator Platform

7.3.1. Online Aggregator Platform Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)

7.4. Marina/Offline Desk

7.4.1. Marina/Offline Desk Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)

7.5. Subscription and Club Models

7.5.1. Subscription and Club Models Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)

CHAPTER 8. U.S. BOAT RENTAL MARKET: RENTAL DURATION ESTIMATES & TREND ANALYSIS

8.1. Segment Dashboard

8.2. U.S. Boat Rental Market: Rental Duration Movement Analysis, 2025 & 2033 (USD Million)

8.3. Hourly

8.3.1. Hourly Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)

8.4. Half-Day

- 8.4.1. Half-Day Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)
- 8.5. Full-Day
 - 8.5.1. Full-Day Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)
- 8.6. Multi-Day/Weekly
 - 8.6.1. Multi-Day/Weekly Market Revenue Estimates and Forecasts, 2021 - 2033 (USD Million)

CHAPTER 9. COMPETITIVE LANDSCAPE

- 9.1. Company Categorization
- 9.2. Company Market Positioning
- 9.3. Company Heat Map Analysis
- 9.4. Company Profiles/Listing
 - 9.4.1. Boatsetter, Inc.
 - 9.4.1.1. Participant's Overview
 - 9.4.1.2. Financial Performance
 - 9.4.1.3. Product Benchmarking
 - 9.4.1.4. Strategic Initiatives
 - 9.4.2. Sailo, Inc.
 - 9.4.2.1. Participant's Overview
 - 9.4.2.2. Financial Performance
 - 9.4.2.3. Product Benchmarking
 - 9.4.2.4. Strategic Initiatives
 - 9.4.3. GetMyBoat
 - 9.4.3.1. Participant's Overview
 - 9.4.3.2. Financial Performance
 - 9.4.3.3. Product Benchmarking
 - 9.4.3.4. Strategic Initiatives
 - 9.4.4. Freedom Boat Club
 - 9.4.4.1. Participant's Overview
 - 9.4.4.2. Financial Performance
 - 9.4.4.3. Product Benchmarking
 - 9.4.4.4. Strategic Initiatives
 - 9.4.5. Click&Boat
 - 9.4.5.1. Participant's Overview
 - 9.4.5.2. Financial Performance
 - 9.4.5.3. Product Benchmarking
 - 9.4.5.4. Strategic Initiatives
 - 9.4.6. SamBoat

- 9.4.6.1. Participant's Overview
- 9.4.6.2. Financial Performance
- 9.4.6.3. Product Benchmarking
- 9.4.6.4. Strategic Initiatives
- 9.4.7. Nautal
 - 9.4.7.1. Participant's Overview
 - 9.4.7.2. Financial Performance
 - 9.4.7.3. Product Benchmarking
 - 9.4.7.4. Strategic Initiatives
- 9.4.8. Rent A Boat
 - 9.4.8.1. Participant's Overview
 - 9.4.8.2. Financial Performance
 - 9.4.8.3. Product Benchmarking
 - 9.4.8.4. Strategic Initiatives
- 9.4.9. Yachtico
 - 9.4.9.1. Participant's Overview
 - 9.4.9.2. Financial Performance
 - 9.4.9.3. Product Benchmarking
 - 9.4.9.4. Strategic Initiatives
- 9.4.10. FishingBooker
 - 9.4.10.1. Participant's Overview
 - 9.4.10.2. Financial Performance
 - 9.4.10.3. Product Benchmarking
 - 9.4.10.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

Table 1 U.S. boat rental market size estimates & forecasts 2021 - 2033 (USD Million)

Table 2 U.S. boat rental market, by boat type 2021 - 2033 (USD Million)

Table 3 U.S. boat rental market, by power source 2021 - 2033 (USD Million)

Table 4 U.S. boat rental market, by activity type 2021 - 2033 (USD Million)

Table 5 U.S. boat rental market, by booking channel 2021 - 2033 (USD Million)

Table 6 U.S. boat rental market, by rental duration 2021 - 2033 (USD Million)

Table 7 Yacht market, by region 2021 - 2033 (USD Million)

Table 8 Sailing market, by region 2021 - 2033 (USD Million)

Table 9 Catamaran market, by region 2021 - 2033 (USD Million)

Table 10 Motorboat market, by region 2021 - 2033 (USD Million)

Table 11 Others market, by region 2021 - 2033 (USD Million)

Table 12 Ice market, by region 2021 - 2033 (USD Million)

Table 13 Hybrid investors market, by region 2021 - 2033 (USD Million)

Table 14 Full-electric investors market, by region 2021 - 2033 (USD Million)

Table 15 Fishing investors market, by region 2021 - 2033 (USD Million)

Table 16 Leisure sailing/cruising market, by region 2021 - 2033 (USD Million)

Table 17 Watersports market, by region 2021 - 2033 (USD Million)

Table 18 Others market, by region 2021 - 2033 (USD Million)

Table 19 Online aggregator platform market, by region 2021 - 2033 (USD Million)

Table 20 Marina/offline desk market, by region 2021 - 2033 (USD Million)

Table 21 Subscription and club models market, by region 2021 - 2033 (USD Million)

Table 22 Hourly market, by region 2021 - 2033 (USD Million)

Table 23 Half-day market, by region 2021 - 2033 (USD Million)

Table 24 Full-day market, by region 2021 - 2033 (USD Million)

Table 25 Multi-day/weekly market, by region 2021 - 2033 (USD Million)

List Of Figures

LIST OF FIGURES

- Fig. 1 U.S. Boat rental market segmentation
- Fig. 2 Market research Power Source
- Fig. 3 Information procurement
- Fig. 4 Primary research pattern
- Fig. 5 Market research approaches
- Fig. 6 Value chain-based sizing & forecasting
- Fig. 7 Parent market analysis
- Fig. 8 Market formulation & validation
- Fig. 9 U.S. Boat rental market snapshot
- Fig. 10 U.S. Boat rental market segment snapshot
- Fig. 11 U.S. Boat rental market competitive landscape snapshot
- Fig. 12 Market research power source
- Fig. 13 Market driver relevance analysis (Current & future impact)
- Fig. 14 Market restraint relevance analysis (Current & future impact)
- Fig. 15 U.S. Boat rental market: Boat type outlook key takeaways (USD Million)
- Fig. 16 U.S. Boat rental market: Boat type movement analysis 2025 & 2033 (USD Million)
- Fig. 17 Yacht market revenue estimates and forecasts, 2021 - 2033 (USD Million)
- Fig. 18 Sailing boat market revenue estimates and forecasts, 2021 - 2033 (USD Million)
- Fig. 19 Catamaran market revenue estimates and forecasts, 2021 - 2033 (USD Million)
- Fig. 20 Motorboat market revenue estimates and forecasts, 2021 - 2033 (USD Million)
- Fig. 21 Others market revenue estimates and forecasts, 2021 - 2033 (USD Million)
- Fig. 22 U.S. Boat rental market: Power source outlook key takeaways (USD Million)
- Fig. 23 U.S. Boat rental market: Power source movement analysis 2025 & 2033 (USD Million)
- Fig. 24 ICE market revenue estimates and forecasts, 2021 - 2033 (USD Million)
- Fig. 25 Hybrid market revenue estimates and forecasts, 2021 - 2033 (USD Million)
- Fig. 26 Full-electric market revenue estimates and forecasts, 2021 - 2033 (USD Million)
- Fig. 27 U.S. Boat rental market: Activity type outlook key takeaways (USD Million)
- Fig. 28 U.S. Boat rental market: Activity type movement analysis 2025 & 2033 (USD Million)
- Fig. 29 Fishing market revenue estimates and forecasts, 2021 - 2033 (USD Million)
- Fig. 30 Leisure sailing/cruising market revenue estimates and forecasts, 2021 - 2033 (USD Million)
- Fig. 31 Watersports market revenue estimates and forecasts, 2021 - 2033 (USD Million)

Fig. 32 Others market revenue estimates and forecasts, 2021 - 2033 (USD Million)

Fig. 33 U.S. Boat rental market: Booking channel outlook key takeaways (USD Million)

Fig. 34 U.S. Boat rental market: Booking channel movement analysis 2025 & 2033 (USD Million)

Fig. 35 Online aggregator platform market revenue estimates and forecasts, 2021 - 2033 (USD Million)

Fig. 36 Marina/offline desk market revenue estimates and forecasts, 2021 - 2033 (USD Million)

Fig. 37 Subscription and club models market revenue estimates and forecasts, 2021 - 2033 (USD Million)

Fig. 38 U.S. Boat rental market: Rental duration outlook key takeaways (USD Million)

Fig. 39 U.S. Boat rental market: Rental duration movement analysis 2025 & 2033 (USD Million)

Fig. 40 Hourly market revenue estimates and forecasts, 2021 - 2033 (USD Million)

Fig. 41 Half-day market revenue estimates and forecasts, 2021 - 2033 (USD Million)

Fig. 42 Full-day market revenue estimates and forecasts, 2021 - 2033 (USD Million)

Fig. 43 Multi-day/weekly market revenue estimates and forecasts, 2021 - 2033 (USD Million)

Fig. 44 Strategy framework

Fig. 45 Company Categorization

I would like to order

Product name: U.S. Boat Rental Market Size, Share & Trends Analysis Report By Boat Type (Yacht, Sailing Boat, Catamaran), By Power Source (Hybrid, ICE), By Activity Type (Fishing, Watersports), By Booking Channel, By Rental Duration, By Region, And Segment Forecasts, 2026 - 2033

Product link: <https://marketpublishers.com/r/U355F9C55904EN.html>

Price: US\$ 4,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/U355F9C55904EN.html>