

The World Market for Water Skis, Surfboards, Sailboards, and Other Water Sport Equipment: A 2024 Global Trade Perspective

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Abstracts

This report was created for strategic planners, international executives, and import/export managers who are concerned with the market for water skis, surfboards, sailboards, and other water sport equipment. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics that appear several years after the fact. Professor Philip M. Parker, the Chair Professor of Management Science at INSEAD, has developed a methodology, based on macroeconomic and trade models, to estimate the market for water skis, surfboards, sailboards, and other water sport equipment for those countries serving the world market via exports or supplying from various countries via imports. He does so for the current year based on a variety of key historical indicators and econometric models.

'Water skis, surfboards, sailboards, and other water sport equipment' as a category is defined in this report following the definition given by the United Nations Statistics Division Classification Registry using the Standard International Trade Classification, Revision 3 (SITC, Rev. 3). The SITC code that defines 'water skis, surfboards, sailboards, and other water sport equipment' is 89474.

Contents

1 METHODOLOGY

1.1 OUR APPROACH

2 THE WORLD MARKET

2.1 EXPORTS

2.1.1 THE WORLD MARKET: WATER SKIS, SURFBOARDS, SAILBOARDS, AND OTHER WATER SPORT EQUIPMENT EXPORT SUPPLIES IN 2024

2.2 IMPORTS

2.2.1 THE WORLD MARKET: IMPORTED WATER SKIS, SURFBOARDS, SAILBOARDS, AND OTHER WATER SPORT EQUIPMENT IN 2024

3 EXPORTS

3.1 AFRICA: EXPORT SUPPLIES OF WATER SKIS, SURFBOARDS, SAILBOARDS, AND OTHER WATER SPORT EQUIPMENT IN 2024

3.1.1 EXECUTIVE SUMMARY

3.1.2 BURKINA FASO

3.1.3 MAURITIUS

3.1.4 SOUTH AFRICA

3.1.5 TUNISIA

3.2 ASIA: EXPORT SUPPLIES OF WATER SKIS, SURFBOARDS, SAILBOARDS, AND OTHER WATER SPORT EQUIPMENT IN 2024

3.2.1 EXECUTIVE SUMMARY

3.2.2 CAMBODIA

3.2.3 CHINA

3.2.4 HONG KONG

3.2.5 INDIA

3.2.6 INDONESIA

3.2.7 JAPAN

3.2.8 MALAYSIA

3.2.9 SINGAPORE

3.2.10 SOUTH KOREA

3.2.11 SRI LANKA

3.2.12 TAIWAN

3.2.13 THAILAND

3.2.14 THE PHILIPPINES

3.2.15 VIETNAM

3.3 EUROPE: EXPORT SUPPLIES OF WATER SKIS, SURFBOARDS, SAILBOARDS, AND OTHER WATER SPORT EQUIPMENT IN 2024

3.3.1 EXECUTIVE SUMMARY

3.3.2 AUSTRIA

3.3.3 BELGIUM

3.3.4 BULGARIA

3.3.5 CROATIA

3.3.6 CYPRUS

3.3.7 DENMARK

3.3.8 ESTONIA

3.3.9 FINLAND

3.3.10 FRANCE

3.3.11 GERMANY

3.3.12 GREECE

3.3.13 HUNGARY

3.3.14 ITALY

3.3.15 LATVIA

3.3.16 LITHUANIA

3.3.17 LUXEMBOURG

3.3.18 MALTA

3.3.19 NORWAY

3.3.20 POLAND

3.3.21 PORTUGAL

3.3.22 ROMANIA

3.3.23 RUSSIA

3.3.24 SLOVAKIA

3.3.25 SLOVENIA

3.3.26 SPAIN

3.3.27 SWEDEN

3.3.28 SWITZERLAND

3.3.29 THE CZECH REPUBLIC

3.3.30 THE NETHERLANDS

3.3.31 THE UNITED KINGDOM

3.3.32 UKRAINE

3.4 LATIN AMERICA: EXPORT SUPPLIES OF WATER SKIS, SURFBOARDS, SAILBOARDS, AND OTHER WATER SPORT EQUIPMENT IN 2024

3.4.1 EXECUTIVE SUMMARY

3.4.2 BRAZIL

3.4.3 MEXICO

3.4.4 PANAMA

3.4.5 PERU

3.5 NORTH AMERICA & THE CARIBBEAN: EXPORT SUPPLIES OF WATER SKIS, SURFBOARDS, SAILBOARDS, AND OTHER WATER SPORT EQUIPMENT IN 2024

3.5.1 EXECUTIVE SUMMARY

3.5.2 CANADA

3.5.3 THE UNITED STATES

3.6 OCEANIA: EXPORT SUPPLIES OF WATER SKIS, SURFBOARDS, SAILBOARDS, AND OTHER WATER SPORT EQUIPMENT IN 2024

3.6.1 EXECUTIVE SUMMARY

3.6.2 AUSTRALIA

3.6.3 NEW ZEALAND

3.7 THE MIDDLE EAST: EXPORT SUPPLIES OF WATER SKIS, SURFBOARDS, SAILBOARDS, AND OTHER WATER SPORT EQUIPMENT IN 2024

3.7.1 EXECUTIVE SUMMARY

3.7.2 ISRAEL

3.7.3 TAJIKISTAN

3.7.4 THE UNITED ARAB EMIRATES

3.7.5 TURKEY

4 IMPORTS

4.1 AFRICA: WATER SKIS, SURFBOARDS, SAILBOARDS, AND OTHER WATER SPORT EQUIPMENT IMPORTS IN 2024

4.1.1 EXECUTIVE SUMMARY

4.1.2 ALGERIA

4.1.3 BOTSWANA

4.1.4 EGYPT

4.1.5 MAURITANIA

4.1.6 MAURITIUS

4.1.7 MOROCCO

4.1.8 MOZAMBIQUE

4.1.9 NAMIBIA

4.1.10 NIGERIA

4.1.11 SENEGAL

4.1.12 SOUTH AFRICA

4.1.13 TANZANIA

4.1.14 THE DEMOCRATIC REPUBLIC OF THE CONGO

4.1.15 ZAMBIA

4.1.16 ZIMBABWE

4.2 ASIA: WATER SKIS, SURFBOARDS, SAILBOARDS, AND OTHER WATER SPORT EQUIPMENT IMPORTS IN 2024

4.2.1 EXECUTIVE SUMMARY

4.2.2 BRUNEI

4.2.3 CHINA

4.2.4 HONG KONG

4.2.5 INDIA

4.2.6 INDONESIA

4.2.7 JAPAN

4.2.8 MACAU

4.2.9 MALAYSIA

4.2.10 NEPAL

4.2.11 SINGAPORE

4.2.12 SOUTH KOREA

4.2.13 SRI LANKA

4.2.14 TAIWAN

4.2.15 THAILAND

4.2.16 THE MALDIVES

4.2.17 THE PHILIPPINES

4.2.18 VIETNAM

4.3 EUROPE: WATER SKIS, SURFBOARDS, SAILBOARDS, AND OTHER WATER SPORT EQUIPMENT IMPORTS IN 2024

4.3.1 EXECUTIVE SUMMARY

4.3.2 ALBANIA

4.3.3 ANDORRA

4.3.4 AUSTRIA

4.3.5 BELARUS

4.3.6 BELGIUM

4.3.7 BOSNIA AND HERZEGOVINA

4.3.8 BULGARIA

4.3.9 CROATIA

4.3.10 CYPRUS

4.3.11 DENMARK

4.3.12 ESTONIA

4.3.13 FINLAND

4.3.14 FRANCE

- 4.3.15 GEORGIA
- 4.3.16 GERMANY
- 4.3.17 GREECE
- 4.3.18 HUNGARY
- 4.3.19 ICELAND
- 4.3.20 IRELAND
- 4.3.21 ITALY
- 4.3.22 KAZAKHSTAN
- 4.3.23 LATVIA
- 4.3.24 LITHUANIA
- 4.3.25 LUXEMBOURG
- 4.3.26 MACEDONIA
- 4.3.27 MALTA
- 4.3.28 MOLDOVA
- 4.3.29 NORWAY
- 4.3.30 POLAND
- 4.3.31 PORTUGAL
- 4.3.32 ROMANIA
- 4.3.33 RUSSIA
- 4.3.34 SLOVAKIA
- 4.3.35 SLOVENIA
- 4.3.36 SPAIN
- 4.3.37 SWEDEN
- 4.3.38 SWITZERLAND
- 4.3.39 THE CZECH REPUBLIC
- 4.3.40 THE NETHERLANDS
- 4.3.41 THE UNITED KINGDOM
- 4.3.42 UKRAINE

4.4 LATIN AMERICA: WATER SKIS, SURFBOARDS, SAILBOARDS, AND OTHER WATER SPORT EQUIPMENT IMPORTS IN 2024

- 4.4.1 EXECUTIVE SUMMARY
- 4.4.2 ARGENTINA
- 4.4.3 BELIZE
- 4.4.4 BOLIVIA
- 4.4.5 BRAZIL
- 4.4.6 CHILE
- 4.4.7 COLOMBIA
- 4.4.8 ECUADOR
- 4.4.9 EL SALVADOR

4.4.10 GUATEMALA

4.4.11 HONDURAS

4.4.12 MEXICO

4.4.13 NICARAGUA

4.4.14 PANAMA

4.4.15 PARAGUAY

4.4.16 PERU

4.4.17 URUGUAY

4.5 NORTH AMERICA & THE CARIBBEAN: WATER SKIS, SURFBOARDS, SAILBOARDS, AND OTHER WATER SPORT EQUIPMENT IMPORTS IN 2024

4.5.1 EXECUTIVE SUMMARY

4.5.2 ANTIGUA AND BARBUDA

4.5.3 ARUBA

4.5.4 BARBADOS

4.5.5 BERMUDA

4.5.6 CANADA

4.5.7 GREENLAND

4.5.8 JAMAICA

4.5.9 ST. LUCIA

4.5.10 THE BAHAMAS

4.5.11 THE DOMINICAN REPUBLIC

4.5.12 THE UNITED STATES

4.6 OCEANIA: WATER SKIS, SURFBOARDS, SAILBOARDS, AND OTHER WATER SPORT EQUIPMENT IMPORTS IN 2024

4.6.1 EXECUTIVE SUMMARY

4.6.2 AUSTRALIA

4.6.3 FIJI

4.6.4 FRENCH POLYNESIA

4.6.5 NEW CALEDONIA

4.6.6 NEW ZEALAND

4.6.7 PALAU

4.7 THE MIDDLE EAST: WATER SKIS, SURFBOARDS, SAILBOARDS, AND OTHER WATER SPORT EQUIPMENT IMPORTS IN 2024

4.7.1 EXECUTIVE SUMMARY

4.7.2 AZERBAIJAN

4.7.3 BAHRAIN

4.7.4 ISRAEL

4.7.5 JORDAN

4.7.6 KUWAIT

4.7.7 LEBANON

4.7.8 OMAN

4.7.9 PAKISTAN

4.7.10 QATAR

4.7.11 TURKEY

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