

# **The World Market for Yachts and Other Vessels for Pleasure or Sports Including Rowing Boats and Canoes: 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 yachts and other vessels for pleasure or sports including rowing boats and canoes. 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 Nor can managers be contented with out-of-date statistics that appear several years after the fact.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 yachts and other vessels for pleasure or sports including rowing boats and canoes 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.

'Yachts and other vessels for pleasure or sports including rowing boats and canoes' 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 'yachts and other vessels for pleasure or sports including rowing boats and canoes' is 7931.

## Contents

### 1 METHODOLOGY

#### 1.1 OUR APPROACH

### 2 THE WORLD MARKET

#### 2.1 EXPORTS

2.1.1 THE WORLD MARKET: YACHTS AND OTHER VESSELS FOR PLEASURE OR SPORTS INCLUDING ROWING BOATS AND CANOES EXPORT SUPPLIES IN 2024

#### 2.2 IMPORTS

2.2.1 THE WORLD MARKET: IMPORTED YACHTS AND OTHER VESSELS FOR PLEASURE OR SPORTS INCLUDING ROWING BOATS AND CANOES IN 2024

### 3 EXPORTS

3.1 AFRICA: EXPORT SUPPLIES OF YACHTS AND OTHER VESSELS FOR PLEASURE OR SPORTS INCLUDING ROWING BOATS AND CANOES IN 2024

#### 3.1.1 EXECUTIVE SUMMARY

#### 3.1.2 ANGOLA

#### 3.1.3 BENIN

#### 3.1.4 BOTSWANA

#### 3.1.5 EGYPT

#### 3.1.6 KENYA

#### 3.1.7 LIBERIA

#### 3.1.8 MADAGASCAR

#### 3.1.9 MAURITIUS

#### 3.1.10 MOROCCO

#### 3.1.11 NAMIBIA

#### 3.1.12 SIERRA LEONE

#### 3.1.13 SOUTH AFRICA

#### 3.1.14 TUNISIA

#### 3.1.15 UGANDA

#### 3.1.16 ZAMBIA

#### 3.1.17 ZIMBABWE

3.2 ASIA: EXPORT SUPPLIES OF YACHTS AND OTHER VESSELS FOR PLEASURE OR SPORTS INCLUDING ROWING BOATS AND CANOES IN 2024

#### 3.2.1 EXECUTIVE SUMMARY

3.2.2 BANGLADESH

3.2.3 BRUNEI

3.2.4 CAMBODIA

3.2.5 CHINA

3.2.6 HONG KONG

3.2.7 INDIA

3.2.8 INDONESIA

3.2.9 JAPAN

3.2.10 LAOS

3.2.11 MALAYSIA

3.2.12 MYANMAR

3.2.13 PAPUA NEW GUINEA

3.2.14 SEYCHELLES

3.2.15 SINGAPORE

3.2.16 SOUTH KOREA

3.2.17 SRI LANKA

3.2.18 TAIWAN

3.2.19 THAILAND

3.2.20 THE PHILIPPINES

3.2.21 VIETNAM

### 3.3 EUROPE: EXPORT SUPPLIES OF YACHTS AND OTHER VESSELS FOR PLEASURE OR SPORTS INCLUDING ROWING BOATS AND CANOES IN 2024

3.3.1 EXECUTIVE SUMMARY

3.3.2 ANDORRA

3.3.3 AUSTRIA

3.3.4 BELARUS

3.3.5 BELGIUM

3.3.6 BOSNIA AND HERZEGOVINA

3.3.7 BULGARIA

3.3.8 CROATIA

3.3.9 CYPRUS

3.3.10 DENMARK

3.3.11 ESTONIA

3.3.12 FINLAND

3.3.13 FRANCE

3.3.14 GERMANY

3.3.15 GIBRALTAR

3.3.16 GREECE

3.3.17 HUNGARY

3.3.18 ICELAND

3.3.19 IRELAND

3.3.20 ITALY

3.3.21 KAZAKHSTAN

3.3.22 LATVIA

3.3.23 LITHUANIA

3.3.24 LUXEMBOURG

3.3.25 MALTA

3.3.26 NORWAY

3.3.27 POLAND

3.3.28 PORTUGAL

3.3.29 ROMANIA

3.3.30 RUSSIA

3.3.31 SLOVAKIA

3.3.32 SLOVENIA

3.3.33 SPAIN

3.3.34 SWEDEN

3.3.35 SWITZERLAND

3.3.36 THE CZECH REPUBLIC

3.3.37 THE NETHERLANDS

3.3.38 THE UNITED KINGDOM

3.3.39 UKRAINE

#### 3.4 LATIN AMERICA: EXPORT SUPPLIES OF YACHTS AND OTHER VESSELS FOR PLEASURE OR SPORTS INCLUDING ROWING BOATS AND CANOES IN 2024

3.4.1 EXECUTIVE SUMMARY

3.4.2 ARGENTINA

3.4.3 BELIZE

3.4.4 BRAZIL

3.4.5 CHILE

3.4.6 COLOMBIA

3.4.7 COSTA RICA

3.4.8 ECUADOR

3.4.9 GUATEMALA

3.4.10 MEXICO

3.4.11 PANAMA

3.4.12 VENEZUELA

#### 3.5 NORTH AMERICA & THE CARIBBEAN: EXPORT SUPPLIES OF YACHTS AND OTHER VESSELS FOR PLEASURE OR SPORTS INCLUDING ROWING BOATS AND CANOES IN 2024

### 3.5.1 EXECUTIVE SUMMARY

### 3.5.2 ARUBA

### 3.5.3 BARBADOS

### 3.5.4 BERMUDA

### 3.5.5 CANADA

### 3.5.6 GREENLAND

### 3.5.7 GRENADA

### 3.5.8 JAMAICA

### 3.5.9 ST. VINCENT AND THE GRENADINES

### 3.5.10 THE BAHAMAS

### 3.5.11 THE TURKS AND CAICOS ISLANDS

### 3.5.12 THE UNITED STATES

### 3.5.13 TRINIDAD AND TOBAGO

## 3.6 OCEANIA: EXPORT SUPPLIES OF YACHTS AND OTHER VESSELS FOR PLEASURE OR SPORTS INCLUDING ROWING BOATS AND CANOES IN 2024

### 3.6.1 EXECUTIVE SUMMARY

### 3.6.2 AUSTRALIA

### 3.6.3 FIJI

### 3.6.4 FRENCH POLYNESIA

### 3.6.5 NEW CALEDONIA

### 3.6.6 NEW ZEALAND

### 3.6.7 THE MARSHALL ISLANDS

### 3.6.8 TUVALU

### 3.6.9 VANUATU

## 3.7 THE MIDDLE EAST: EXPORT SUPPLIES OF YACHTS AND OTHER VESSELS FOR PLEASURE OR SPORTS INCLUDING ROWING BOATS AND CANOES IN 2024

### 3.7.1 EXECUTIVE SUMMARY

### 3.7.2 BAHRAIN

### 3.7.3 ISRAEL

### 3.7.4 KUWAIT

### 3.7.5 LEBANON

### 3.7.6 OMAN

### 3.7.7 QATAR

### 3.7.8 SAUDI ARABIA

### 3.7.9 SYRIA

### 3.7.10 THE UNITED ARAB EMIRATES

### 3.7.11 TURKEY

## 4 IMPORTS

## 4.1 AFRICA: YACHTS AND OTHER VESSELS FOR PLEASURE OR SPORTS INCLUDING ROWING BOATS AND CANOES IMPORTS IN 2024

### 4.1.1 EXECUTIVE SUMMARY

### 4.1.2 ALGERIA

### 4.1.3 BENIN

### 4.1.4 BOTSWANA

### 4.1.5 CAMEROON

### 4.1.6 CAPE VERDE

### 4.1.7 COTE D'IVOIRE

### 4.1.8 EGYPT

### 4.1.9 ETHIOPIA

### 4.1.10 GUINEA

### 4.1.11 MADAGASCAR

### 4.1.12 MALAWI

### 4.1.13 MAURITANIA

### 4.1.14 MAURITIUS

### 4.1.15 MOROCCO

### 4.1.16 MOZAMBIQUE

### 4.1.17 NAMIBIA

### 4.1.18 NIGERIA

### 4.1.19 RWANDA

### 4.1.20 SAO TOME E PRINCIPE

### 4.1.21 SENEGAL

### 4.1.22 SOUTH AFRICA

### 4.1.23 TANZANIA

### 4.1.24 THE DEMOCRATIC REPUBLIC OF THE CONGO

### 4.1.25 UGANDA

### 4.1.26 ZAMBIA

### 4.1.27 ZIMBABWE

## 4.2 ASIA: YACHTS AND OTHER VESSELS FOR PLEASURE OR SPORTS INCLUDING ROWING BOATS AND CANOES 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 MONGOLIA

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: YACHTS AND OTHER VESSELS FOR PLEASURE OR SPORTS INCLUDING ROWING BOATS AND CANOES 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: YACHTS AND OTHER VESSELS FOR PLEASURE OR SPORTS INCLUDING ROWING BOATS AND CANOES 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 GUYANA
- 4.4.12 HONDURAS
- 4.4.13 MEXICO
- 4.4.14 NICARAGUA
- 4.4.15 PANAMA
- 4.4.16 PARAGUAY
- 4.4.17 PERU
- 4.4.18 SURINAME
- 4.4.19 URUGUAY

#### 4.5 NORTH AMERICA & THE CARIBBEAN: YACHTS AND OTHER VESSELS FOR PLEASURE OR SPORTS INCLUDING ROWING BOATS AND CANOES 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: YACHTS AND OTHER VESSELS FOR PLEASURE OR SPORTS INCLUDING ROWING BOATS AND CANOES 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

### 4.6.8 THE SOLOMON ISLANDS

### 4.6.9 TONGA

## 4.7 THE MIDDLE EAST: YACHTS AND OTHER VESSELS FOR PLEASURE OR SPORTS INCLUDING ROWING BOATS AND CANOES IMPORTS IN 2024

### 4.7.1 EXECUTIVE SUMMARY

### 4.7.2 ARMENIA

### 4.7.3 AZERBAIJAN

### 4.7.4 BAHRAIN

### 4.7.5 ISRAEL

### 4.7.6 JORDAN

### 4.7.7 KUWAIT

### 4.7.8 LEBANON

### 4.7.9 OMAN

### 4.7.10 PAKISTAN

### 4.7.11 QATAR

### 4.7.12 TURKEY

### 4.7.13 YEMEN

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