

Leisure Boat Market Report by Type (New Leisure Boat, Used Leisure Boat, Monitoring Equipment), and Region 2023-2028

<https://marketpublishers.com/r/L21CB08BC50FEN.html>

Date: November 2023

Pages: 148

Price: US\$ 2,499.00 (Single User License)

ID: L21CB08BC50FEN

Abstracts

The global leisure boat market size reached US\$ 43.1 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 54.3 Billion by 2028, exhibiting a growth rate (CAGR) of 3.9% during 2022-2028. The increasing emphasis on well-being and mental health, public and private investments in marina development and waterfront revitalization projects and expanding tourism sector's promotion of boating and sailing experiences are some of the major factors propelling the market.

A leisure boat is a watercraft primarily used for personal, family, and sometimes sportsmanlike recreation. The primary purpose of these boats is enjoyment on the water. It can vary widely in size, ranging from small dinghies and rowboats to much larger yachts and sailboats. The boats are often equipped with a variety of amenities to enhance the comfort and pleasure of the boaters, such as sleeping quarters, galleys for cooking, and sometimes even air conditioning and entertainment systems. Leisure boats are commonly used for activities, including sailing, fishing, water skiing, and diving, as well as simply cruising along waterways. They can be found in various bodies of water, including rivers, lakes, and coastal areas. The leisure boating industry has seen steady growth, driven by increasing consumer interest in water-based recreational activities.

The global market is primarily driven by the expanding tourism sector's promotion of boating and sailing experiences as premium vacation options. Moreover, emerging innovations in materials, including carbon fiber and other advanced composites, are making boats lighter, more durable, and more fuel-efficient, this is providing a boost to the market. Besides, with an increasing emphasis on well-being and mental health, individuals are turning to outdoor activities that offer both relaxation and physical exercise. Furthermore, the industry is witnessing an increase in female participation in boating, which is diversifying the market and opening up new opportunities for

companies to innovate in terms of design, safety features, and marketing strategies tailored to different demographics, thus creating a positive market outlook. Apart from this, public and private investments in marina development and waterfront revitalization projects are also contributing to market growth.

Leisure Boat Market Trends/Drivers:

Growing Disposable Income and Lifestyle Changes

As economies around the world continue to grow, more individuals find themselves with extra income to invest in recreational activities. Boating is often seen as a status symbol and a reflection of an affluent lifestyle, making it an appealing choice for those with the financial means. Alongside economic prosperity, lifestyle changes also contribute to the growing demand. With the advent of remote work and flexible work schedules, several individuals now have the freedom to spend more time on leisure activities, including boating. Additionally, the tourism industry is promoting boating experiences as luxury getaways, thereby attracting more individuals to invest in or rent leisure boats for vacations. High-net-worth individuals are particularly influential in this sector, often opting for luxury yachts equipped with advanced technology and premium amenities.

Continual Technological Advancements in Build Materials,

Emerging innovations in materials, such as the use of carbon fiber and advanced composites, have led to the production of lighter, more durable, and more fuel-efficient boats. This makes boating more cost-effective in the long term, thus appealing to a broader customer base. Furthermore, the integration of smart technologies, such as GPS navigation, advanced propulsion systems, and automated docking, is enhancing the boating experience. This offers convenience and also contribute to safety, making boating accessible even for those who may have limited experience. Boat manufacturers are increasingly partnering with tech companies to incorporate cutting-edge features, thereby differentiating their products in a competitive market. As technology continues to evolve, the leisure boat market is likely to see continued growth driven by the adoption of these innovations.

Social and Psychological Factors

In recent years, there has been a noticeable shift towards experiences over material possessions, especially among younger generations. Various social trends strongly favor the leisure boating market, as boating is seen as a way to connect with nature, reduce stress, and improve mental well-being. Activities such as fishing, water skiing, and snorkeling offer both physical exercise and mental relaxation. Additionally, the desire for quality family time away from digital distractions is augmenting the market. The COVID-19 pandemic has further highlighted the importance of outdoor activities, with many seeing boating as a safe way to socialize and spend time with family and friends while maintaining social distancing. As a result, the rising awareness of the psychological and physical benefits of spending time outdoors is a significant factor

contributing to the growth of the leisure boat market.

Leisure Boat Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global, regional, and country levels from 2023-2028. Our report has categorized the market based on type.

Breakup by Type:

New Leisure Boat

Motorized/Power Boats

Non-Motorized Boats

Used Leisure Boat

Motorized/Power Boats

Non-Motorized Boats

Monitoring Equipment

Boat and Yacht Monitoring Solutions

IoT Sensors

Telematics Solutions

Others

Used leisure boat dominates the market

The report has provided a detailed breakup and analysis of the market based on the type. This includes new leisure boat (motorized/power boats, and non-motorized boats), used leisure boats (motorized/power boats, and non-motorized boats), and monitoring equipment (boat and yacht monitoring solutions, IoT sensors, telematics solutions, and others). According to the report, used leisure boat represented the largest segment.

The used leisure boat market often provides a wide variety of choices, ranging from smaller crafts, such as dinghies and skiffs to larger, more luxurious yachts. This variety enables consumers to select boats that align with their specific needs, preferences, and budget constraints. The vast inventory in the used boat market also allows for quicker ownership, unlike new boats which may require waiting periods for manufacturing and delivery. Additionally, used boats frequently come with installed aftermarket upgrades and accessories, offering better value for the price. These may include advanced navigation systems, high-quality sound systems, and improved safety features, which a new boat owner would have to purchase separately, incurring additional costs. The growing number of online platforms specializing in the resale of used boats has significantly facilitated the buying process. These platforms offer comprehensive listings along with detailed information, reviews, and sometimes even boat history reports, making it easier for buyers to make informed decisions.

Breakup by Region:

North America

United States

Canada
Asia Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

North America exhibits a clear dominance, accounting for the largest leisure boat market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America accounted for the largest market share.

North America boasts a high level of disposable income compared to other regions. The prosperity enables a larger percentage of the population to engage in leisure activities, including boating. The prevalence of affluent consumers, especially in coastal cities, contributes to higher sales of both new and used boats. Culturally, boating is deeply ingrained in the North American lifestyle. The U.S. and Canada have a long-standing maritime tradition, which extends to recreational boating. Whether it's sailing along the coasts, fishing in the Great Lakes, or cruising down the many rivers, boating is a popular pastime. This cultural affinity impels demand, not just for the boats themselves, but also for boating accessories, maintenance services, and storage solutions,

expanding the market even further. Additionally, the region benefits from a well-developed infrastructure for boating, including marinas, boat repair services, and a strong network of suppliers and dealers. North America also has favorable regulations and policies that encourage boating, further strengthening its leading position in the market.

Competitive Landscape:

Companies are heavily investing in research and development (R&D) to produce innovative designs and features, such as developing efficient engine technologies for motorboats, lightweight materials for hull construction, and integration of smart technologies for navigation and safety. Moreover, with increasing environmental concerns, numerous companies are moving towards sustainable practices. Electric and hybrid boats are being developed as eco-friendly alternatives to traditional gasoline-powered boats. Companies are also looking to expand their geographical footprint. Also, strategic partnerships with technology companies for integrated systems, as well as collaborations with design studios for luxury interiors are helping to differentiate products in a competitive marketplace. Besides, enhanced customer service through training programs for boat operation, maintenance services, and financial schemes, including loans or leasing options are being offered to improve the overall customer experience.

The market research report has provided a comprehensive analysis of the competitive landscape. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Azimut Benetti S.p.A

Baja Marine

Bavaria Yachtbau GmbH

BRP Inc.

Brunswick Corporation

Chaparral Boats Inc. (Marine Products Corporation)

Farr Yacht Design Ltd.

Ferretti S.P.A. (Shandong Heavy Industry Group Co. Ltd.)

Fountain Powerboats Inc. (Baja Marine Inc.)

Mastercraft Boat Holdings Inc

Yamaha Motor Co. Ltd.

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

Recent Developments:

In January 2023, Bavaria Yachtbau GmbH launched BAVARIA SR33 and celebrated the digital premiere of the new sailing yacht BAVARIA C46. The BAVARIA SR33 offers individual relaxation, social hours at sea and fun motor boating, each having their own

space.

In January 2023, Brunswick Corporation launched a new boat brand designed for electrification and first-time boaters. The company has introduced the X13, a 13-foot, multi-tool vessel built from durable rotomolded polyethylene to enable boaters to experience the outdoors with confidence.

In July 2022, Mastercraft Boat Holdings, Inc. announced its 2023 towboat range featuring enhanced comfort, ergonomics, and technology, including the compact XT20 with a new hull design, higher freeboard, increased ballast, and SurfStar for customizable wakes and waves.

Key Questions Answered in This Report:

How has the global leisure boat market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global leisure boat market?

What is the impact of each driver, restraint, and opportunity on the global leisure boat market?

What are the key regional markets?

Which countries represent the most attractive leisure boat market?

What is the breakup of the market based on the type?

Which is the most attractive type in the leisure boat market?

What is the competitive structure of the global leisure boat market?

Who are the key players/companies in the global leisure boat market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL LEISURE BOAT MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY TYPE

- 6.1 New Leisure Boat
 - 6.1.1 Market Trends
 - 6.1.2 Major Types
 - 6.1.2.1 Motorized/Power Boats
 - 6.1.2.2 Non-Motorized Boats

- 6.1.3 Market Forecast
- 6.2 Used Leisure Boat
 - 6.2.1 Market Trends
 - 6.2.2 Major Types
 - 6.2.2.1 Motorized/Power Boats
 - 6.2.2.2 Non-Motorized Boats
 - 6.2.3 Market Forecast
- 6.3 Monitoring Equipment
 - 6.3.1 Market Trends
 - 6.3.2 Major Types
 - 6.3.2.1 Boat and Yacht Monitoring Solutions
 - 6.3.2.2 IoT Sensors
 - 6.3.2.3 Telematics Solutions
 - 6.3.2.4 Others
 - 6.3.3 Market Forecast

7 MARKET BREAKUP BY REGION

- 7.1 North America
 - 7.1.1 United States
 - 7.1.1.1 Market Trends
 - 7.1.1.2 Market Forecast
 - 7.1.2 Canada
 - 7.1.2.1 Market Trends
 - 7.1.2.2 Market Forecast
- 7.2 Asia-Pacific
 - 7.2.1 China
 - 7.2.1.1 Market Trends
 - 7.2.1.2 Market Forecast
 - 7.2.2 Japan
 - 7.2.2.1 Market Trends
 - 7.2.2.2 Market Forecast
 - 7.2.3 India
 - 7.2.3.1 Market Trends
 - 7.2.3.2 Market Forecast
 - 7.2.4 South Korea
 - 7.2.4.1 Market Trends
 - 7.2.4.2 Market Forecast
 - 7.2.5 Australia

- 7.2.5.1 Market Trends
- 7.2.5.2 Market Forecast
- 7.2.6 Indonesia
 - 7.2.6.1 Market Trends
 - 7.2.6.2 Market Forecast
- 7.2.7 Others
 - 7.2.7.1 Market Trends
 - 7.2.7.2 Market Forecast
- 7.3 Europe
 - 7.3.1 Germany
 - 7.3.1.1 Market Trends
 - 7.3.1.2 Market Forecast
 - 7.3.2 France
 - 7.3.2.1 Market Trends
 - 7.3.2.2 Market Forecast
 - 7.3.3 United Kingdom
 - 7.3.3.1 Market Trends
 - 7.3.3.2 Market Forecast
 - 7.3.4 Italy
 - 7.3.4.1 Market Trends
 - 7.3.4.2 Market Forecast
 - 7.3.5 Spain
 - 7.3.5.1 Market Trends
 - 7.3.5.2 Market Forecast
 - 7.3.6 Russia
 - 7.3.6.1 Market Trends
 - 7.3.6.2 Market Forecast
 - 7.3.7 Others
 - 7.3.7.1 Market Trends
 - 7.3.7.2 Market Forecast
- 7.4 Latin America
 - 7.4.1 Brazil
 - 7.4.1.1 Market Trends
 - 7.4.1.2 Market Forecast
 - 7.4.2 Mexico
 - 7.4.2.1 Market Trends
 - 7.4.2.2 Market Forecast
 - 7.4.3 Others
 - 7.4.3.1 Market Trends

- 7.4.3.2 Market Forecast
- 7.5 Middle East and Africa
 - 7.5.1 Market Trends
 - 7.5.2 Market Breakup by Country
 - 7.5.3 Market Forecast

8 SWOT ANALYSIS

- 8.1 Overview
- 8.2 Strengths
- 8.3 Weaknesses
- 8.4 Opportunities
- 8.5 Threats

9 VALUE CHAIN ANALYSIS

10 PORTERS FIVE FORCES ANALYSIS

- 10.1 Overview
- 10.2 Bargaining Power of Buyers
- 10.3 Bargaining Power of Suppliers
- 10.4 Degree of Competition
- 10.5 Threat of New Entrants
- 10.6 Threat of Substitutes

11 PRICE ANALYSIS

12 COMPETITIVE LANDSCAPE

- 12.1 Market Structure
- 12.2 Key Players
- 12.3 Profiles of Key Players
 - 12.3.1 Azimut Benetti S.p.A
 - 12.3.1.1 Company Overview
 - 12.3.1.2 Product Portfolio
 - 12.3.1.3 Financials
 - 12.3.2 Baja Marine

- 12.3.2.1 Company Overview
- 12.3.2.2 Product Portfolio
- 12.3.3 Bavaria Yachtbau GmbH
 - 12.3.3.1 Company Overview
 - 12.3.3.2 Product Portfolio
 - 12.3.3.3 Financials
- 12.3.4 BRP Inc.
 - 12.3.4.1 Company Overview
 - 12.3.4.2 Product Portfolio
 - 12.3.4.3 Financials
- 12.3.5 Brunswick Corporation
 - 12.3.5.1 Company Overview
 - 12.3.5.2 Product Portfolio
 - 12.3.5.3 Financials
 - 12.3.5.4 SWOT Analysis
- 12.3.6 Chaparral Boats Inc. (Marine Products Corporation)
 - 12.3.6.1 Company Overview
 - 12.3.6.2 Product Portfolio
- 12.3.7 Farr Yacht Design Ltd.
 - 12.3.7.1 Company Overview
 - 12.3.7.2 Product Portfolio
- 12.3.8 Ferretti S.P.A. (Shandong Heavy Industry Group Co. Ltd.)
 - 12.3.8.1 Company Overview
 - 12.3.8.2 Product Portfolio
 - 12.3.8.3 Financials
- 12.3.9 Fountain Powerboats Inc. (Baja Marine Inc.)
 - 12.3.9.1 Company Overview
 - 12.3.9.2 Product Portfolio
- 12.3.10 Mastercraft Boat Holdings Inc.
 - 12.3.10.1 Company Overview
 - 12.3.10.2 Product Portfolio
 - 12.3.10.3 Financials
- 12.3.11 Yamaha Motor Co. Ltd.
 - 12.3.11.1 Company Overview
 - 12.3.11.2 Product Portfolio
 - 12.3.11.3 Financials
 - 12.3.11.4 SWOT Analysis

List Of Tables

LIST OF TABLES

Table 1: Global: Leisure Boat Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Leisure Boat Market Forecast: Breakup by Type (in Million US\$), 2023-2028

Table 3: Global: Leisure Boat Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 4: Global: Leisure Boat Market: Competitive Structure

Table 5: Global: Leisure Boat Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Leisure Boat Market: Major Drivers and Challenges

Figure 2: Global: Leisure Boat Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: Leisure Boat Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 4: Global: Leisure Boat Market: Breakup by Type (in %), 2022

Figure 5: Global: Leisure Boat Market: Breakup by Region (in %), 2022

Figure 6: Global: Leisure Boat (New Leisure Boat) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 7: Global: Leisure Boat (New Leisure Boat) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 8: Global: Leisure Boat (Used Leisure Boat) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 9: Global: Leisure Boat (Used Leisure Boat) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 10: Global: Leisure Boat (Monitoring Equipment) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 11: Global: Leisure Boat (Monitoring Equipment) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 12: North America: Leisure Boat Market: Sales Value (in Million US\$), 2017 & 2022

Figure 13: North America: Leisure Boat Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 14: United States: Leisure Boat Market: Sales Value (in Million US\$), 2017 & 2022

Figure 15: United States: Leisure Boat Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 16: Canada: Leisure Boat Market: Sales Value (in Million US\$), 2017 & 2022

Figure 17: Canada: Leisure Boat Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 18: Asia-Pacific: Leisure Boat Market: Sales Value (in Million US\$), 2017 & 2022

Figure 19: Asia-Pacific: Leisure Boat Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 20: China: Leisure Boat Market: Sales Value (in Million US\$), 2017 & 2022

Figure 21: China: Leisure Boat Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 22: Japan: Leisure Boat Market: Sales Value (in Million US\$), 2017 & 2022

Figure 23: Japan: Leisure Boat Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 24: India: Leisure Boat Market: Sales Value (in Million US\$), 2017 & 2022

Figure 25: India: Leisure Boat Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 26: South Korea: Leisure Boat Market: Sales Value (in Million US\$), 2017 & 2022

Figure 27: South Korea: Leisure Boat Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 28: Australia: Leisure Boat Market: Sales Value (in Million US\$), 2017 & 2022

Figure 29: Australia: Leisure Boat Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 30: Indonesia: Leisure Boat Market: Sales Value (in Million US\$), 2017 & 2022

Figure 31: Indonesia: Leisure Boat Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 32: Others: Leisure Boat Market: Sales Value (in Million US\$), 2017 & 2022

Figure 33: Others: Leisure Boat Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 34: Europe: Leisure Boat Market: Sales Value (in Million US\$), 2017 & 2022

Figure 35: Europe: Leisure Boat Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 36: Germany: Leisure Boat Market: Sales Value (in Million US\$), 2017 & 2022

Figure 37: Germany: Leisure Boat Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 38: France: Leisure Boat Market: Sales Value (in Million US\$), 2017 & 2022

Figure 39: France: Leisure Boat Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 40: United Kingdom: Leisure Boat Market: Sales Value (in Million US\$), 2017 & 2022

Figure 41: United Kingdom: Leisure Boat Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 42: Italy: Leisure Boat Market: Sales Value (in Million US\$), 2017 & 2022

Figure 43: Italy: Leisure Boat Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 44: Spain: Leisure Boat Market: Sales Value (in Million US\$), 2017 & 2022

Figure 45: Spain: Leisure Boat Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 46: Russia: Leisure Boat Market: Sales Value (in Million US\$), 2017 & 2022

Figure 47: Russia: Leisure Boat Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 48: Others: Leisure Boat Market: Sales Value (in Million US\$), 2017 & 2022

Figure 49: Others: Leisure Boat Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 50: Latin America: Leisure Boat Market: Sales Value (in Million US\$), 2017 & 2022

Figure 51: Latin America: Leisure Boat Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 52: Brazil: Leisure Boat Market: Sales Value (in Million US\$), 2017 & 2022

Figure 53: Brazil: Leisure Boat Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 54: Mexico: Leisure Boat Market: Sales Value (in Million US\$), 2017 & 2022

Figure 55: Mexico: Leisure Boat Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 56: Others: Leisure Boat Market: Sales Value (in Million US\$), 2017 & 2022

Figure 57: Others: Leisure Boat Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 58: Middle East and Africa: Leisure Boat Market: Sales Value (in Million US\$), 2017 & 2022

Figure 59: Middle East and Africa: Leisure Boat Market: Breakup by Country (in %), 2022

Figure 60: Middle East and Africa: Leisure Boat Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 61: Global: Leisure Boat Industry: SWOT Analysis

Figure 62: Global: Leisure Boat Industry: Value Chain Analysis

Figure 63: Global: Leisure Boat Industry: Porter's Five Forces Analysis

I would like to order

Product name: Leisure Boat Market Report by Type (New Leisure Boat, Used Leisure Boat, Monitoring Equipment), and Region 2023-2028

Product link: <https://marketpublishers.com/r/L21CB08BC50FEN.html>

Price: US\$ 2,499.00 (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/L21CB08BC50FEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

