

# Global Recreational Boating Industry Analysis and Forecast 2014-2019, August 2014

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## Abstracts

### Background :

Year 2009 for boating industry came with some big surprises. The boat market was down in every continent of the world due to global recession. Europe suffers the most whereas ROW suffered the least. The European boat market exceeded North American boat market in 2007 in terms of dollar value. Growth is driven by high demand for luxury cruisers and mega yachts in Europe. This is according to a new market research report titled "Global Recreational Boating Industry Analysis and Forecast 2010-2015" from Lucintel. Recreational boats include inboard boats, outboard boats, stern drive boats, personal watercrafts, sail boats and others. In terms of unit shipment, North America is still the largest segment.

According to Lucintel research, In the calendar year 2009, the global pleasure boat market shipment was \$18.21 billion. The market is forecast to drop to \$18.16 billion in 2010, a marginal drop due to uncertainty and slow recovery in the global economy. The global boat market is expected to grow to \$ 27.8 billion by 2015 with a CAGR of 8.9% over the next 5 years (2010-2015), according to this new research from Lucintel. The Europe and Asia Pacific region will provide the future growth for the boat market as sales will be bolstered by continued economic growth in these regions. In the boating industry, there is ongoing shift in product mix toward larger and expensive boats.

In terms of specific boat building industry trends, there is an ongoing shift in product mix toward larger and more expensive boats. This market intelligence report provides the ranking of top boat builders with their respective market shares, allowing material and component suppliers to develop marketing and sales strategies. Through a thorough analysis and exclusive interviews, the report offers maximum value to boat builders,

material suppliers, distributors, tool makers, service providers, investors and analysts for strategic executive planning and trend identification. With this report you can obtain valuable intelligence about trends that may impact your business by analyzing five years of historical performance and five years of projected growth rates in various segments and regions.

This report focuses on pleasure boat market, which includes inboard boat, sterndrive boat, outboard boat, sail boat and personal water craft. This market study is a reliable and accurate resource for organizations and individuals requiring a thorough strategic understanding of the development, trends and status of the global boat industry.

### **Features of This Report:**

To make business, investment, or strategic decisions, you need timely and adequate information. This market report fulfills this core need. This is a vital reference guide for boat builders (OEMs), boat part builders, investors, researchers, executives, distributors and many more, who are dealing with the boat market. Some of the features of this market report are:

Global boat market intelligence manufacturing processes and materials used.

Market size estimates in terms of \$ value and number of units in various types of boats in the boat industry.

Regional Analysis: Boat market breakdown (\$ and units estimates) by regions such as North America, Europe and rest of the world and by

Competitive analysis: Market shares of the industry leaders in the global boat industry as well as in various regions of the world.

Growth trends (2004-200 delivered for the total boat market and also by types of boats.

Over 125 figures/charts and confident business decisions.

Addresses and brief description

## **Methodology:**

Lucintel has been tracking the boat industry for the last several years and has used the following sources for the completion of this valuable report.

Personal and telephone interviews of more than 100 boat builders around the globe.

In-depth research on more than 200 companies involved in the boat market. Some of the leaders investigated / surveyed during this study.

Extensive search of current published literature, market and database information.

A compilation of the experiences, judgments, and insights of Lucintel's professionals, who have analyzed and tracked composites market over the years.

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