

Opportunity Assessment for Composites in the Global Boating Industry 2009 - 2014

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Abstracts

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. North America suffers the most whereas Europe 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 "Opportunity Assessment for Composites in Global Boating Industry 2009-2014" 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.

Based on Lucintel research, at the end of calendar year 2008, the total size of the global boat industry reached an estimated \$23.9 billion. The global demand for recreational boats is projected to reach \$25.8 billion in annual sales by 2014, 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 that target the largest consumers of composite materials. 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.

Some of the features of this market report are:

Global boat market intelligence with special emphasis on various types of boats, boat makes, 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 countries.

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

Growth trends (2003-2008) and forecasts (2009-2014) in terms of dollar shipment and units delivered for the total boat market and also by types of boats.

Composite materials shipment (million lbs and \$ million) in global boat market, in various regions and in various types of boats.

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Manufacturing process analysis: Composite materials shipment by type of manufacturing processes in the boat industry.

Trends and forecasts in composite materials shipment for various types of boats in the boat industry.

Over 227 figures/charts and 64 tables in this 410-page market report will help you make confident business decisions.

Addresses and brief description of over major boat builders around the world.

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