

# Research Report on Chinese Yacht Industry, 2012

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## Abstracts

Over a decade ago, in the consciousness of Chinese people, the yachts are the exclusive for the rich and it is out of reach for ordinary people. However, affected by a number of factors, such as the development of the Chinese economy, the rise of the tourism, changes of consumption concepts and so on, the yachts are gradually known by the Chinese consumers currently.

The complete industry chain of the yacht economy is: from yacht research, design, manufacture to the services of the yacht clubs and the yacht-related recreation, tourism and a variety of business activities, including the training and assessment of yacht driving licenses, the construction and management of the dedicated wharf, the yacht repair, the club construction and operation management, the spare parts manufacture, the internal decoration, the professional insurance, etc.

Although the international financial crisis causes the global yacht market to shrink since 2008, China's yacht market continues to grow. In 2011, the scale of China's yacht market was about CNY 5.1 billion (USD 440 million), with an increase of about 30% YOY. Currently, the scale of China's yacht market is small, but the development prospect is bright.

Viewing from the pattern of China's yacht market, Sunbird has the most comprehensive strength among the local yacht manufacturing enterprises. Through a series of acquisitions, Shanghai Bestway basically builds the industry chain from design, manufacturing to operations. While through the acquisition of Bo Duane and Ferretti, Weichai Power possesses advanced propulsion system and the world's top yacht brands. The yacht construction of CIMC Raffles started in 2000 which entered the market early. In addition, there are still over 100 small-sized yacht manufacturers in China.

In recent years, with the rise of the yacht economy in China, increasing Chinese people, especially urban white-collars begin to learn the yacht culture. The yachts also gradually become tasteful leisure sports and favorable to people and the yacht marine leisure sports become popular. According to the incomplete statistics, by the end of 2011, the number of Chinese yacht clubs was over 100.

With the economic development and the improvement of the purchasing power, the demand of the Chinese market for the yacht shows a rising trend. From the demand structure of the yachts in China, on one hand, because the consumption demand of China's rich people for the luxury goods, including luxury yachts is on the rise, the import volume of luxury yachts keeps increasing; on the other hand, the sales volume of low and medium-level yachts is also rising rapidly, because, after all, the groups who are able to afford the luxury yachts are in the minority and the middle class concerns about the yachts at the low and medium prices.

It is expected that in the next few years, the annual growth rate of China's yacht market will maintain over 20%. For manufacturing enterprises, trading enterprises and service enterprises, there are many opportunities.

More following information can be acquired through this report:

Development of China's Yacht Manufacturing

Consumption of China's Yachts

Import and Export of China's Yacht Industry

Market of Official Yachts

Current Situation of China's Yacht Clubs

Investment Opportunities in China's Yacht Market

Prediction on Development Trend of China's Yacht Industry

Following people are recommended to buy this report:

Yacht Manufacturers

Yacht Trading Enterprises

Yacht Clubs

Yacht Consumers

Research Institutions and Investors Focusing on China's Yacht Industry

## Contents

### **1 PROFILE OF CHINA'S YACHT INDUSTRY**

- 1.1 Definition and Classification of Yachts
  - 1.1.1 Definition of Yachts
  - 1.1.2 Classification of Yachts
- 1.2 Design and Construction Characteristics of Yachts
  - 1.2.1 Design Characteristics of Yachts
  - 1.2.2 Construction Characteristics of Yachts
  - 1.2.3 Classification of Yacht Supporting Facilities
- 1.3 Yacht Industry Chain
  - 1.3.1 Overview
  - 1.3.2 Design of Yachts
  - 1.3.3 Manufacture of Yachts
  - 1.3.4 Sales of Yachts
  - 1.3.5 Yacht Clubs
  - 1.3.6 Leasehold of Yachts
  - 1.3.7 Other Related Industries
- 1.4 Characteristics of the Yacht Industry
  - 1.4.1 Strong Driving Ability to the Peripheral Industries
  - 1.4.2 Promotion to the Development of the Marine Industry
  - 1.4.3 Promotion to the Development of the Shipbuilding Industry
  - 1.4.4 Analysis on the Industrial Core

### **2 DEVELOPMENT OF CHINA'S YACHT INDUSTRY, 2011-2012**

- 2.1 Development Environment of China's Yacht Industry
  - 2.1.1 Economic Environment
  - 2.1.2 Policy Environment
  - 2.1.3 Social Environment
- 2.2 Development of China's Yacht Industry
  - 2.2.1 Development Course
  - 2.2.2 China's Yacht Design Industry
  - 2.2.3 China's Yacht Manufacture
- 2.3 Consumption of China's Yachts
  - 2.3.1 Market Scale
  - 2.3.2 Market Characteristics
- 2.4 Yacht Market for Public Departments

- 2.4.1 The U.S.A Coast Guard
- 2.4.2 Japan Coast Guard
- 2.4.3 Yacht Market for China's Offices
- 2.5 Yacht Market for Civilian Use
  - 2.5.1 Leisure Tourism
  - 2.5.2 Yacht Clubs to Be in the Rapid Development

### **3 KEY AREAS OF CHINA'S YACHT INDUSTRY, 2011-2012**

- 3.1 Xiamen
  - 3.1.1 Natural and Cultural Conditions
  - 3.1.2 Traffic Conditions
  - 3.1.3 Yacht Industry
- 3.2 Zhuhai
- 3.3 Qingdao

### **4 ANALYSIS ON MARKET COMPETITION OF CHINA'S YACHT INDUSTRY, 2011-2012**

- 4.1 Major Competition Forms
  - 4.1.1 Brand Competition
  - 4.1.2 Price Competition
- 4.2 Competition Between Domestic Yachts and Imported Yachts

### **5 CHINA'S MAJOR YACHT MANUFACTURING ENTERPRISES, 2011-2012**

- 5.1 Sunbirds Yacht Co, Ltd.
  - 5.1.1 Company Profile
  - 5.1.2 Operation
- 5.2 Shanghai Bestway Marine Engineering Design Co., Ltd.
- 5.3 Shanghai Double Happiness Yacht Co., Ltd.
- 5.4 Other Enterprises

### **6 CHINA'S MAJOR YACHT CLUBS, 2011-2012**

- 6.1 Sanya Visun International Yacht Club Limited
- 6.2 Shenzhen Longcheer Yacht Club Ltd.
- 6.3 Shenzhen Bay Marina Yacht Club Co., Ltd.
- 6.4 Xiamen Wuyuan Bay Sailing Club

- 6.5 Xiangshan International Yacht Club
- 6.6 Wuxi Taihu Landscape Club
- 6.7 Qingdao HOCH International Sailing Club
- 6.8 Qingdao Yin Hai International Yacht Club
- 6.9 Dalian Goldshore Yacht Club
- 6.10 Dalian Xinghai Bay International Yacht Club

## **7 IMPORT AND EXPORT OF CHINA'S YACHTS, 2011-2012**

- 7.1 Overview on Import and Export
- 7.2 Import
- 7.3 Export

## **8 PREDICTION ON DEVELOPMENT OF CHINA'S YACHT INDUSTRY, 2012-2014**

- 8.1 Development Trend of China's Yacht Industry, 2012-2014
  - 8.1.1 Prediction on Market Scale
  - 8.1.2 Prediction on Development Prospect
- 8.2 Prediction on Investment Opportunities of China's Yacht Industry
  - 8.2.1 Yacht Manufacture and Design
  - 8.2.2 Sales of Yachts
  - 8.2.3 Lease of Yachts
  - 8.2.4 Yacht Clubs
  - 8.2.5 Training of Yacht Driving Licenses
- 8.3 Proposals to China's Yacht Industry Development

## List Of Charts

### LIST OF CHARTS

Chart Classification of Yachts  
Chart Yacht Industry Chain Structure  
Chart China's GDP Per Capita, 2007-2011  
Chart Major Policies of China's = Yacht Industry, 2009-2012  
Chart Proportion of China's Middle Class in the Population, 2011-2020  
Chart Market Scale of China's Yacht Industry, 2007-2011  
Chart Ship Equipment of China's Major Maritime Law Enforcement Agencies  
Chart Output Value of Xiamen Yacht Industry, 2007-2011  
Chart Output Value of Zhuhai Yacht Industry, 2007-2011  
Chart Major Imported Yacht Brands of China's Market  
Chart China's Major Domestic Yacht Brands  
Chart Charge Standards of Shenzhen Bay Marina Yacht Club Co., Ltd., 2012  
Chart Major Import Sources of Yacht Related products in China, 2011  
Chart Export of Yacht Related products in China, 2011  
Chart Prediction on Scale of Chinese Yacht Market, 2012-2016  
Chart Prediction on Sales Volumes of Chinese Yacht Market, 2012-2016  
Chart Prediction on Revenue of China's Yacht Design Industry, 2012-2016  
Chart Prediction on Revenue of China's Yacht Leasing Industry, 2012-2016  
Chart Prediction on Revenue of China's Yacht Clubs, 2012-2016

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