

# Opportunities in the Middle East Yacht Industry

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## Abstracts

### Executive Summary

The Middle East is the most important superyacht (40 metres and above) market globally. The area has the highest propensity to buy a superyacht at approximately 48%, which means that close to 50% of the wealthy residents are exploring the acquisition of this status symbol. This propensity to buy is greater than any other place worldwide.

While conventionally, Western Europe and North America are the major markets for superyachts, the affluence of the Middle East is shifting the industry dynamics towards this region, owing to the larger share of wealthy clientele. Azzam, the largest yacht in the world as well as approximately a third of the other 200 largest yachts internationally are owned by the citizens of the Middle East.

### Why should the report be purchased?

The report 'Opportunities in the Middle East Yacht Industry' highlights key drivers of and trends emerging in the Middle East yacht industry. The Initiatives and performance of key players including Sunseeker International, Ferretti Group, Azimut Benetti, Princess Yachts International Plc and Gulf Craft Inc. The current market scenario and future prospects of the sector has also been examined. Emerging yacht markets other than the Middle East have been studied as part of this report. The report contains latest industry-related opinions.

### Research methodology and delivery time

Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from key public industry sources and publications has been

scanned and analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis.

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SRI is a research organization specializing in industry research reports and custom research. Our team of dedicated researchers with rich experience across industry segments focuses on delivering high quality analysis. Undertaking in-depth secondary research we arrive at key insights, which are supported by data that has been analyzed impartially to present a clear picture of the industry. All recent developments and industry opinions which impact the sector dynamics are captured and used to support the research hypothesis.

## Contents

### **1. INFOGRAPHIC**

### **2. OVERVIEW OF THE GLOBAL YACHT MARKET**

### **3. OVERVIEW OF THE MIDDLE EAST YACHT MARKET**

### **4. MARKET STATISTICS**

### **5. TRENDS & DRIVERS**

### **6. INDUSTRY CHALLENGES**

### **7. KEY PLAYER PROFILES**

7.1 Sunseeker International

7.2 Sanlorenzo SPA

7.3 Ferretti Group

7.4 Azimut Benetti

7.5 Princess Yachts International Plc

7.6 Gulf Craft Inc.

### **8. OTHER EMERGING YACHT MARKETS**

### **9. OUTLOOK**

### **10. LIST OF CHARTS & GRAPHS**

10.1 Global Superyacht Sales Volume (2011-2014 E)

10.2 Global Megayacht Orderbook by Building Country (January 2013, %)

10.3 Global Megayacht Deliveries (2014-2016 E, units)

10.4 Global Leading Yacht Builders by Number of Orders (2014)

10.5 2014 Middle East Yacht Order Book

### **11. RESEARCH METHODOLOGY**

### **12. ABOUT SMART RESEARCH INSIGHTS**

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