

# **Global Composites Market in the Personal Watercrafts (PWC) Industry by Watercraft Type (Recreational, Muscle, Luxury, Performance, Sports), by Applications (Hull, Deck, and Others), by Manufacturing Process (Long Fiber Injection, Sheet Molding Compound, Spray Layup, and Others), by Region (North America, Europe, Asia-Pacific, and Rest of the World): 2016 – 2021**

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## **Abstracts**

This is the ONGOING report. If ordered it could be delivered in 2-3 weeks timeframe.

This report, from Stratview Research, studies the composites opportunity in the global personal watercrafts market over the period 2010 to 2021. The report provides detailed insights on the market dynamics to enable informed business decision making and growth strategy formulation based on the opportunities present in the market.

The Opportunity for Composites in the Global Personal Watercrafts Industry: Highlights

One sector of the watersports world that uses composites extensively is personal watercraft. Almost all major personal watercraft manufacturers are heavily relying on the composite materials for their structural applications. Composites offer many advantages, such as lightweight, superior strength, higher durability, and ability to withstand extreme temperature.

The composites market in the global personal watercrafts industry offers a healthy growth opportunity and is likely to grow at 5.8% CAGR during the forecast period of

2016 to 2021. Healthy growth in personal watercraft sales, driven mainly by increasing demand in the North American market and increasing use of composites in the personal watercrafts are the key growth drivers of the composites in the global personal watercrafts industry.

LFI and SMC are expected to remain the dominant manufacturing processes for composite parts fabrication in the personal watercrafts industry. Glass fiber is widely used in most of the composite applications in the personal watercrafts industry.

North America is expected to remain the largest market for composites in the global personal watercrafts industry due to high demand of watersports equipment in the USA and Canada.

The supply chain of this market comprises raw material manufacturers, composite part manufacturers, and personal watercrafts OEMs. The key raw material suppliers are Owens Corning, PPG Fiberglass, and Ashland and key personal watercrafts manufacturers are Yamaha Motors, BRP Inc, Honda Motors, and Kawasaki Motors.

The composite products for personal watercrafts, such as hull decks are produced by independent manufacturers as well as personal watercraft OEMs. Many personal watercraft manufacturers have in-house composites manufacturing capacity, such as Yamaha, Kawasaki, and BRP. The key composite part manufactures in the global personal watercrafts industry are Yamaha Motors, Roski Composites, Kawasaki Motors, BRP Inc., and Honda Motors. New product development and upgradation of existing technologies are key strategies adopted by the key players to gain competitive edge in the market.

## Research Methodology

This report offers high quality insights and is the outcome of detailed research methodology comprising extensive secondary research, rigorous primary interviews with industry stakeholders and validation and triangulation with Stratview Research's internal database and statistical tools. More than 1,000 authenticated secondary sources, such as company annual reports, fact book, press release, journals, investor presentation, white papers, patents, and articles have been leveraged to gather the data. More than 10 detailed primary interviews with the market players across the value chain in the all four regions and industry experts have been executed to obtain both the qualitative and quantitative insights.

## Report Features

This report provides market intelligence in the most comprehensive way. The report structure has been kept such that it offers maximum business value. It provides critical insights on the market dynamics and will enable strategic decision making for the existing market players as well as those willing to enter the market. The following are the key features of the report:

Market structure: Overview, industry life cycle analysis, supply chain analysis

Market environment analysis: Growth drivers and constraints, Porter's five forces analysis, SWOT analysis

Market trend and forecast analysis

Market segment trend and forecast

Competitive landscape and dynamics: Market share, product portfolio, product launches, etc.

Attractive market segments and associated growth opportunities

Emerging trends

Strategic growth opportunities for the existing and new players

Key success factors

The composites market in the global personal watercrafts industry is segmented into the following categories.

Global Composites Market in Personal Watercrafts Industry by Watercraft Type:

Recreational Watercrafts

Muscle Watercrafts

Luxury Watercrafts

Performance Watercrafts

Sports Watercrafts

Global Composites Market in Personal Watercrafts Industry by Application Type:

Hull

Deck

Others

Global Composites Market in Personal Watercrafts Industry by Manufacturing Process:

Long Fiber Injection Molding (LFI) Process

Sheet Molding Compound (SMC) Process

Spray Layup Process

Others

Global Composites Market in Personal Watercrafts Industry by Region:

North America

Europe

Asia – Pacific

Rest of the World

Report Customization Options

With this detailed report, Stratview Research offers one of the following free customization options to our respectable clients:

#### Company Profiling

Detailed profiling of additional market players (upto 3)

#### SWOT analysis of key players (upto 3)

#### Geographic Analysis

Breakdown the current North America composites market (2015) in to USA, Canada, and Mexico

#### Regional Segmentation

Current market segmentation of any one of the regions by application type

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