

# **Global Composites Market in the Snowmobile Industry by Vehicle Type (Mountain, Crossover, Cross Country, Utility, Touring, and Others), by Application Type (Skis, Body Panels, and Others), by Manufacturing Process (Sheet Molding Compound, Prepreg Layup, and Others), and 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 snowmobile 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 Snowmobile Industry: Highlights**

One sector of the powersports world that uses composites extensively is snowmobile. Almost all the major snowmobile manufacturers are heavily relying on the composite materials for their structural applications. Glass fiber is one of the major composite materials used to mold complicated shapes, such as snowmobile hoods. Glass fiber structures are easy to fabricate and relatively inexpensive than other advanced materials. Another advantages with fibers are that they can be weaved and also placed in the direction of stress for better management of the forces acting on a structure. Carbon fiber is also used in the snowmobile vehicles, but the usage is limited to very specific applications.

The composites market in the global snowmobile industry offers a healthy growth opportunity during the forecast period of 2016 to 2021. Healthy growth in snowmobile sales, driven mainly by increasing demand in the North American and European market and increasing use of composites in the snowmobile are the key growth drivers of composites in the global personal watercrafts industry.

SMC manufacturing processes is expected to remain dominant for composite part fabrication in the snowmobile industry. Glass fiber is widely used in most of the composite applications in the snowmobile industry.

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

The supply chain of this market comprises raw material manufacturers, composite parts manufacturers, and snowmobile manufacturers. The key raw material suppliers are Owens Corning, PPG Fiberglass, and Ashland and key snowmobile manufacturers are Arctic Cat, Polaris, Yamaha Motors, and BRP Inc.

The composite products for personal watercrafts, such as hull and 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 upgrading 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 700 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 snowmobile industry is segmented into the following categories.

Global Composites Market in Snowmobile Industry by Watercraft Type:

Recreational Watercrafts

Muscle Watercrafts

Luxury Watercrafts

Performance Watercrafts

Sports Watercrafts

#### Global Composites Market in Snowmobile Industry by Application Type:

Skis

Body Panels

Others

#### Global Composites Market in Snowmobile Industry by Manufacturing Process:

Sheet Molding Compound (SMC) Process

Others

#### Global Composites Market in Snowmobile 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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