

Global Personal Watercraft Market by Watercraft type (Recreational, Muscle, Luxury, Performance, and Sports), by Seat Capacity Type (Standing, One Seat, Two Seat, and Three Seat), by Hull Type (Plastics and Composites), by Region (North America, Europe, Asia-Pacific, and Rest of the World), Trend, Forecast, Competitive Analysis, and Growth Opportunity: 2016-2021

<https://marketpublishers.com/r/G767BAE7371EN.html>

Date: April 2024

Pages: 0

Price: US\$ 4,290.00 (Single User License)

ID: G767BAE7371EN

Abstracts

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

This report, from Stratview Research, studies the global personal watercraft 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 Global Personal Watercraft Market: Highlights

The global personal watercraft market offers a healthy growth opportunity and is likely to witness 4.7% CAGR during the forecast period of 2016 to 2021. The top brands in the global personal watercraft market are Sea Doo of the BRO Inc. and the FX Cruiser of the Yamaha Motors. Recovery of the global economy and increasing disposable income are the major drivers of the personal watercrafts market.

Personal watercrafts generally come in two varieties. One requires the riders to stand and another requires the riders to be in a seating position (up to three people). Personal

watercraft with seating capacity of three people are widely preferred in the market. More than 80% of the personal watercraft sales in 2015 were from three seater watercrafts.

Recreational and muscle watercrafts together accounted for more than 70% of the global personal watercraft demand in 2015 and are likely to remain the largest watercraft types during the forecast period.

Composites are a material of choice for fabricating the key structural components of personal watercrafts across the globe. All watercraft manufacturers are heavily relying on the composites technology for fabricating their major structural components, such as hull and deck. Plastics are also used to build hulls for the low cost and low performance watercrafts.

North America is expected to remain the largest market for personal watercrafts in the next five years. The US is the growth engine of the North American and the global personal watercraft market. Asia-Pacific is relatively smaller market but is likely to witness the fastest growth during the forecast period, driven by the high demand of power sports.

The supply chain of this market comprises raw material suppliers, watercraft component manufacturers, personal watercraft manufacturers, and distributors. The global personal watercraft market is highly consolidated with the presence of less than half a dozen players. The key personal watercraft manufacturers are BRP Inc., Yamaha Motors, and Kawasaki Motors. All the major watercraft manufacturers have set up PWC manufacturing plant in North America to tap the market potential in the US. New product development, vast product portfolio, in-house component manufacturing, and presence in the key markets are the 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 of the carbon brakes market

Strategic growth opportunities for the existing and new players

Key success factors

The global personal watercraft market is segmented into the following categories.

Global Personal Watercraft Market by Watercraft Type:

Recreational Watercraft

Muscle Watercraft

Luxury Watercraft

Performance Watercraft

Sports Watercraft

Global Personal Watercraft Market by Seating Capacity Type:

Standing

One Seat Capacity

Two Seat Capacity

Three Seat Capacity

Global Personal Watercraft Market by Hull Type:

Plastics

Composites

Global Personal Watercraft Market 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 (up to 3)

SWOT analysis of key players (up to 3)

Regional Segmentation

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

Competitive Benchmarking

Benchmarking of key players on the following parameters: Product portfolio, geographical reach, regional presence, and strategic alliances

Custom Research: Stratview research offers custom research services across the sectors. In case of any custom research requirement related to market assessment, competitive benchmarking, sourcing and procurement, target screening, and others, please send your enquiry at sales@stratviewresearch.com.

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