

Pontoon Boat Market by Application Type (Family-Fun pontoon, Fishing Pontoon, Cruising Pontoon, Watersports Pontoon, and Others), by Tube Type (Two-Tube Pontoon and Three-Tube Pontoon), by End-Use Type (Private and Commercial), by Size Type (24 Feet), and by Region (North America, Europe, Asia-Pacific, and Rest of the World), Trend, Forecast, Competitive Analysis, and Growth Opportunity: 2018-2023

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Abstracts

This report, from Stratview Research, studies the pontoon boat market over the trend period from 2012 to 2017 and the forecast period from 2018 to 2023 both in terms of value and units. The report provides detailed insights into the market dynamics to enable informed business decision making and growth strategy formulation based on the opportunities present in the market.

Pontoon Boat Market: Highlights

Pontoon boat is a flat-deck boat containing two or more floating hulls or tubes typically powered by an outboard engine. They generally have either square or rectangular shapes, which makes them less suitable for choppy or rough water; however, they are widely preferred in lakes where they are used for varied functions, such as entertainment, fishing, and lounging. These boats have large deck space, which adds more seating space, luxury, comfort, extra storage space, and additional room for various activities as per users' interest.

The global pontoon boat market is projected to depict an impressive growth rate over the next five years to reach an estimated value of US\$ 3,638.8 million in 2023.

Increasing new boat sales, versatile usage of pontoon boats, advancement in the boat engine technology, and higher affordability of pontoon boats are some of the major factors mushrooming the demand for pontoon boats globally.

There is a growing trend of family outing, partying, as well as fishing activities on pontoon boats over other boats. Having wide-open deck space in pontoon boats as compared to V-hull boats of similar length give them excellent comfort. They are also easier to get in and out from docks, making them a reliable boat type for consumers as well as for commercial-renting purposes.

The market is segmented based on the application type as family-fun pontoon, fishing pontoon, cruising pontoon, watersports pontoon, and others. Family-fun pontoon is expected to remain the growth engine of the market during the forecast period of 2018 to 2023, driven by an increased preference of pontoon boats by families for fun over other boats, increasing trend of family outing, and affordability of pontoon boat.

Based on the tube type, the market is segmented as two-tube pontoon and three-tube pontoon. Two-tube pontoon boat is expected to remain the larger segment of the market during the forecast period, whereas three-tube pontoon boat is expected to witness a higher growth in the same period.

In terms of regions, North America currently is the leading pontoon boat market with the USA being the major driver. The region is likely to remain the key growth engine of the global market over the next five years as well. Most of the major pontoon boat manufacturers have an excellent presence in the region to cater to the growing market potential. Asia-Pacific also holds a considerable share in the market and is likely to grow at an impressive rate in the coming five years. Australia and New Zealand are the key markets in the region.

The supply chain of this market comprises raw material suppliers, component manufacturers, pontoon boat manufacturers, distributors, and end users. Some of the key pontoon boat manufacturers are Polaris Industries Inc., White River Marine Group, Forest River Inc., Brunswick Corporation, and Avalon pontoon boats. Development of high-performance pontoon boats, expansion of distribution network, regional expansion, and execution of mergers & acquisitions are the key strategies adopted by the major players to gain a 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. About 10 detailed primary interviews with the market players across the value chain in all four regions and industry experts have been executed to obtain both 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 into 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 global pontoon boat market is segmented into the following categories:

Pontoon Boat Market, By Application Type

Family-Fun Pontoon (Regional Analysis: North America, Europe, Asia-Pacific, and RoW)

Fishing Pontoon (Regional Analysis: North America, Europe, Asia-Pacific, and RoW)

Cruising Pontoon (Regional Analysis: North America, Europe, Asia-Pacific, and RoW)

Watersports Pontoon (Regional Analysis: North America, Europe, Asia-Pacific, and RoW)

Others (Regional Analysis: North America, Europe, Asia-Pacific, and RoW)

Pontoon Boat Market, By Tube Type

Two-Tube Pontoon (Regional Analysis: North America, Europe, Asia-Pacific, and RoW)

Three-Tube Pontoon (Regional Analysis: North America, Europe, Asia-Pacific, and RoW)

Pontoon Boat Market, By End-Use Type

Private (Regional Analysis: North America, Europe, Asia-Pacific, and RoW)

Commercial (Regional Analysis: North America, Europe, Asia-Pacific, and RoW)

Pontoon Boat Market, By Size Type

24 Feet Pontoon Boats (Regional Analysis: North America, Europe, Asia-Pacific, and RoW)

Pontoon Boat Market, By Region

North America (Country Analysis: The USA, Canada, and Mexico)

Europe (Country Analysis: Germany, Switzerland, The UK, Spain, and RoE)

Asia-Pacific (Country Analysis: Australia, New Zealand, China, and Rest of Asia-Pacific)

Rest of the World (Country Analysis: Latin America, The Middle East, and Others)

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 three players)

SWOT analysis of key players (up to three players)

Market Segmentation

Current market size (2017) of any of the application type by size 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 sectors.

In the case of any custom research requirement related to market assessment, competitive benchmarking, sourcing and procurement, target screening, and others, please send your inquiry at sales@stratviewresearch.com

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