

Leisure Boat Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented, By Type (New Leisure Boat Equipment, Used Leisure Boat Equipment), By Propulsion Type (Diesel, Gas, Electric / Hybrid, Others), By Power Source (Internal Combustion Engine and Electric), By Region & Competition, 2020-2030F

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Abstracts

Market Overview

The Global Leisure Boat Market was valued at USD 46.33 Billion in 2024 and is projected to reach USD 63.33 Billion by 2030, growing at a CAGR of 5.19%. This market encompasses the worldwide industry focused on the design, production, and sale of recreational boats used for cruising, fishing, water sports, and sightseeing. With an expanding base of affluent consumers and growing interest in marine leisure activities, demand for various boat types—ranging from yachts and sailboats to personal watercraft—continues to increase. Technological innovation, such as electric propulsion systems, advanced materials, and smart onboard systems, is reshaping the product landscape. The industry is also seeing growth in both new and used equipment markets, supported by trends in eco-tourism, luxury marine travel, and rising disposable incomes in developing economies.

Key Market Drivers

Rising Disposable Income and Changing Consumer Preferences

The increase in global disposable income, particularly in developing countries, is fueling

demand for recreational activities such as boating. This is further supported by evolving consumer preferences that favor experience-based spending. The desire for outdoor, family-oriented, and premium leisure activities has positioned boating as an aspirational lifestyle segment. Manufacturers are responding by offering a wider range of vessels at different price points and integrating sustainable, user-friendly technologies to align with eco-conscious consumer values.

Key Market Challenges

High Ownership and Maintenance Costs

The leisure boating market faces ongoing challenges related to the high total cost of ownership. Beyond the initial purchase, costs such as marina fees, insurance, fuel, maintenance, and storage can deter prospective buyers. These financial considerations are particularly problematic for middle-income consumers and limit market expansion in some regions. Furthermore, limited infrastructure in developing coastal areas makes ownership less viable without significant investment in service networks and support systems.

Key Market Trends

Growing Demand for Sustainable and Electric-Powered Leisure Boats

There is a clear market trend toward sustainable boating, with growing adoption of electric and hybrid propulsion technologies. As environmental regulations tighten and consumers become more environmentally aware, manufacturers are prioritizing innovations such as zero-emission motors, recyclable materials, and solar-assisted power systems. This trend is especially prominent in North America and Europe and is gaining traction in emerging economies with government incentives and infrastructure development aimed at green mobility.

Key Market Players

Chaparral Boats, Inc.

Farr Yacht Design Ltd.

Ferretti S.P.A.

Fountain Powerboats, Inc.

Brunswick Corporation

Bennington Marine LLC

Yamaha Motor Co., Ltd.

Azimut Benetti Group

Bavaria Yachtbau GmbH

Catalina Yachts

Report Scope

In this report, the Global Leisure Boat Market has been segmented into the following categories, in addition to the industry trends:

Leisure Boat Market, By Type:

New Leisure Boat Equipment

Used Leisure Boat Equipment

Leisure Boat Market, By Propulsion Type:

Diesel

Gas

Electric / Hybrid

Others

Leisure Boat Market, By Power Source:

Internal Combustion Engine

Electric

Leisure Boat Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Leisure Boat Market.

Available Customizations

Global Leisure Boat Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional Market players (up to five).

Contents

1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
- 1.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Formulation of the Scope
- 2.4. Assumptions and Limitations
- 2.5. Sources of Research
 - 2.5.1. Secondary Research
 - 2.5.2. Primary Research
- 2.6. Approach for the Market Study
 - 2.6.1. The Bottom-Up Approach
 - 2.6.2. The Top-Down Approach
- 2.7. Methodology Followed for Calculation of Market Size & Market Shares
- 2.8. Forecasting Methodology
 - 2.8.1. Data Triangulation & Validation

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

5. GLOBAL LEISURE BOAT MARKET OUTLOOK

- 5.1. Market Size & Forecast

- 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Type (New Leisure Boat Equipment, Used Leisure Boat Equipment)
 - 5.2.2. By Propulsion Type (Diesel, Gas, Electric / Hybrid, Others)
 - 5.2.3. By Power Source (Internal Combustion Engine and Electric)
 - 5.2.4. By Region
- 5.3. By Company (2024)
- 5.4. Market Map

6. NORTH AMERICA LEISURE BOAT MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Type
 - 6.2.2. By Propulsion Type
 - 6.2.3. By Power Source
 - 6.2.4. By Country
- 6.3. North America: Country Analysis
 - 6.3.1. United States Leisure Boat Market Outlook
 - 6.3.1.1. Market Size & Forecast
 - 6.3.1.1.1. By Value
 - 6.3.1.2. Market Share & Forecast
 - 6.3.1.2.1. By Type
 - 6.3.1.2.2. By Propulsion Type
 - 6.3.1.2.3. By Power Source
 - 6.3.2. Canada Leisure Boat Market Outlook
 - 6.3.2.1. Market Size & Forecast
 - 6.3.2.1.1. By Value
 - 6.3.2.2. Market Share & Forecast
 - 6.3.2.2.1. By Type
 - 6.3.2.2.2. By Propulsion Type
 - 6.3.2.2.3. By Power Source
 - 6.3.3. Mexico Leisure Boat Market Outlook
 - 6.3.3.1. Market Size & Forecast
 - 6.3.3.1.1. By Value
 - 6.3.3.2. Market Share & Forecast
 - 6.3.3.2.1. By Type
 - 6.3.3.2.2. By Propulsion Type

6.3.3.2.3. By Power Source

7. EUROPE LEISURE BOAT MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Type

7.2.2. By Propulsion Type

7.2.3. By Power Source

7.2.4. By Country

7.3. Europe: Country Analysis

7.3.1. Germany Leisure Boat Market Outlook

7.3.1.1. Market Size & Forecast

7.3.1.1.1. By Value

7.3.1.2. Market Share & Forecast

7.3.1.2.1. By Type

7.3.1.2.2. By Propulsion Type

7.3.1.2.3. By Power Source

7.3.2. United Kingdom Leisure Boat Market Outlook

7.3.2.1. Market Size & Forecast

7.3.2.1.1. By Value

7.3.2.2. Market Share & Forecast

7.3.2.2.1. By Type

7.3.2.2.2. By Propulsion Type

7.3.2.2.3. By Power Source

7.3.3. Italy Leisure Boat Market Outlook

7.3.3.1. Market Size & Forecast

7.3.3.1.1. By Value

7.3.3.2. Market Share & Forecast

7.3.3.2.1. By Type

7.3.3.2.2. By Propulsion Type

7.3.3.2.3. By Power Source

7.3.4. France Leisure Boat Market Outlook

7.3.4.1. Market Size & Forecast

7.3.4.1.1. By Value

7.3.4.2. Market Share & Forecast

7.3.4.2.1. By Type

7.3.4.2.2. By Propulsion Type

- 7.3.4.2.3. By Power Source
- 7.3.5. Spain Leisure Boat Market Outlook
 - 7.3.5.1. Market Size & Forecast
 - 7.3.5.1.1. By Value
 - 7.3.5.2. Market Share & Forecast
 - 7.3.5.2.1. By Type
 - 7.3.5.2.2. By Propulsion Type
 - 7.3.5.2.3. By Power Source

8. ASIA-PACIFIC LEISURE BOAT MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Type
 - 8.2.2. By Propulsion Type
 - 8.2.3. By Power Source
 - 8.2.4. By Country
- 8.3. Asia-Pacific: Country Analysis
 - 8.3.1. China Leisure Boat Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Type
 - 8.3.1.2.2. By Propulsion Type
 - 8.3.1.2.3. By Power Source
 - 8.3.2. India Leisure Boat Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Type
 - 8.3.2.2.2. By Propulsion Type
 - 8.3.2.2.3. By Power Source
 - 8.3.3. Japan Leisure Boat Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Type
 - 8.3.3.2.2. By Propulsion Type

- 8.3.3.2.3. By Power Source
- 8.3.4. South Korea Leisure Boat Market Outlook
 - 8.3.4.1. Market Size & Forecast
 - 8.3.4.1.1. By Value
 - 8.3.4.2. Market Share & Forecast
 - 8.3.4.2.1. By Type
 - 8.3.4.2.2. By Propulsion Type
 - 8.3.4.2.3. By Power Source
- 8.3.5. Australia Leisure Boat Market Outlook
 - 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value
 - 8.3.5.2. Market Share & Forecast
 - 8.3.5.2.1. By Type
 - 8.3.5.2.2. By Propulsion Type
 - 8.3.5.2.3. By Power Source

9. SOUTH AMERICA LEISURE BOAT MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Type
 - 9.2.2. By Propulsion Type
 - 9.2.3. By Power Source
 - 9.2.4. By Country
- 9.3. South America: Country Analysis
 - 9.3.1. Brazil Leisure Boat Market Outlook
 - 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share & Forecast
 - 9.3.1.2.1. By Type
 - 9.3.1.2.2. By Propulsion Type
 - 9.3.1.2.3. By Power Source
 - 9.3.2. Argentina Leisure Boat Market Outlook
 - 9.3.2.1. Market Size & Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Type
 - 9.3.2.2.2. By Propulsion Type

- 9.3.2.2.3. By Power Source
- 9.3.3. Colombia Leisure Boat Market Outlook
 - 9.3.3.1. Market Size & Forecast
 - 9.3.3.1.1. By Value
 - 9.3.3.2. Market Share & Forecast
 - 9.3.3.2.1. By Type
 - 9.3.3.2.2. By Propulsion Type
 - 9.3.3.2.3. By Power Source

10. MIDDLE EAST AND AFRICA LEISURE BOAT MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Type
 - 10.2.2. By Propulsion Type
 - 10.2.3. By Power Source
 - 10.2.4. By Country
- 10.3. Middle East and Africa: Country Analysis
 - 10.3.1. South Africa Leisure Boat Market Outlook
 - 10.3.1.1. Market Size & Forecast
 - 10.3.1.1.1. By Value
 - 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Type
 - 10.3.1.2.2. By Propulsion Type
 - 10.3.1.2.3. By Power Source
 - 10.3.2. Saudi Arabia Leisure Boat Market Outlook
 - 10.3.2.1. Market Size & Forecast
 - 10.3.2.1.1. By Value
 - 10.3.2.2. Market Share & Forecast
 - 10.3.2.2.1. By Type
 - 10.3.2.2.2. By Propulsion Type
 - 10.3.2.2.3. By Power Source
 - 10.3.3. UAE Leisure Boat Market Outlook
 - 10.3.3.1. Market Size & Forecast
 - 10.3.3.1.1. By Value
 - 10.3.3.2. Market Share & Forecast
 - 10.3.3.2.1. By Type
 - 10.3.3.2.2. By Propulsion Type

- 10.3.3.2.3. By Power Source
- 10.3.4. Kuwait Leisure Boat Market Outlook
 - 10.3.4.1. Market Size & Forecast
 - 10.3.4.1.1. By Value
 - 10.3.4.2. Market Share & Forecast
 - 10.3.4.2.1. By Type
 - 10.3.4.2.2. By Propulsion Type
 - 10.3.4.2.3. By Power Source
- 10.3.5. Turkey Leisure Boat Market Outlook
 - 10.3.5.1. Market Size & Forecast
 - 10.3.5.1.1. By Value
 - 10.3.5.2. Market Share & Forecast
 - 10.3.5.2.1. By Type
 - 10.3.5.2.2. By Propulsion Type
 - 10.3.5.2.3. By Power Source

11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

- 12.1. Merger & Acquisition (If Any)
- 12.2. Product Launches (If Any)
- 12.3. Recent Developments

13. COMPANY PROFILES

- 13.1. Chaparral Boats, Inc.
 - 13.1.1. Business Overview
 - 13.1.2. Key Revenue and Financials
 - 13.1.3. Recent Developments
 - 13.1.4. Key Personnel/Key Contact Person
 - 13.1.5. Key Product/Services Offered
- 13.2. Farr Yacht Design Ltd.
- 13.3. Ferretti S.P.A.
- 13.4. Fountain Powerboats, Inc.
- 13.5. Brunswick Corporation

- 13.6. Bennington Marine LLC
- 13.7. Yamaha Motor Co., Ltd.
- 13.8. Azimut Benetti Group
- 13.9. Bavaria Yachtbau GmbH
- 13.10. Catalina Yachts

14. STRATEGIC RECOMMENDATIONS

15. ABOUT US & DISCLAIMER

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