

# **North America Leisure Boat Market By Type (New Leisure Boat Equipment, Used Leisure Boat Equipment), By Propulsion Type (Diesel, Gas, Electric / Hybrid, Others), By Country, By Competition, Forecast and Opportunities, 2020-2030F**

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## **Abstracts**

### **Market Overview**

The North America Leisure Boat Market was valued at USD 16.45 Billion in 2024 and is projected to reach USD 21.63 Billion by 2030, growing at a CAGR of 4.67% during the forecast period. This market includes the production, sales, and service of boats used for recreational purposes such as fishing, cruising, water sports, and personal leisure. Rising disposable income, increased interest in outdoor activities, and supportive government policies have boosted demand for various leisure boat types—including sailboats, motorboats, and yachts—across the region. Innovations in propulsion systems, eco-friendly technologies, and safety features have also enhanced market appeal. The expansion of coastal and inland tourism, along with financing options and improved after-sales services, continues to support steady market growth as boating gains popularity among wider demographics seeking relaxation, luxury, and adventure on water.

### **Key Market Drivers**

Rising Disposable Income and Increasing Consumer Spending on Recreational Activities

The upward trend in household disposable income across North America is a fundamental driver of the leisure boat market. As consumers gain greater financial

flexibility, their spending on recreational goods and services, including boats, has increased. Leisure boating is becoming more accessible beyond affluent demographics, particularly due to expanded financing options and a desire for enriching lifestyle experiences. Recreational boating offers relaxation, social interaction, and exploration of waterways, making it an attractive option for those seeking quality leisure time. The market is further supported by government-backed initiatives and tourism investments aimed at promoting water-based activities, leading to growing marina infrastructure and services. In 2023, the U.S. saw a 4.5% rise in disposable income, aligning with a 6.8% increase in leisure boat registrations, underscoring the direct impact of economic strength on market expansion.

## **Key Market Challenges**

### **High Initial and Maintenance Costs Impacting Market Penetration**

The North America leisure boat market faces considerable challenges due to the high initial cost of purchasing boats and the ongoing expenses associated with their maintenance. These include costs for insurance, docking, fuel, storage, and repairs, which can deter entry for middle-income buyers and younger consumers. Seasonal maintenance needs, exposure to environmental conditions, and the complexity of servicing marine equipment further add to the financial burden. Limited availability of skilled labor for maintenance services in some regions compounds these challenges. As a result, market penetration is restricted, especially in economically volatile times. Addressing cost-related barriers through innovation in materials, simplified maintenance processes, and expanded leasing or shared ownership models is essential for broader market adoption.

## **Key Market Trends**

### **Increasing Adoption of Electric and Hybrid Propulsion Systems**

The market is undergoing a notable transformation with the growing adoption of electric and hybrid propulsion systems. This trend is driven by increasing environmental concerns, stringent emission norms, and consumer demand for sustainable alternatives. Electric and hybrid boats offer reduced emissions, quieter operation, and lower maintenance costs, making them particularly attractive for use in ecologically sensitive areas and urban marinas. Advances in battery technology, including improved energy density and faster charging, are helping overcome previous limitations related to range and reliability. Manufacturers are actively launching eco-friendly models, while regional

government subsidies and infrastructure investments are encouraging adoption. As the boating industry aligns with the broader clean energy movement, this trend is expected to play a pivotal role in shaping future market growth.

## **Key Market Players**

Brunswick Corporation

Malibu Boats, Inc.

MasterCraft Boat Holdings, Inc.

Yamaha Motor Corporation

Bass Pro Shops (BPS Direct, LLC)

Alumacraft Boat Company

Correct Craft, Inc.

Marine Products Corporation

## **Report Scope:**

In this report, the North America Leisure Boat Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

North America Leisure Boat Market, By Type:

New Leisure Boat Equipment

Used Leisure Boat Equipment

## North America Leisure Boat Market, By Propulsion Type:

Diesel

Gas

Electric / Hybrid

Others

## North America Leisure Boat Market, By Country:

United States

Canada

Mexico

## Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies present in the North America Leisure Boat Market.

## Available Customizations:

North America 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).

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