

Water Sports Vehicles Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Vehicle Type (Speed Boat, Watercraft, Skiing Boat, Deck Boat, Rowing Boat, Others), By Distribution Channel (Dealer, Direct from Manufacturer, Online), By Location (River Water Sports, Sea Water Sports, Others), By Region & Competition, 2021-2031F

<https://marketpublishers.com/r/WF6410A1B094EN.html>

Date: May 2026

Pages: 185

Price: US\$ 4,500.00 (Single User License)

ID: WF6410A1B094EN

Abstracts

The global water sports vehicles market, comprising personal watercraft (PWC), jet boats, and motorized surfboards, is projected to expand from USD 3.21 billion in 2025 to USD 4.31 billion by 2031, exhibiting a compound annual growth rate (CAGR) of 5.03%. This growth is primarily fueled by a worldwide rise in marine tourism and increasing disposable incomes, which enable greater investment in leisure and outdoor activities. The broadened access to water sports through expanding rental and charter services at coastal destinations has also lowered participation barriers, attracting a wider range of consumers beyond traditional private owners.

Despite this positive outlook, the market contends with substantial challenges from strict environmental regulations concerning emissions and noise pollution. These regulations necessitate considerable manufacturer investment in developing cleaner, quieter propulsion systems, leading to increased production costs and reduced pricing flexibility for major industry players. Illustrating regional demand, the National Marine Manufacturers Association estimated U.S. new powerboat retail unit sales, significantly influenced by personal watercraft, to be between 215,000 and 225,000 units in 2025.

Market Driver

The market is undergoing a significant transformation driven by the integration of electric and eco-friendly marine propulsion systems. This shift is a direct response to evolving consumer preferences and stricter environmental regulations, and it allows manufacturers to access previously restricted waterways, thus expanding the market for personal watercraft and sport boats. Evidence of this advancement is seen with companies like Taiga Motors, which, as reported by Powersports Business in May 2025, recommenced manufacturing at its Montreal facility with an annual capacity of up to 8,000 units, demonstrating the increasing practicality of electric powertrains in meeting performance needs and sustainability targets for water sports.

Concurrently, the growth of global coastal and marine tourism serves as a vital catalyst, maintaining industry value even amidst fluctuating unit sales. With the rise of the experience economy, consumers are increasingly opting for access over direct ownership, thereby boosting demand for rental and charter services at key aquatic locations. This strong consumer engagement is mirrored in expenditure, with total U.S. recreational marine spending reaching a robust \$55.6 billion for the 2024 calendar year, as reported by the National Marine Manufacturers Association in September 2025. However, major manufacturers must skillfully navigate intricate economic landscapes to fully capitalize on this value, as indicated by Yamaha's marine division reporting 2024 revenues of 537.7 billion yen, according to International Boat Industry in February 2025, highlighting the balance between high participation and global sales volume pressures.

Market Challenge

The water sports vehicles market faces significant obstacles due to strict environmental regulations targeting carbon emissions and noise pollution. Adhering to these requirements demands substantial investment in research and development for advanced, cleaner propulsion technologies, such as electric powertrains, which in turn considerably increases manufacturing expenses. Consequently, as manufacturers integrate these costly systems to meet regulatory standards, they are compelled to raise retail prices, diminishing affordability for the average consumer. This upward pressure on pricing limits the potential customer base, particularly impacting entry-level buyers crucial for broader market expansion.

The tangible effect of these increased costs is reflected in recent market trends, where higher prices have coincided with a reduction in vehicle purchases. For instance, the National Marine Manufacturers Association reported a 14.4% year-to-date decline in retail unit sales of jet boats through June 2025 compared to the prior period. This statistic highlights how inflation driven by regulatory compliance serves as a barrier,

detering new acquisitions and impeding the growth of the water sports vehicle segment.

Market Trends

The water sports vehicles industry is undergoing a fundamental shift towards a "software-defined" user experience through the widespread integration of smart connectivity and IoT ecosystems. Manufacturers are actively incorporating advanced features such as telematics, high-definition touchscreens, and smartphone synchronization for real-time diagnostics, remote monitoring, and superior navigation. This digital evolution, mirroring automotive advancements, has transitioned from a luxury addition to a fundamental consumer expectation. The prevalence of this trend was underscored at the Dusseldorf Boat Show in January 2025, where Brunswick Corporation's Navico Group reported its connectivity and display technology featured in over 80% of boats displayed by its EMEA partners, emphasizing the crucial role of digital ecosystems in market competition.

Concurrently, hydrofoil technology is emerging as a critical innovation, primarily addressing hydrodynamic drag which restricts the range of traditional hulls. By elevating the vessel above the water, hydrofoils dramatically reduce friction, consequently extending battery life for electric models and enhancing ride comfort in turbulent waters. This technology is progressing from experimental stages to commercial practicality, attracting significant capital investment to scale production and satisfy global demand. This robust financial backing and industry confidence are evidenced by electric hydrofoil manufacturer Candela securing an additional \$14 million in December 2024, bringing its total 2024 funding to \$40 million, aimed at expanding production to meet international interest, as reported by Sustainable Times.

Key Market Players

BRP Inc.

Yamaha Motor Co., Ltd.

Kawasaki Heavy Industries, Ltd.

Honda Motor Co., Ltd.

Polaris Inc.

Bombardier Recreational Products Inc.

Textron Inc.

Zodiac Nautic Group S.A.

Brunswick Corporation

Taiga Motors Corporation

Report Scope

In this report, the Global Water Sports Vehicles Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Water Sports Vehicles Market, By Vehicle Type

Speed Boat

Watercraft

Skiing Boat

Deck Boat

Rowing Boat

Others

Water Sports Vehicles Market, By Distribution Channel

Dealer

Direct from Manufacturer

Online

Water Sports Vehicles Market, By Location

River Water Sports

Sea Water Sports

Others

Water Sports Vehicles 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

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Water Sports Vehicles Market.

Available Customizations:

Global Water Sports Vehicles 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
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

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, Trends

4. VOICE OF CUSTOMER

5. GLOBAL WATER SPORTS VEHICLES MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Vehicle Type (Speed Boat, Watercraft, Skiing Boat, Deck Boat, Rowing Boat, Others)
 - 5.2.2. By Distribution Channel (Dealer, Direct from Manufacturer, Online)
 - 5.2.3. By Location (River Water Sports, Sea Water Sports, Others)

- 5.2.4. By Region
- 5.2.5. By Company (2025)
- 5.3. Market Map

6. NORTH AMERICA WATER SPORTS VEHICLES MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Vehicle Type
 - 6.2.2. By Distribution Channel
 - 6.2.3. By Location
 - 6.2.4. By Country
- 6.3. North America: Country Analysis
 - 6.3.1. United States Water Sports Vehicles 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 Vehicle Type
 - 6.3.1.2.2. By Distribution Channel
 - 6.3.1.2.3. By Location
 - 6.3.2. Canada Water Sports Vehicles 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 Vehicle Type
 - 6.3.2.2.2. By Distribution Channel
 - 6.3.2.2.3. By Location
 - 6.3.3. Mexico Water Sports Vehicles 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 Vehicle Type
 - 6.3.3.2.2. By Distribution Channel
 - 6.3.3.2.3. By Location

7. EUROPE WATER SPORTS VEHICLES MARKET OUTLOOK

- 7.1. Market Size & Forecast

- 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Vehicle Type
 - 7.2.2. By Distribution Channel
 - 7.2.3. By Location
 - 7.2.4. By Country
- 7.3. Europe: Country Analysis
 - 7.3.1. Germany Water Sports Vehicles 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 Vehicle Type
 - 7.3.1.2.2. By Distribution Channel
 - 7.3.1.2.3. By Location
 - 7.3.2. France Water Sports Vehicles 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 Vehicle Type
 - 7.3.2.2.2. By Distribution Channel
 - 7.3.2.2.3. By Location
 - 7.3.3. United Kingdom Water Sports Vehicles 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 Vehicle Type
 - 7.3.3.2.2. By Distribution Channel
 - 7.3.3.2.3. By Location
 - 7.3.4. Italy Water Sports Vehicles 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 Vehicle Type
 - 7.3.4.2.2. By Distribution Channel
 - 7.3.4.2.3. By Location
 - 7.3.5. Spain Water Sports Vehicles 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 Vehicle Type
- 7.3.5.2.2. By Distribution Channel
- 7.3.5.2.3. By Location

8. ASIA PACIFIC WATER SPORTS VEHICLES MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Vehicle Type
 - 8.2.2. By Distribution Channel
 - 8.2.3. By Location
 - 8.2.4. By Country
- 8.3. Asia Pacific: Country Analysis
 - 8.3.1. China Water Sports Vehicles 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 Vehicle Type
 - 8.3.1.2.2. By Distribution Channel
 - 8.3.1.2.3. By Location
 - 8.3.2. India Water Sports Vehicles 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 Vehicle Type
 - 8.3.2.2.2. By Distribution Channel
 - 8.3.2.2.3. By Location
 - 8.3.3. Japan Water Sports Vehicles 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 Vehicle Type
 - 8.3.3.2.2. By Distribution Channel
 - 8.3.3.2.3. By Location
 - 8.3.4. South Korea Water Sports Vehicles 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 Vehicle Type
- 8.3.4.2.2. By Distribution Channel
- 8.3.4.2.3. By Location
- 8.3.5. Australia Water Sports Vehicles 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 Vehicle Type
 - 8.3.5.2.2. By Distribution Channel
 - 8.3.5.2.3. By Location

9. MIDDLE EAST & AFRICA WATER SPORTS VEHICLES MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Vehicle Type
 - 9.2.2. By Distribution Channel
 - 9.2.3. By Location
 - 9.2.4. By Country
- 9.3. Middle East & Africa: Country Analysis
 - 9.3.1. Saudi Arabia Water Sports Vehicles 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 Vehicle Type
 - 9.3.1.2.2. By Distribution Channel
 - 9.3.1.2.3. By Location
 - 9.3.2. UAE Water Sports Vehicles 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 Vehicle Type
 - 9.3.2.2.2. By Distribution Channel
 - 9.3.2.2.3. By Location
 - 9.3.3. South Africa Water Sports Vehicles 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 Vehicle Type
- 9.3.3.2.2. By Distribution Channel
- 9.3.3.2.3. By Location

10. SOUTH AMERICA WATER SPORTS VEHICLES MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Vehicle Type
 - 10.2.2. By Distribution Channel
 - 10.2.3. By Location
 - 10.2.4. By Country
- 10.3. South America: Country Analysis
 - 10.3.1. Brazil Water Sports Vehicles 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 Vehicle Type
 - 10.3.1.2.2. By Distribution Channel
 - 10.3.1.2.3. By Location
 - 10.3.2. Colombia Water Sports Vehicles 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 Vehicle Type
 - 10.3.2.2.2. By Distribution Channel
 - 10.3.2.2.3. By Location
 - 10.3.3. Argentina Water Sports Vehicles 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 Vehicle Type
 - 10.3.3.2.2. By Distribution Channel
 - 10.3.3.2.3. By Location

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. GLOBAL WATER SPORTS VEHICLES MARKET: SWOT ANALYSIS

14. PORTER'S FIVE FORCES ANALYSIS

14.1. Competition in the Industry

14.2. Potential of New Entrants

14.3. Power of Suppliers

14.4. Power of Customers

14.5. Threat of Substitute Products

15. COMPETITIVE LANDSCAPE

15.1. BRP Inc.

15.1.1. Business Overview

15.1.2. Products & Services

15.1.3. Recent Developments

15.1.4. Key Personnel

15.1.5. SWOT Analysis

15.2. Yamaha Motor Co., Ltd.

15.3. Kawasaki Heavy Industries, Ltd.

15.4. Honda Motor Co., Ltd.

15.5. Polaris Inc.

15.6. Bombardier Recreational Products Inc.

15.7. Textron Inc.

15.8. Zodiac Nautic Group S.A.

15.9. Brunswick Corporation

15.10. Taiga Motors Corporation

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

I would like to order

Product name: Water Sports Vehicles Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Vehicle Type (Speed Boat, Watercraft, Skiing Boat, Deck Boat, Rowing Boat, Others), By Distribution Channel (Dealer, Direct from Manufacturer, Online), By Location (River Water Sports, Sea Water Sports, Others), By Region & Competition, 2021-2031F

Product link: <https://marketpublishers.com/r/WF6410A1B094EN.html>

Price: US\$ 4,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/WF6410A1B094EN.html>