

Europe Boat Sails Market Report (2021-2031) by Scope, Segmentation, Dynamics, and Competitive Analysis

<https://marketpublishers.com/r/E352BDE79F08EN.html>

Date: August 2025

Pages: 124

Price: US\$ 3,450.00 (Single User License)

ID: E352BDE79F08EN

Abstracts

The Europe Boat Sails Market is projected to grow from US\$ 191.83 million in 2023 to US\$ 308.38 million by 2031, reflecting a compound annual growth rate (CAGR) of 6.1% during this period.

Executive Summary and Market Analysis

The market for boat sails in Europe is divided into several key regions: Germany, France, the UK, Russia, Italy, and the Rest of Europe. The boating industry in Europe is a vibrant and competitive sector that plays a crucial role in the continent's economy. According to the European Boating Industry, this sector is highly internationalized, with European companies traditionally exporting more to other EU nations and the US, maintaining a favorable export ratio of 3:1. However, there is a noticeable shift as European manufacturers are increasingly targeting emerging markets in Asia, South America, and Russia. This transition is significantly enhancing the demand for European-made boat sails, as these regions are witnessing growth in recreational boating and marine industries, leading to a rising need for high-quality, durable, and technologically advanced marine products.

Market Segmentation Analysis

The Europe Boat Sails Market can be analyzed based on type and application:

By Type: The market is categorized into mainsail & headsail and downwind &

lightwind sails. In 2023, mainsail & headsail sails dominated the market share.

By Application: The market is segmented into cruising and racing, with cruising holding the largest share in 2023.

Market Outlook

The increasing trend towards marine tourism, including sailing, power boating, and yachting, has significantly propelled the global boat sails market in recent years. The rapid expansion of adventure travel and the growing popularity of cruise expeditions have further stimulated the demand for boat sails. Countries with coastlines, which are prime tourist destinations, are experiencing heightened interest in marine tourism. These locations often host luxury events and corporate meetings that involve renting luxury yachts, thereby increasing the demand for advanced boat sails. Many marine tourists prefer active experiences, such as sailing, whether through organized sailing holidays or private charters. This trend is particularly pronounced in high-end and adventure tourism, where there is a greater need for specialized, high-performance, and custom sails. According to the Ocean Panel, coastal and marine tourism is expected to become the largest sector of the ocean economy by 2030. As marine tourism flourishes, the demand for boats, yachts, and sailing vessels rises, leading to an increased need for new sails or replacements, thus driving the overall demand for boat sails.

Country Insights

The Europe Boat Sails Market includes key countries such as Germany, France, the UK, Russia, Italy, and others. The UK held the largest market share in 2023. The UK boasts a rich sailing culture, supported by organizations like the Royal Yachting Association (RYA), which promotes sailing activities. The extensive coastline attracts numerous tourists who engage in leisure boating and sailing, further boosting the demand for sails. Companies like OneSails and HydraSails are focused on creating high-performance, durable, and sustainable sails, catering to a growing customer base that values sustainability. The UK government has also invested in maritime clusters to enhance local industry capabilities, providing funding for skills training and educational programs. This support is expected to attract more investments into boat manufacturing and innovation, leading to the development of advanced boat sails and stimulating both

domestic and international market demand.

Company Profiles

Key players in the Europe Boat Sails Market include North Sails GmbH, Doyle Sails International Ltd, Elvstrom Sails AS, Ullman Sails International Inc, Quantum Sails Design Group LLC, Wilfer Sails Technology (Heyuan) Co Ltd, OneSails International, Hyde Sails Ltd, Rolly Tasker Sails (Thailand) Co. Ltd., and CHEONG LEE SAILMAKERS LTD, among others. These companies are employing various strategies such as market expansion, product innovation, and mergers and acquisitions to enhance their offerings and increase their market presence.

Contents

1. INTRODUCTION

- 1.1 Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Insights
- 2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Secondary Research
- 3.2 Primary Research
 - 3.2.1 Hypothesis formulation:
 - 3.2.2 Macro-economic factor analysis:
 - 3.2.3 Developing base number:
 - 3.2.4 Data Triangulation:
 - 3.2.5 Country level data:

4. EUROPE BOAT SAILS MARKET LANDSCAPE

- 4.1 Overview
- 4.2 PEST Analysis
- 4.3 Ecosystem Analysis
 - 4.3.1 Raw Material Providers:
 - 4.3.2 Manufacturers:
 - 4.3.3 End Users:
 - 4.3.4 List of Vendors in the Value Chain

5. EUROPE BOAT SAILS MARKET - KEY MARKET DYNAMICS

- 5.1 Europe Boat Sails Market - Key Market Dynamics
- 5.2 Market Drivers
 - 5.2.1 Rising Popularity of Recreational Boating
 - 5.2.2 Growing Marine Tourism
 - 5.2.3 Increasing Disposable Incomes

5.3 Market Restraints

5.3.1 High Initial and Ownership Costs of Boats

5.4 Market Opportunities

5.4.1 Increasing Government Investments in Water Tourism

5.4.2 Growing Demand for Sustainable Sailing Materials

5.5 Future Trends

5.5.1 Shift Toward Electric Sail Boats or Hybrid Sail Boats

5.6 Impact of Drivers and Restraints:

6. EUROPE BOAT SAILS MARKET - ANALYSIS

6.1 Europe Boat Sails Market Revenue (US\$ Million), 2021-2031

6.2 Europe Boat Sails Market Forecast Analysis

7. EUROPE BOAT SAILS MARKET ANALYSIS - BY TYPE

7.1 Mainsail and Headsail

7.1.1 Overview

7.1.2 Mainsail and Headsail: Europe Boat Sails Market - Revenue and Forecast, 2021-2031 (US\$ Million)

7.2 Downwind and Lightwind Sails

7.2.1 Overview

7.2.2 Downwind and Lightwind Sails: Europe Boat Sails Market - Revenue and Forecast, 2021-2031 (US\$ Million)

8. EUROPE BOAT SAILS MARKET ANALYSIS - BY APPLICATION

8.1 Cruising

8.1.1 Overview

8.1.2 Cruising: Europe Boat Sails Market - Revenue and Forecast, 2021-2031 (US\$ Million)

8.2 Racing

8.2.1 Overview

8.2.2 Racing: Europe Boat Sails Market - Revenue and Forecast, 2021-2031 (US\$ Million)

9. EUROPE BOAT SAILS MARKET - COUNTRY ANALYSIS

9.1 Europe

- 9.1.1 Europe Boat Sails Market - Revenue and Forecast Analysis - by Country
 - 9.1.1.1 Europe Boat Sails Market - Revenue and Forecast Analysis - by Country
 - 9.1.1.2 Germany: Europe Boat Sails Market - Revenue and Forecast, 2021-2031 (US\$ Million)
 - 9.1.1.2.1 Germany: Europe Boat Sails Market Share - by Type
 - 9.1.1.2.2 Germany: Europe Boat Sails Market Share - by Application
 - 9.1.1.3 Italy: Europe Boat Sails Market - Revenue and Forecast, 2021-2031 (US\$ Million)
 - 9.1.1.3.1 Italy: Europe Boat Sails Market Share - by Type
 - 9.1.1.3.2 Italy: Europe Boat Sails Market Share - by Application
 - 9.1.1.4 France: Europe Boat Sails Market - Revenue and Forecast, 2021-2031 (US\$ Million)
 - 9.1.1.4.1 France: Europe Boat Sails Market Share - by Type
 - 9.1.1.4.2 France: Europe Boat Sails Market Share - by Application
 - 9.1.1.5 United Kingdom: Europe Boat Sails Market - Revenue and Forecast, 2021-2031 (US\$ Million)
 - 9.1.1.5.1 United Kingdom: Europe Boat Sails Market Share - by Type
 - 9.1.1.5.2 United Kingdom: Europe Boat Sails Market Share - by Application
 - 9.1.1.6 Russia: Europe Boat Sails Market - Revenue and Forecast, 2021-2031 (US\$ Million)
 - 9.1.1.6.1 Russia: Europe Boat Sails Market Share - by Type
 - 9.1.1.6.2 Russia: Europe Boat Sails Market Share - by Application
 - 9.1.1.7 Rest of Europe: Europe Boat Sails Market - Revenue and Forecast, 2021-2031 (US\$ Million)
 - 9.1.1.7.1 Rest of Europe: Europe Boat Sails Market Share - by Type
 - 9.1.1.7.2 Rest of Europe: Europe Boat Sails Market Share - by Application

10. COMPETITIVE LANDSCAPE

- 10.1 Heat Map Analysis
- 10.2 Company Positioning & Concentration

11. INDUSTRY LANDSCAPE

- 11.1 Overview
- 11.2 Market Initiative
- 11.3 Mergers & Acquisitions

12. COMPANY PROFILES

- 12.1 North Sails GmbH
 - 12.1.1 Key Facts
 - 12.1.2 Business Description
 - 12.1.3 Products and Services
 - 12.1.4 Financial Overview
 - 12.1.5 SWOT Analysis
 - 12.1.6 Key Developments
- 12.2 Doyle Sails International Ltd
 - 12.2.1 Key Facts
 - 12.2.2 Business Description
 - 12.2.3 Products and Services
 - 12.2.4 Financial Overview
 - 12.2.5 SWOT Analysis
 - 12.2.6 Key Developments
- 12.3 Elvstrom Sails AS
 - 12.3.1 Key Facts
 - 12.3.2 Business Description
 - 12.3.3 Products and Services
 - 12.3.4 Financial Overview
 - 12.3.5 SWOT Analysis
 - 12.3.6 Key Developments
- 12.4 Ullman Sails International Inc
 - 12.4.1 Key Facts
 - 12.4.2 Business Description
 - 12.4.3 Products and Services
 - 12.4.4 Financial Overview
 - 12.4.5 SWOT Analysis
 - 12.4.6 Key Developments
- 12.5 Quantum Sails Design Group LLC
 - 12.5.1 Key Facts
 - 12.5.2 Business Description
 - 12.5.3 Products and Services
 - 12.5.4 Financial Overview
 - 12.5.5 SWOT Analysis
 - 12.5.6 Key Developments
- 12.6 Wilfer Sails Technology (Heyuan) Co Ltd
 - 12.6.1 Key Facts
 - 12.6.2 Business Description

- 12.6.3 Products and Services
- 12.6.4 Financial Overview
- 12.6.5 SWOT Analysis
- 12.6.6 Key Developments
- 12.7 OneSails International
 - 12.7.1 Key Facts
 - 12.7.2 Business Description
 - 12.7.3 Products and Services
 - 12.7.4 Financial Overview
 - 12.7.5 SWOT Analysis
 - 12.7.6 Key Developments
- 12.8 Hyde Sails Ltd
 - 12.8.1 Key Facts
 - 12.8.2 Business Description
 - 12.8.3 Products and Services
 - 12.8.4 Financial Overview
 - 12.8.5 SWOT Analysis
 - 12.8.6 Key Developments
- 12.9 Rolly Tasker Sails (Thailand) Co. Ltd.
 - 12.9.1 Key Facts
 - 12.9.2 Business Description
 - 12.9.3 Products and Services
 - 12.9.4 Financial Overview
 - 12.9.5 SWOT Analysis
 - 12.9.6 Key Developments
- 12.10 CHEONG LEE SAILMAKERS LTD
 - 12.10.1 Key Facts
 - 12.10.2 Business Description
 - 12.10.3 Products and Services
 - 12.10.4 Financial Overview
 - 12.10.5 SWOT Analysis
 - 12.10.6 Key Developments

13. APPENDIX

- 13.1 About The Insight Partners

List Of Tables

LIST OF TABLES

Table 1. Europe Boat Sails Market Segmentation

Table 2. List of Vendors

Table 3. Europe Boat Sails Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Table 4. Europe Boat Sails Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Type

Table 5. Europe Boat Sails Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Application

Table 6. Europe Boat Sails Market - Revenue and Forecast, 2021-2031 (US\$ Million) - by Country

Table 7. Germany: Europe Boat Sails Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Type

Table 8. Germany: Europe Boat Sails Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Application

Table 9. Italy: Europe Boat Sails Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Type

Table 10. Italy: Europe Boat Sails Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Application

Table 11. France: Europe Boat Sails Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Type

Table 12. France: Europe Boat Sails Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Application

Table 13. United Kingdom: Europe Boat Sails Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Type

Table 14. United Kingdom: Europe Boat Sails Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Application

Table 15. Russia: Europe Boat Sails Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Type

Table 16. Russia: Europe Boat Sails Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Application

Table 17. Rest of Europe: Europe Boat Sails Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Type

Table 18. Rest of Europe: Europe Boat Sails Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Application

List Of Figures

LIST OF FIGURES

Figure 1. Europe Boat Sails Market Segmentation - Country

Figure 2. PEST Analysis

Figure 3. Eco System Analysis

Figure 4. Impact Analysis of Drivers and Restraints

Figure 5. Europe Boat Sails Market Revenue (US\$ Million), 2021-2031

Figure 6. Europe Boat Sails Market Share (%) - by Type (2023 and 2031)

Figure 7. Mainsail and Headsail: Europe Boat Sails Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Figure 8. Downwind and Lightwind Sails: Europe Boat Sails Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Figure 9. Europe Boat Sails Market Share (%) - by Application (2023 and 2031)

Figure 10. Cruising: Europe Boat Sails Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Figure 11. Racing: Europe Boat Sails Market - Revenue and Forecast, 2021-2031 (US\$ Million)

Figure 12. Europe Boat Sails Market Breakdown, by Key Countries, 2023 and 2031 (%)

Figure 13. Germany: Europe Boat Sails Market - Revenue and Forecast, 2021- 2031 (US\$ Million)

Figure 14. Italy: Europe Boat Sails Market - Revenue and Forecast, 2021- 2031 (US\$ Million)

Figure 15. France: Europe Boat Sails Market - Revenue and Forecast, 2021- 2031 (US\$ Million)

Figure 16. United Kingdom: Europe Boat Sails Market - Revenue and Forecast, 2021- 2031 (US\$ Million)

Figure 17. Russia: Europe Boat Sails Market - Revenue and Forecast, 2021- 2031 (US\$ Million)

Figure 18. Rest of Europe: Europe Boat Sails Market - Revenue and Forecast, 2021- 2031 (US\$ Million)

Figure 19. Heat Map Analysis

Figure 20. Company Positioning & Concentration

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