

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

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## Abstracts

The North America Boat Sails Market is projected to grow significantly, reaching approximately US\$ 404.60 million by 2031, up from US\$ 244.14 million in 2023, reflecting a compound annual growth rate (CAGR) of 6.5% from 2023 to 2031.

## Executive Summary and Market Analysis

The North American boat sails market is divided into three main regions: the United States, Canada, and Mexico. The growth of this market is primarily driven by a strong demand for sailboats, fueled by a large community of recreational boating enthusiasts, competitive sailors, and a well-established maritime industry. The United States dominates the market, accounting for a substantial portion of both production and consumption in the region. According to the National Marine Manufacturers Association (NMMA), sailboat production in North America saw a 3% increase in 2022, totaling 2,710 units. The U.S. remains a net importer of sailboats, with both imports and exports on the rise.

The region's extensive boating infrastructure, which includes marinas, sailing clubs, and prestigious events like the America's Cup and various yacht races, significantly contributes to the growth of the boat sails market in North America.

## Market Segmentation Analysis

The North America Boat Sails Market can be segmented by type and application.

**By Type:** The market is divided into mainsail & headsail and downwind & lightwind sails. In 2023, the mainsail & headsail segment held a larger market share.

**By Application:** The market is categorized into cruising and racing segments, with the cruising segment leading in market share in 2023.

## **Market Outlook**

The increasing popularity of recreational boating, especially among millennials and affluent individuals, is a key driver of growth in the global boat sails market. As leisure boating gains momentum, influenced by urbanization and a heightened interest in outdoor activities, more consumers are investing in premium boating experiences. This trend is fostering a strong demand for advanced boat sails, which are viewed not only as performance enhancers but also as vital components of a boat's aesthetic appeal.

A Coast Guard survey in June 2024 indicated that approximately 26.5% of the U.S. population, or around 84.5 million people, engaged in recreational boating, with 11.9% of households (about 14.5 million) owning boats. This growing consumer base is increasingly seeking high-quality, customized sails that enhance both functionality and visual appeal. As the recreational boating sector evolves, there is a rising preference for sails made from advanced materials that provide superior performance in speed, durability, and fuel efficiency. Additionally, boat owners are looking for stylish and visually appealing sails to personalize their vessels, aligning with broader luxury lifestyle trends.

As recreational boating becomes more prevalent, the number of boats on the water is also increasing. The NMMA reported a 3% rise in sailboat production in North America in 2022, reaching 2,710 units compared to the previous year. This growth in new boat ownership and upgrades drives the demand for sails, further propelling the North America boat sails market.

## **Country Insights**

The North America Boat Sails Market is comprised of the U.S., Canada, and Mexico, with the U.S. holding the largest market share in 2023. The U.S. boasts a robust

customer base for recreational boating, supported by its extensive coastlines, lakes, and rivers. Sailing is a favored pastime, particularly in states like Florida, Texas, and California, which drives the demand for sailboats and, consequently, sails. The presence of major sail manufacturers, such as North Sails, significantly influences the U.S. market. Additionally, prestigious sailing competitions like the America's Cup create a demand for specialized sails. The trend towards environmentally friendly boat sails is also expected to present significant growth opportunities in the coming years.

## **Company Profiles**

Key players in the North America 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, including expansion, product innovation, and mergers and acquisitions, to enhance their product offerings and increase market share.

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