

Global Leisure Boat Market Report: 2014 Edition

<https://marketpublishers.com/r/G5AFA620843EN.html>

Date: March 2014

Pages: 59

Price: US\$ 800.00 (Single User License)

ID: G5AFA620843EN

Abstracts

A leisure boat is also known as pleasure craft or recreational boat that is designed for and capable of moving in water with a maximum length of up to 24 meters, and is meant to be used for recreational or leisure activities only, and is not utilized in any type of business or moneymaking venture. The pleasure craft may also be used as a temporary residence for the owner, and often is equipped with amenities that are like those that are found in a home, albeit on a smaller scale. The very craft could be motorized or non-motorized depending upon the boat type. Now days, several types of pleasure crafts are available with a broad range of variants.

The leisure boat industry represents only a small fraction of the global leisure industry. The leisure boat industry was hit hard during global recession as demand in major overseas markets such as the US and Europe was impacted by economic slowdown. The United States and Europe are the principle regions for the leisure boat market, which collectively represent a significant share of the global leisure boat trade statistics. Though these markets are on the verge of maturity, there still lies a tremendous growth opportunity in these markets.

Specifically, in terms of adult participation, production units, and increased revenues, the leisure boat industry performed on a noteworthy scale over the past 10 years. In addition, factors like increasing participation in the boating activity, rising income and population of HNIs, ameliorating global economy, ardent tourism industry and increasing urban population are further fueling the growth of leisure boat industry. Despite the existence of various growth drivers, there are certain challenges faced by the industry including environmental concerns, impacts of adverse weather conditions like floods, drought, unreasonably hot or cold weather, shortage of boat moorings and contention from other leisure activity sources which can potentially hinder the growth of the industry.

The report, “Global Leisure Boat Market” prudently analyzes the development of the respective market, with a focus on regions including the US, UK, Italy and Australia. The major trends, growth drivers as well as issues being faced by the industry are being presented in this report. The leisure boat industry is predominated by a handful of players including Beneteau SA, Brunswick Corporation and Marine Products Corporation contending and vying for capturing market share. The profiles of these leading players are also included in the report along with their key financials and strategies for growth.

Contents

1. OVERVIEW

- 1.1 Types of Pleasure Boats
- 1.2 Leisure Boat Industry Value Chain

2. MARKET SIZE

- 2.1 Global Leisure Boat Market
- 2.2 The US Leisure Boat Market
 - Market Value
 - Market Volume
 - Value/Volume by Segments
 - Statistics by Product Categories
 - Price Trend
 - 2.2.1 Traditional Powerboat Market of the US
 - Market Value
 - Market Volume
 - Value/Volume by Segments
 - Statistics by Product Categories
 - Price Trend
- 2.3 European Leisure Boat Market
 - 2.3.1 The UK
 - Market Value
 - Market Segmentation
 - Domestic/International Trade
 - Employees by Sector
 - 2.3.2 Italy
 - Market Value
 - Production Statistics
 - Product Segments
 - Exports & Imports
- 2.4 Australia
 - Market Value
 - Production Statistics
 - Exports & Imports

3. MARKET DYNAMICS

3.1 Key Trends

- 3.1.1 Innovation in Materials Used in Boat Building
- 3.1.2 Recurrence of Jet Technology

3.2 Growth Drivers

- 3.2.1 Rising Population of HNIs
- 3.2.2 Growing Urban population
- 3.2.3 Zealous International Tourism Industry
- 3.2.4 Global Economic Development
- 3.2.5 Increasing Participation in the Boating Activities

3.3 Challenges

- 3.3.1 Competition from Other Leisure Activity Sources
- 3.3.2 Environmental Issues
- 3.3.3 Adverse Weather Conditions
- 3.3.4 Shortage of Boat Moorings

4. COMPETITIVE LANDSCAPE

- 4.1 Global Competitive Scenario
- 4.2 Competitive Scenario: The US

5. COMPANY PROFILES

5.1 Beneteau SA

- 5.1.1 Business overview
- 5.1.2 Financial Overview
- 5.1.3 Business Strategies
 - Focus on Research & Development
 - New Product Offering

5.2 Brunswick Corporation

- 5.2.1 Business Overview
- 5.2.2 Financial Overview
- 5.2.3 Business Strategies
 - Augmented R&D Activities
 - Expanding Global Reach

5.3 Marine Products Corporation

- 5.3.1 Business Overview
- 5.3.2 Financial Overview
- 5.3.3 Business Strategies

New Product Development
Strategic Marketing & Acquisitions

List Of Charts

LIST OF CHARTS

Value Chain of Leisure Boats Industry
Global Leisure Boats Market Size (2009-2014E)
Recreational Marine Retail Expenditures for Products and Services in the US (2005-2012)
Pre Owned Boats - Retail Market Sales by Value and Volume in the US (2009-2012)
New Boats - Retail Market Sales by Value and Volume in the US (2008-2012)
Recreational Boating Retail Expenditures by Type in the US (2005-2012)
Total Recreational Boats in Use in the US (2006-2012E)
Share of Recreational Boat Types by Volume (2012)
The US Retail Sales of the Traditional Powerboats (2008-2012)
The US Traditional Powerboat Market Share by Value (2012)
Pre Owned Power Boat Sales by Value and Volume in the US (2008-2012)
New Power Boat Sales by Value and Volume in the US (2008-2012)
UK Leisure, Superyacht & Small Commercial Marine Industry Revenues (2005/06-2012/13)
UK Leisure, Superyacht & Small Commercial Marine Industry Revenues by Sectors (2012/13)
UK Leisure, Superyacht & Small Commercial Marine Industry Revenue Share by Segments (2012/13)
Trade Statistics in the UK (2012/13)
Core Sector Employees (FTE) in the UK (2012/13)
Sector Wise Employees (FTE) in the UK (2012/13)
Italian Pleasure Boat Industry Revenue (2005-2012)
Pleasure Boats Exports from Italy – Share by Destination (2012)
Pleasure Boats Imports to Italy - Share by Source (2012)
Australian Boat Industry Revenue (2003/04-2011/12)
Australian Boat Building Business by Product segment (2012)
Recreational Boat Import and Export Scenario in Australia (2003/04-2011/12)
Growth of HNIs' Wealth and Population (2007-2012)
HNWI Population by Country (2011 vs. 2012)
Global Urban Population (2006-2012)
International Tourist Arrivals (2007-2014E)
Global GDP (2005-2012)
World GDP per Capita (2006-2012)
Adult Participation in Boating in the UK (2010-2013)

Beneteau SA' Revenue Share by Business Segments (2012/13)
Geographic Distribution of Beneteau SA Boat Network (2012/13)
Revenues of Beneteau SA' (2008/09-2012/13)
Brunswick Corporation's Revenue Share by Business Segments (2013)
Brunswick Corporation's Total Net Sales and Marine Engine and Boat Segment Sales
(2010-2013)
Marine Product Corporation Revenue (2009-2013)

List Of Tables

LIST OF TABLES

New Boats - Retail Market Data of the US (2009-2012)
The US Retail Expenditure for Recreational Boating Engines and Trailers (2009-2012)
Recreational Boats in Use in the US (2006-2012E)
Recreational Boats in Use in the US by Type (2005-2012E)
Pre Owned Power Boat Sales in the US (2009-2012)
New Traditional Power Boat Sales in the US (2009-2012)
Proportion of International and Domestic Marine Trade in the UK (2012/13)
Pleasure Boating Production Statistics in Italy (2005-2012)
Composition of Pleasure Boat Production in Italy by Type of Boats (2012)
Composition of Global HNWI Population by Wealth Bands (2012)
Adult Participation in Boating in the US (2000-2012)
Comparison of Leaders in Leisure Boat Market– Key Financials (2013)
Marine Product Corporation Product Line

I would like to order

Product name: Global Leisure Boat Market Report: 2014 Edition

Product link: <https://marketpublishers.com/r/G5AFA620843EN.html>

Price: US\$ 800.00 (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/G5AFA620843EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970