

# Global Leisure Boat Market Report: 2016 Edition

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## Abstracts

A pleasure boat or pleasure craft is a boat/craft usually deployed for personal, family, and at times sportsmanlike recreation. Basically, it is a large motorboat with a cabin and plumbing and other amenities required for living on board. Characteristically, such watercrafts are motorized and find use in holidays on a river, lake, canal or waterway. Normally, pleasure boats are kept at a marina. In year 2009 when the leisure boating industry revived from recession and gained its momentum, there was a rapid trudge in the number of leisure boats sold. Since then, there have been fluctuations in the industry.

North America and Europe are the largest producers and consumers of the boating market. In North America, the US holds the largest share of recreational boat market. Belgium, Croatia, Czech Republic and Germany are some of the major recreational boating markets in European region. The share of recreational boating market is expected to grow at higher rate in Europe as compared to North America.

Industrial growth in these economies and hence globally is driven by increasing GDP levels, increasing volumes of international tourism coupled with rise in disposable incomes, improving adult participation in recreational boating activities. Decreasing fuel prices globally also promote the growth of boating operators throughout the world. 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 Report: 2016 Edition" prudently analyzes the development of the respective market, with a focus on regions including Canada, Mexico, Colombia, Croatia, Belgium and Czech Republic. 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 Malibu Boats, 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 Classification

##### 1.1.1 Activity Based

##### 1.1.2 Construction Based

#### 1.2 Value Chain Analysis

### 2. GLOBAL MARKET ANALYSIS

#### 2.1 Global Leisure Boat Market by Value

### 3. REGIONAL MARKET ANALYSIS

#### 3.1 The Americas

##### 3.1.1 The US Leisure Boat Market

##### 3.1.2 The US Recreational Boat Industry

##### 3.1.3 The US New Boat Retail Sales

##### 3.1.4 Recreational Boat Sales by Value and Volume, Canada

##### 3.1.5 Recreational Boat & Marine Engines - Exports and Imports Market, Canada

##### 3.1.5 Recreational Boating Industry by Ownership, Canada

##### 3.1.6 Recreational Products Imports, Mexico

##### 3.1.7 Pleasure Boating Demand by Imports from the US, Panama

##### 3.1.8 Pleasure Boat Registry by Location, Colombia

##### 3.1.9 Pleasure Boat Registry by Boat Size, Colombia

#### 3.2 European Leisure Boat Market

##### 3.2.1 Import and Export Markets, Belgium

##### 3.2.2 Newly Issued Registration Certificates Per Year, Belgium

##### 3.2.3 Boats in Charter, Croatia

##### 3.2.4 Ships and Floating Structure Imports, Czech Republic

##### 3.2.5 Pleasure Boating Market, Germany

### 4. MARKET DYNAMICS

#### 4.1 Growth Drivers

##### 4.1.1 Rising Population of HNIs

##### 4.1.2 Global Economic Development

##### 4.1.3 Increase in Purchasing Power

- 4.1.4 Development of Tourism Industry Worldwide
- 4.1.5 Increase in Boating Participation
- 4.1.6 Decrease in Fuel Prices
- 4.2 Key Trends and Developments
  - 4.2.1 Innovation in Materials Used in Boat Building
  - 4.2.2 Shift in Industry Boat Mix
  - 4.2.3 Increase in Boat Pricing
  - 4.2.4 Increase in Share of Ski Boats in Power Boats Category
  - 4.2.5 Seasonality
  - 4.2.6 Technological Innovation
  - 4.2.7 Replacement Cycle of Boats
- 4.3 Challenges
  - 4.3.1 Competition from Other Leisure Activity Sources
  - 4.3.2 Environmental Issues
  - 4.3.3 Adverse Weather Conditions
  - 4.3.4 Shortage of Boat Moorings
  - 4.3.5 Regulatory Impact

## **5. COMPETITIVE LANDSCAPE**

- 5.1 Global Recreational Boating Industry Share
- 5.2 The US Yacht Market Brand Positioning
- 5.3 European Yacht Market Brand Positioning

## **6. COMPANY PROFILES**

- 6.1 Malibu Boats, Inc.
  - 6.1.1 Business Overview
  - 6.1.2 Financial Overview
  - 6.1.3 Business Strategies
- 6.2 Marine Products Corporation
  - 6.2.1 Business Overview
  - 6.2.2 Financial Overview
  - 6.2.3 Business Strategies
- 6.3 Brunswick Corporation
  - 6.3.1 Business Overview
  - 6.3.2 Financial Overview
  - 6.3.3 Business Strategies

## List Of Charts

### LIST OF CHARTS

Types of Boats on the Basis of the Activities  
Types of Boats on the Basis of Construction  
Value Chain of Leisure Boat Industry  
Global Leisure Boat Market Value (2011-2015E)  
The US Leisure Boats Market by Value (2010-2015E)  
The US Leisure Boat Market by Volume (2009-2015E)  
Recreational Boat Types by Volume Share (2014)  
Boats in Use and Retail Expenditures per Boat, The US (2009-2014)  
The US New Boat Retail Sales (2010-2015E)  
New Boat and Engine Sales by Value and Volume, Canada (2013-2014)  
Recreational Boat & Marine Engines Exports and Imports Market, Canada  
Recreational Boating Industry by Ownership, Canada (2013-2014)  
Mexican Recreational Product Import from the US (2014 / 2017E)  
Pleasure Boating Demand by Imports from US, Panama (2013-2015E)  
Pleasure Boat Registry by Location, Colombia  
Pleasure Boat Registry by Boat Size, Colombia  
Total Belgian Imports and Exports (2009–2014)  
Newly Issued Registration Certificates Per Year, Belgium (2009-2014)  
Boats in Charter, Croatia (2000/2014)  
Ships and Floating Structure Imports, Czech Republic (2014)  
Growth of HNIs' Wealth and Population (2007-2014)  
HNWI Population by Region (2009-2014)  
Global GDP Growth (2009-2014)  
Global GDP per Capita (2009-2014)  
Global per Capita Disposable Income (2009-2014)  
Global Tourism Industry Value & Volume (2009-2014)  
Global Gasoline and Diesel Price (2008-2014)  
Power Boats Sales (2001-2014)  
New Boat Retail and Wholesale Seasonality (2001-2014)  
Global Recreational Boating Industry by Market Share (2014)  
Malibu Boats Inc. Revenue & Net Income (2011-2015)  
Marine Products Corporation Net Sales & Net Income (2011-2015)  
Brunswick Corporation Segments Share in Total Sales (2015)  
Brunswick Corporation Revenue and Net Income (2011-2014)

## List Of Tables

### LIST OF TABLES

Recreational Boats in Use in the US by Type (2005-2014)

Top 10 Import and Export Markets, Belgium (2009-2014)

Pleasure Boating Market, Germany (2013–2016)

Adult Participation in Boating in the US (1990-2014)

The US Yatch Market Brand Positioning

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