

## **Superyacht Market By Size (30-80 meter, Above 80 meter), By Application (Charter, Private), By Propulsion (Motor, Sailing, Other): Global Opportunity Analysis and Industry Forecast, 2023-2032**

Market Report | 2023-12-01 | 280 pages | Allied Market Research

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### **Report description:**

A superyacht is a symbol of opulence and exclusivity in the maritime world, characterized by its exceptional size, high-quality craftsmanship, and lavish amenities. Beyond the functional aspects of sea travel, a superyacht is designed to provide an unparalleled experience of comfort and indulgence for its discerning owners and guests. Typically exceeding 30 meters in length, these vessels boast extravagant interiors featuring premium materials, state-of-the-art technology, and bespoke furnishings tailored to the owner's preferences. Superyachts often include spacious cabins, gourmet kitchens, and entertainment areas, creating a floating haven that rivals the most luxurious residences.

Moreover, these vessels frequently feature top-tier crew and service staff to cater to every need of those on board. Whether cruising through azure waters or docking at glamorous ports, a superyacht epitomizes the epitome of refined living on the high seas, representing a fusion of engineering marvels and sophisticated elegance. Factors such as the increasing demand for competitive and recreational boating activities, the purchasing power of individuals, the rise of superyachts as a popular travel destination, increase in tourist attractions and luxury hotels are expected to drive the superyacht market.

As income levels of people around the world rise, spending on leisure activities also increases, which is driving the market. For example, the International Monetary Fund predicts that China's economy will expand by nearly 40% by 2028. Similarly, leisure spending in the U.S. is expected to reach 552.8 billion in 2023. In addition, the natural scenery of countries with maritime borders such as the Netherlands, the UK, and Italy, as well as the increase in tourism resources such as the skyscraper artificial islands of the UAE, are attracting many international visitors. It is visited every year by tourists, especially from wealthy people. These countries are also preferred destinations for promotional events and conferences where luxury yachts are leased. Therefore, the increase in leisure tourism is expected to have a positive impact on the growth of the global superyacht market.

The superyacht market is segmented based on size, application, propulsion and region. Depending on the size, the market is segregated into 30-80 meters and above 80 meters. By application, it is categorized into charter and private. Based on the

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propulsion, it is fragmented into motor, sailing and others. Region-wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA. Key players covered in the report include Damen Yachting BV, Azimut Benetti Group S.p.A., Burgess, THE ITALIAN SEA GROUP S.p.A., Ferretti SpA, Horizon Yacht USA, Ocean Alexander Yachts, Inc., Overmarine, San Lorenzo and Sunseeker.

#### Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the superyacht market analysis from 2022 to 2032 to identify the prevailing superyacht market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the superyacht market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- The report includes the analysis of the regional as well as global superyacht market trends, key players, market segments, application areas, and market growth strategies.

Additional benefits you will get with this purchase are:

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Possible Customization with this report (with additional cost and timeline, please talk to the sales executive to know more)

- Additional company profiles with specific to client's interest
- Additional country or region analysis- market size and forecast
- SWOT Analysis

#### Key Market Segments

##### By Size

- 30-80 meter
- Above 80 meter

##### By Application

- Private
- Charter

##### By Propulsion

- Motor
- Sailing
- Other

##### By Region

- North America

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- U.S.
- Canada
- Mexico
- Europe
- Italy
- Germany
- Spain
- UK
- Rest of Europe
- Asia-Pacific
- China
- Japan
- India
- South Korea
- Rest of Asia-Pacific
- LAMEA
- Latin America
- Middle East
- Africa
- Key Market Players
- Damen Yachting
- Ferretti SpA
- Ocean Alexander
- Horizon Yacht USA
- Overmarine Group Spa
- THE ITALIAN SEA GROUP SpA
- Burgess
- Azimut Benetti
- Sunseeker
- SANLORENZO

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