

Global Recreational Boat Market Research Report 2025-2030

Market Report | 2025-08-14 | 179 pages | Arizton Advisory & Intelligence

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Report description:

The global recreational boats market is expected to grow at a CAGR of 6.71% from 2024 to 2030.

RECREATIONAL BOAT MARKET NEWS

- BENETEAU is planning to launch a new series of boats and redesign three models of Gran Turismo in the mid of 2025 includes the Gran Turismo 35, the Gran Turismo 40, and the Gran Turismo 50.
- In 2024, Brunswick Corporation introduced 15 new exciting products, including Sea Ray, Simrad, Harris Pontoons, Princecraft, Veer, and Mercury Marine.
- In 2024, Azimut-Benetti Group and Rolls-Royce will be working more closely together on yacht propulsion systems. It's a 4-year partnership and framework agreement on cooperation signed.

KEY TAKEAWAYS

- By Product: The outboard boats segment accounted for the largest market share of over 38% by revenue.
- By Power: The engine-powered boats segment shows the highest growth, with a CAGR of 6.78% by revenue during the forecast period.
- By Activity: The cruise tourism segment dominates and holds the largest market share in 2024.
- By Geography: In 2024, North America accounted for a share of over 46%, and the Middle East & Africa shows the highest growth in the global recreational boats market, with a CAGR of 8% during the forecast period.
- Growth Factor: The global recreational boats market is set to grow due to rising interest in water sports and leisure activities, and growing travel & tourism activities.

RECREATIONAL BOAT MARKET TRENDS

Integration of Smart Technology & Connectivity

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Integration of smart technology & connectivity is a significant trend in the global recreational boats market. Smart technology in recreational boats incorporates advanced sensors, electronics, communication systems, and software. It enables remote control & monitoring, real-time data collection, seamless integration, and automated systems. The real-time updates from instruments and Artificial Intelligence (AI) integrated forecasts help to manage the plan for safer trips by avoiding rough waters. The boat remains steady due to automated systems. The sensors use data analysis and critical components to predict maintenance. It helps to ensure safety at sea.

Electrification and Hybridization of Boats

Electrification and hybridization of boating is a significant trend in the global recreational boats market. It is driven by several factors, including increased need for user experience, rising demand for improvement in performance, technological advancement, rising competition, expanding accessibility & infrastructure, and need for low operational costs. The demand for hybridization is rising significantly as it can be used for emission-free and quiet cruising at lower speeds. Electrification involves replacing traditional internal combustion engines (ICE) with which run by battery-powered electric motors. It can range from superyachts to larger cruisers.

RECREATIONAL BOAT MARKET DRIVERS

Rising Interest in Water Sports and Leisure Activities

Rising interest in water sports and leisure activities is a significant driver in the global recreational boats market. It is driven by several factors, including increased emphasis on leisure, evolving lifestyles, growth of specific water sport activities, increased health & wellness awareness, accessibility through rental & sharing models, social media culture, and technological advancements in water sports equipment. The demand for watersports and leisure activities is rising significantly, which includes recreational fishing, day boating & cruising, paddleboarding & kayaking, waterskiing & tubing, and wake surfing & wakeboarding. The popularity of wake surfing & wakeboarding activities is fueling the growth among younger demographics. The craze of fishing remains stronger in recreational activities across the world. It creates the demand for fishing boats across the country.

Growing Travel & Tourism Activities

Growing travel & tourism activities are a significant driver in the global recreational boats market. It is driven by several factors, including the development of marine tourism infrastructure, government initiatives, rising popularity of water sports, increased inspiration & awareness, economic growth, and increased focus on the purchase of boats from tourism companies. Tourism companies, local authorities, and resorts are taking more interest in the purchase of boats such as watersport boats, pontoons, etc. It helps to meet the increased demand for leasing to tourists. The rising consumer preference for spending more on leisure activities, driving the market growth for recreational boats.

INDUSTRY RESTRAINTS

High Costs

High costs are a major challenge in the global recreational boats market. It is driven by several factors, including higher initial costs, economic sensitivity, and significant ongoing ownership expenses. The new boats which are having discretionary or luxury items have higher costs. It is due to the several complex systems, specialized construction & materials, and limited production volume. The higher initial costs can limit the market growth. When consumers are uncertain about the various future economic outlooks, they have to postpone the higher spending on discretionary purchases.

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RECREATIONAL BOAT MARKET SEGMENTATION INSIGHTS

INSIGHTS BY PRODUCT

The global recreational boats market by product is segmented into outboard boats, inboard/sterndrive boats, personal watercraft boats, and other boats. The outboard boats segment accounted for the largest market share of over 38%. The segment is growing significantly due to several factors, including cost effectiveness, shallow water access, technological advancements, more deck space, versatility, and ease of maintenance & services. Outboard boats are ideal because they are highly versatile. It is used for various recreational boating activities such as day cruising, family boating, fishing, and watersports. These boats are popular for inshore and freshwater fishing due to their easy maneuverability and draft capabilities.

Many smaller outboard boats are used for waterskiing, light wakeboarding, and tubing. It is suitable for day cruising, such as exploring coves, recreational outings, and short trips. Its demand is rising for various utility boating such as accessing remote areas, transportation on lakes, or general family fun.

INSIGHTS BY POWER

The global recreational boats market by power is categorized into engine-powered boats, sail-propelled boats, and man-powered boats. The engine-powered boats segment shows significant growth, with the fastest-growing CAGR of 6.78% during the forecast period. Engine-powered boats are used for a wider range of recreational activities, including watersports, fishing, overnight cruising, day cruising, and leisure. The demand for these boats is driven by several factors, including ease of use, speed & performance, versatility, technological advancements, rising outdoor recreation trend, and affordability.

As these boats are engine-powered, they can serve for various purposes. It gives modern controls and engines, making the operation more user-friendly. It offers efficient travel and thrill across the water. The rising interest in water-based leisure and outdoor recreation activities, fueling the adoption of Engine-Powered Boats. Engine-powered boats are catering to a wider economic spectrum, as they include multi-million-dollar yachts to smaller outboards and affordable PWCs. It will drive the demand for the recreational boat market during the forecast period.

INSIGHTS BY ACTIVITY

The cruise tourism segment dominates and holds the largest global recreational boats market share in 2024. The Cruise Tourism segment encompasses exploration on water and leisurely travel, especially involving boats with amenities and cabins for comfort, which allow for extended journeys or short trips. It also includes the recreational boats used for general leisure and sightseeing across the coastal areas. The segment's growth is also driven by several factors, including increased desire for relaxation & leisure, family-oriented activities, rising disposable incomes, growth in the tourism industry, luxury & comfort, trend of experiences over material goods, and infrastructure development.

Travelers are looking for off-the-beaten-path and authentic experiences. They want to try local cuisine and new cultures and engage in various activities that are known for being unique to the destinations they visit. It drives the global recreational boat market.

RECREATIONAL BOAT MARKET GEOGRAPHICAL ANALYSIS

In 2024, North America accounted for the largest global recreational boats market share of over 46%. The demand for recreational boats in North America is growing significantly, driven by several key factors: increasing participation in watersports, high disposable incomes, the outdoor recreation boom, an established boating culture, the rise of fractional ownership and boat clubs, and ongoing technological advancements.

Outboard boats are among the best-selling boat types in the North American region. The recreational boat market in North

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America is expected to continue leading in technological innovations during the forecast period, including automated systems, smart features, and electric boats. The large tech-savvy population in the U.S. is accelerating the adoption of advanced boats. Rising interest in various watersports activities, such as wake surfing, personal watercraft use, and wakeboarding, especially among Gen Z and Millennials, is further fueling the growth of the recreational boat market in North America.

The Middle East & Africa show the highest growth in the global recreational boats market, with a CAGR of 8.0% during the forecast period. Countries in the Middle East & Africa are increasingly investing in non-oil sectors such as tourism. The development of new marinas, ports, and coastal leisure facilities is fueling the growth of the recreational boating market during the forecast period. The rising tourism sector across the region is attracting both international and domestic visitors. In certain areas, there is a growing emphasis on premium and luxury recreational boating experiences to cater to affluent clientele. The region has a significant population of high-net-worth individuals who are spending more on luxury leisure activities, thereby driving the demand for yachts across the region during the forecast period.

The Middle East & Africa are increasingly emerging as a major destination for travel and tourism, appealing to people seeking recreational activities. Recreational boating is drawing both domestic and international tourists looking for unique experiences such as relaxation and leisure, which, in turn, is propelling demand for the recreational boating market throughout the forecast period.

RECREATIONAL BOAT MARKET VENDOR LANDSCAPE

The global recreational boat market report consists of exclusive data on 33 vendors. The market is highly concentrated, with many local and international players in the market. The competition among these players is intense. To compete with the global players, the companies are adopting new technologies and offering advanced & innovative recreational boats. The larger companies invest in new hotel and resort development to expand their market. It helps to attract a large consumer base. They compete on amenities, luxury, and their brand recognition worldwide.

The companies focus on offering personalized and customized products to boost the consumer experience. The companies present in this market offer competitive pricing and promotions to attract new buyers.

Many international players are expected to expand their presence worldwide during the forecast period, especially in the fast-developing countries in APAC and Latin America, to gain more market share.

Key Vendors

- Azimut-Benetti Group
- BENETEAU
- Brunswick Corporation
- Ferretti Group
- Yamaha Motor Co., Ltd.

Other Prominent Vendors

- Bavaria Yachts
- BRP
- Baja Marine, Inc.
- Hobie Cat Company
- Malibu Boats, Inc.
- Marine Products Corporation
- MasterCraft Boat Holdings, Inc.
- Polaris Inc.
- Sunseeker

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- White River Marine Group
- Albemarle Boats
- Bertram Yachts
- Candela Technology AB
- Catalina Yachts
- Custom Weld Boats
- Duckworth Boats
- Explorer Industries
- Grady-White Boats, Inc.
- Grand Banks Yachts
- HanseYachts
- High Caliber
- Lund Boats Company
- Maverick Boat Group, Inc.
- Pacific Asian Enterprises
- Porter
- Princess Yachts
- Viking Yacht
- Vision Marine Technologies

SEGMENTATION & FORECASTS

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 - o□Inboard/Sterndrive Boats
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 - o□Other Boats
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 - o□Sail-Propelled Boats
 - o□Man-Powered Boats
- By Activity
 - o□Cruise Tourism
 - o□Watersports
 - o□Fishing

By Geography

- North America
 - o□US
 - o□Canada
- Europe
 - o□UK
 - o□Germany
 - o□France
 - o□Italy
 - o□Spain
- APAC

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KEY QUESTIONS ANSWERED:

1. What is the growth rate of the global recreational boat market?
2. How big is the global recreational boat market?
3. What are the key drivers in the global recreational boat market?
4. Which product segment has the largest share in the global recreational boats market?
5. Which Power segment provides more business opportunities in the global recreational boats market?
6. Which region dominates the global recreational boat market?
7. Who are the major players in the global recreational boat market?

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