

## **Leisure Boat Market Size, Share and Growth Analysis Report - Forecast Trends and Outlook (2025-2034)**

Market Report | 2025-07-28 | 151 pages | EMR Inc.

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### **Report description:**

The global leisure boat market value reached USD 43.30 Billion in 2024. The market is further expected to grow at a CAGR of 5.10% in the forecast period of 2025-2034 to attain a value of over USD 71.21 Billion by 2034.

#### Global Leisure Boat Market Growth

Leisure boats are boats that are used for leisure boating entertainment and tourism activities. These boats can be motorised and non-motorised and include sailboats, towboats, jet boats, cabin cruisers, and watercraft.

The leisure boat market dynamics and trends are driven by their use in activities like boating, sailing, and fishing. Additionally, some leisure boats feature spacious, luxurious cabins with essential amenities, enhancing their appeal.

#### Global Leisure Boat Market Analysis

Leisure boats offer numerous benefits, including enhanced recreational enjoyment and relaxation on the water. They offer chances for outdoor activities such as fishing, swimming, and water sports which boost physical health and relieve stress. Boating also encourages social interaction and family bonding, providing quality time and adventure, which fuels demand in the leisure boat market.

The growth of the leisure boat industry is driven by the ability to customise boats with various amenities for a tailored experience. Furthermore, many boats come equipped for fishing and owning a leisure boat can enhance the value of waterfront properties that appeal to buyers interested in recreational features.

According to the U.S. Bureau of Economic Analysis, disposable personal income per capita in the United States was approximately

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USD 55,000 in July 2022. By April 2023, it had risen to around USD 60,000, marking a USD 5,000 increase over nine months. This upward trend continued, with per capita income surpassing USD 62,000 by January 2024, representing an additional USD 2,000 increase since April 2023. This rise in disposable income drives the leisure boat industry revenue, as higher earnings enable consumers to cover the expenses of buying and maintaining boats, including purchase costs, docking fees, insurance, and upkeep.

Increasing interest in outdoor recreational activities and experiences boosts demand for the leisure boat market.

- Advances in boat design and technology enhance performance, safety, and luxury, attracting more buyers.
- Leisure boats cater to various activities like fishing, sailing, and water sports, broadening their market appeal.

The initial investment and maintenance costs of leisure boats can be substantial, limiting affordability for some consumers.

- Sales can be affected by seasonal variations, with peak demand often limited to warmer months.
- Stricter environmental regulations may increase manufacturing costs and limit certain boat designs.

Growing middle-class populations in emerging markets offer new growth opportunities for the leisure boat market.

- Developing sustainable and energy-efficient boating options can attract environmentally conscious consumers.
- Incorporating advanced technology and luxury features can create new market segments and increase customer appeal.

Economic downturns or recessions can reduce discretionary spending on leisure boats.

- Increased scrutiny over environmental impacts and fuel emissions may affect market growth and product development.
- Intense competition from both domestic and international manufacturers can pressure prices and leisure boat market share.

#### Key Players in the Global Leisure Boat Market and Their Key Initiatives

##### Baja Marine

- Unveiled the 2024 Baja Outlaw series to meet the growing demand of the leisure boat market.
- Introduced new high-performance hull designs.

##### Bavaria Yachtbau GmbH

- Launched the Bavaria C46.
- Introduced the Bavaria SR33, enhancing their successful SR-LINE of motor yachts.

##### Ferretti Group

- Inaugurated a New Superyacht Yard in Ancona.
- Launched Scuola dei Mestieri.

#### Global Leisure Boat Industry Segmentation

"Leisure Boat Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

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## Market Breakup by Type

- New Leisure Boat
  - ??- Motorised
  - ??- Non-Motorised
  
- Used Leisure Boat ?????
  - ??- Motorised/Power Boat
  - ??- Non-Motorised Boat
  
- Monitoring Equipment ????
  
- ??- Boat and Yacht Monitoring Solutions
  - ??- IoT Sensors
  - ??- Telematics Solutions
  - ??- Others

## Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

## Leisure Boat Market Share

The increased interest in water-based tourism and sports activities among consumers is projected to bolster the demand for the leisure boat market in the forecast period. This can be attributed to inflating disposable incomes, improved living standards, and the growing consumer expenditure on leisure activities. In addition, the rising capital expenditure in the boating industry to support travelling and tourism activities is also predicted to aid the leisure boat demand growth.

Moreover, rapid technological advancements, such as the integration of IoT sensors, machine learning (ML), and artificial intelligence (AI) solutions to assist in monitoring and navigation, are also expected to drive the industry growth. Furthermore, with rising eco-consciousness, the leading market players are increasingly investing in the development of sustainable boating solutions, such as solar-powered boats, which, in turn, are estimated to favour the leisure boat industry growth in the coming years.

## Leading Companies in the Leisure Boat Market

The companies offer premium yachts with top-notch design and performance. They deliver extensive services such as sales, customisation, and maintenance to guarantee an exceptional boating experience for their distinguished clients.

- Azimut Yachts Montenegro
- Baja Marine
- Bavaria Yachtbau GmbH
- Ferretti Group

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- Brunswick Corporation
- Fountain Powerboats

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