

The U.S. Powerboat Market With Focus on Ski Boat: 2016-2020

July 2016



The U.S. Powerboat Market Report

Scope of the Report

The report titled “The U.S. Powerboat Market With Focus on Ski Boat: 2016-2020” provides an in-depth analysis of the U.S. powerboat market with detailed analysis of market size and growth pattern in the market. The report also provides market size of each segment of the market along with the detailed analysis of the ski boat market.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. The growth of the overall U.S. powerboat market has also been forecasted for the period 2016-2020, taking into consideration the previous growth patterns, the growth drivers and the current and future trends. The competition in the U.S. powerboat market is stiff and dominated by the big players like Brunswick Corporation. Further, key players of the powerboat market, Marine products corporation and Malibu Boats, Inc., are also profiled with their financial information and respective business strategies.

Country Coverage

- United States

Company Coverage

- Brunswick Corporation
- Marine Products Corporation
- Malibu Boats, Inc.

The U.S. Powerboat Market Report

Executive Summary

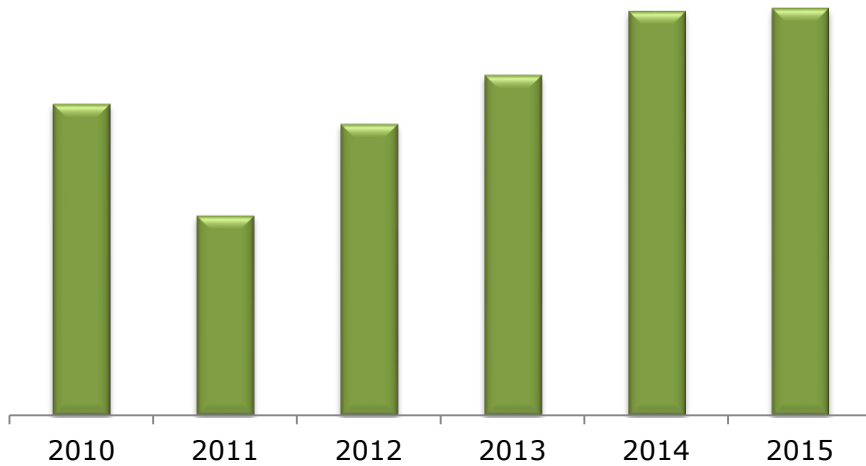
Powerboat, also known as motor boat, is a relatively small watercraft propelled by an internal-combustion or electric engine. They range in size from miniature craft designed to carry one person to seagoing vessels of 100 feet (30 m) or more. They can be broadly classified on the basis of engine as, Outboard boats, Inboard boats, Sterndrive boats and Jet boats.

The U.S. powerboat market increased at a significant CAGR during the span of 5 years, i.e. 2010-2015 and projections are made that the market would rise in the next five years, i.e. 2016-2020 tremendously. The upsurge in the market was largely driven by the rise in the demand for the ski boats among individuals as well as firms providing water sports activities.

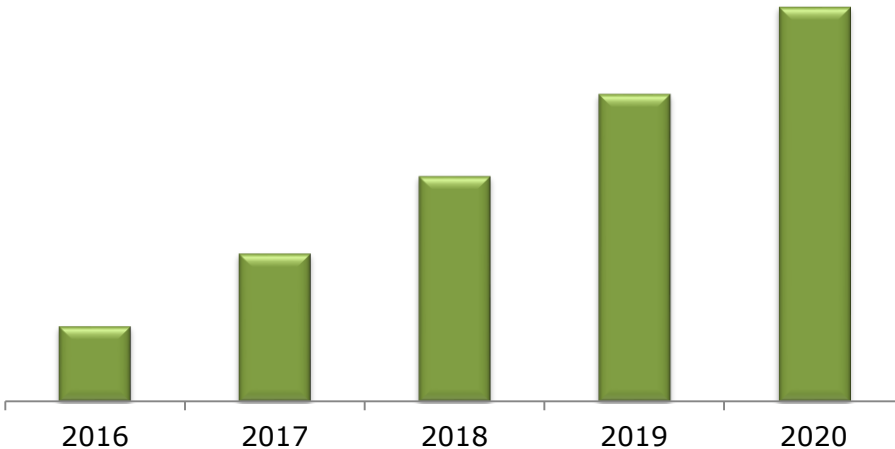
The major growth drivers for the U.S. powerboat market are: rise in the adult boating participation & consumer confidence, the upsurge in the tourism industry & housing starts in the U.S. along with the decline in the gasoline prices. Despite the market is governed by various growth drivers, there are certain challenges faced by the market, such as aging population, environmental issues, regulatory framework, hostile weather conditions and shortage of boat moorings.

The U.S. Powerboat Market Overview

The U.S. Powerboat Market by Value; 2010-2015



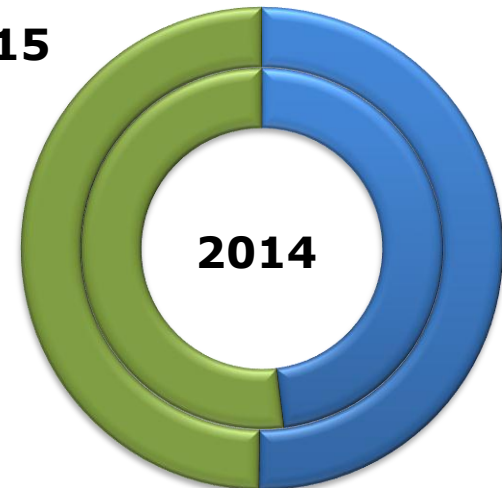
The U.S. Powerboat Market by Value; 2016E-2020E



The U.S. powerboat market increased to US\$... billion in 2015 from US\$... billion in 2014 at an annual growth rate of ...%, while the anticipated CAGR during 2016-2020 is ...% and is expected to reach US\$... billion in 2020. The driving force of the market is the strengthening of the pre-owned market along with the encouraging trend in the new market. The U.S. powerboat market can be segmented as new powerboat market and pre-owned powerboat market. Both the segments, constitute approximately ...% each of the entire market.

The U.S. Powerboat Market by Segments; 2014-2015E

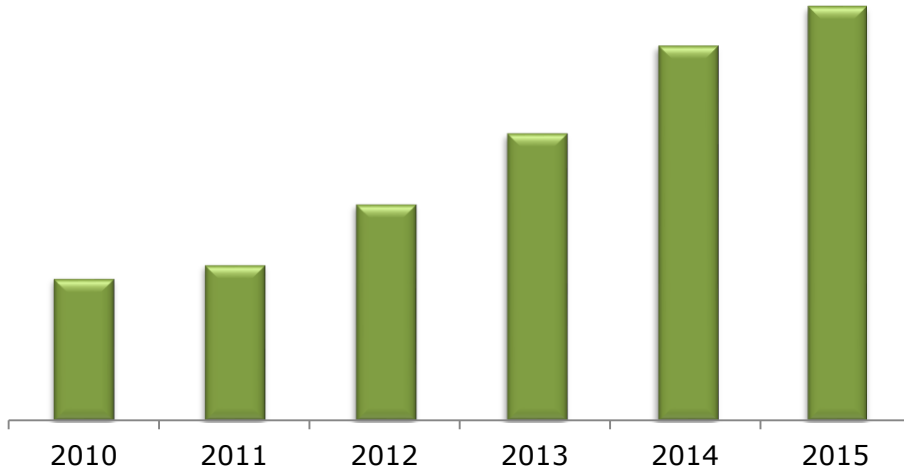
2015



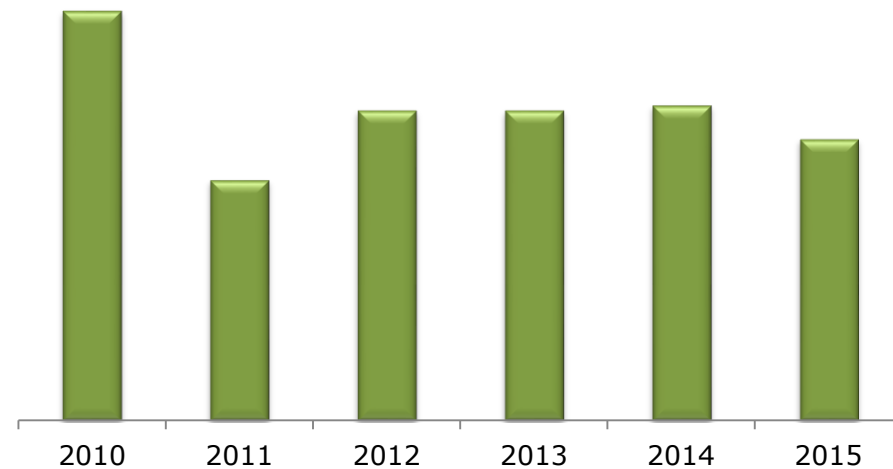
2014

The U.S. Powerboat Market Segments Overview

The U.S. New Powerboat Market by Value;
2010-2015



The U.S. Pre-Owned Powerboat Market by
Value; 2010-2015

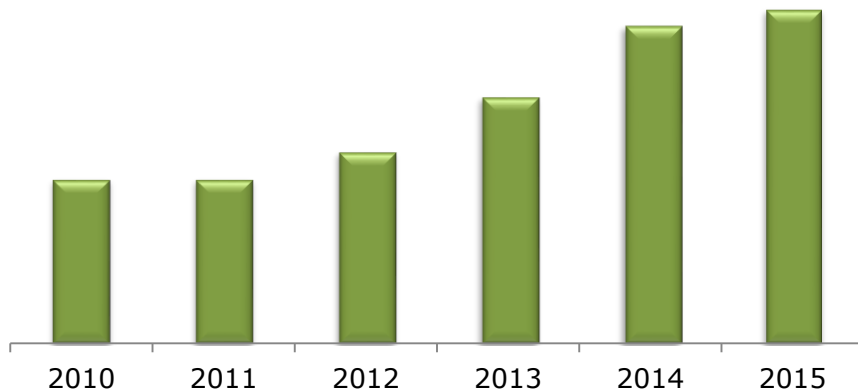


The new powerboat market in the U.S. has been witnessing an increasing trend over the years, i.e. 2010-2015 at a CAGR of ...% and up surged by ...% and reached US\$... billion in 2015. The market is largely driven by the increase in the retail sales of, and boats.

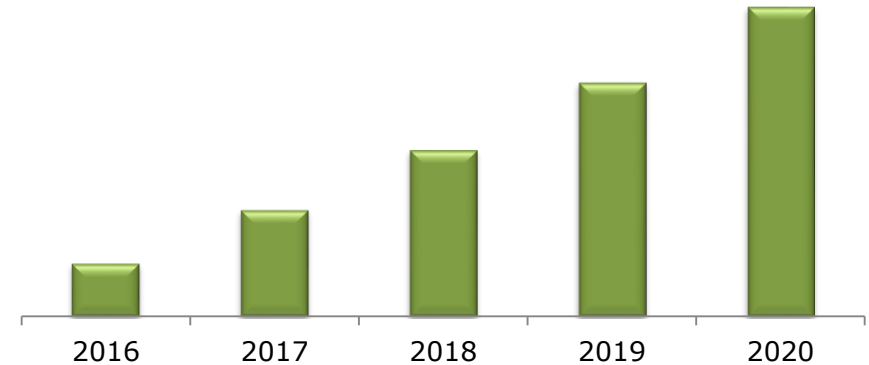
The market for pre-owned powerboat market was valued at US\$... billion in 2015, declining at an annual rate of ...% from US\$... billion in 2014. Though, the market reported a CAGR of ...% during 2011-2015.

The U.S. Ski Boat Market Overview

The U.S. Ski Boat Market by Value;
2010-2015



The U.S. Ski Boat Market by Value;
2016E-2020E



The U.S. Ski Boat Market by Players; 2015



The U.S. ski boat market up surged to US\$... million in 2015 increasing from US\$... million in 2014 at an annual growth rate of ...%.. The market is expected to reach US\$... million in 2020 from US\$... million in 2016, at a CAGR of ...% due to increasing ... and rise in ... along with the rising disposable income of individuals.

The major players in the ski boat market in the U.S. are Malibu boats, Mastercraft, Nautique and Supra/Moomba.