

Press Release

IN 2015 THE GLOBAL BOATING MARKET IS GROWING AGAIN THE FIRST STUDY PREPARED BY DELOITTE AND ALTAGAMMA FOR NAUTICA ITALIANA HAS BEEN PRESENTED IN CANNES

The global market of new boats has a value of 19 billion Euro, according to estimates made by Deloitte and Altagamma for the year 2015, with about 800 thousands boats sold and recorded a significant growth versus 2014.

In 2016 the order book of superyachts amounted to 295 yachts with a value of 8.7 billion Euro.

Italy is confirmed as the second largest boat producer in the world, after the US, and the first worldwide producer of super yachts.

The challenge is to open up a higher number of markets and gain more wealthy consumers.

Cannes, 7th September 2016 – According to estimates made by Deloitte and Fondazione Altagamma for 2015, the global market of new boats has a value of 19 billion Euro, recording an increase by 12% versus 2014 (17 billion Euro): new boats sold are about 800,000, compared to 700,000 boats sold in 2014, thus a growth by 14%.

The 2016 order book of superyachts (boats longer than 30 meters) amounts to 295 boats, excluding on hold and “ghost” orders, with an overall value of 8.7 billion Euro. 44% of these are new orders.

The pre-owned boats market has an estimated value of 14 billion Euro and the Refit & Repairs and Superyacht Charter market has an estimated value of 1 billion Euro based on the annual report of key global players.

These are the main highlights of the global recreational boating market made by Deloitte and Altagamma in the “edition zero” of the study “Market Insight of the International Recreational Boating Industry”, presented today at the Yachting Festival in Cannes by NAUTICA ITALIANA.

*“This is a very important project for NAUTICA ITALIANA. We have invested a lot in this project, whose implementation will take place over the next years – said **Lamberto Tacoli**, Chairman of NAUTICA ITALIANA –. The value of this study is not only represented by the innovative method developed by Deloitte, but also by the contribution given by Fondazione Altagamma in the interpretation of data. Fondazione Altagamma has great expertise in international luxury good trend analysis. The excellence of the Italian boating industry as an ambassador of ‘Made in Italy’-creates a strong relation between our association and Altagamma. This market study is a confirmation of a successful cooperation.”*

The purpose of the Study is to analyse the main trends of the global boating recreational market classified by the main vertical sectors and business segments of the industry.

*“This is the ‘edition zero’ of a study we intend to enhance every year. Presently, we have started with the main indicators of the boating market, focusing on pleasure boats, superyachts and secondary segments such as Refit & Repair and Charter. For the next edition, we would like to analyse the employment and economic impact of the boating industry on local areas. The boating industry does not only aim at satisfying personal expectations but also at promoting the well-being of the community” says **Luca Petroni**, Chairman of Deloitte Financial Advisory Italy, which carried out this study.*

Italy has confirmed its leadership in the sector of new boats: it is the leading producer of boats at the European level with a production value amounting to 1.7 billion Euro – that is 10% of the global value - followed by the UK (6,9%), the Netherlands (6,5%), Germany (6,4%) and France (5,7%). At the global level, Italy ranks second after the US (43%).

*“The pleasure boat market – highlights **Tommaso Nastasi**, Yachting Industry Expert at Deloitte Financial Advisory Italy – is recovering after the past few years of crisis. The challenge is to widen the geographical areas of end customers”.*

The pleasure boating penetration analysis in terms of geographical areas and the wealth distribution of the world population conclude the “edition 0” of the Study, aiming to identify the development areas of the boating industry. The penetration of the superyacht market is estimated at 2.5% in relation to the richest segments of the world population corresponding to 15.4 million people and has recorded a compounded yearly growth rate by 7.5% from 2009 to 2015.

*“The industry opportunity – as well as its duty – is to attract and obtain the most demanding and wealthy customers who continue to grow annually by 7.5% all over the world, which is what the luxury industry is currently doing as a whole”, says **Armando Branchini**, Deputy Chairman of Fondazione Altgamma.*

For information:

Press Office – Studio di Comunicazione Gardella

Fede Gardella

T. +39 335 8308666

e-mail to: fede.gardella@studiocomunicazionegardella.it