

Summary of the report "edition zero"

Market insight of the international recreational boating industry

The main insights of the report are:

- In 2014 the global market of new recreational boats (longer than 2.5 metres) has a value of 17 billion euro, reached with 700,000 boats sold
- North America is the main geographical market with a share of 48%, while Europe has a share of 20%
- The segment of motor boats weights 86%, while the sailing boats are 12% and inflatable boats are worth 2%
- The inboard and sterndrive market is worth nearly 10 billion euro globally, 45% in North America and 21% in Europe
- The market of sailing boats is worth 2.1 billion euro, 74% of the value is represented by the boats in between 12 and 30 meters
- The segment of superyachts (length over 30 meters) is worth 2.9 billion euro, the motor yachts segment weights 95% of these market
- In 2014 the pre-owned boats market is worth 14 billion euro – based on the asking price – of which 2.6 billion is in the cluster over 30 meters, 7.4 billion euro by boats between 12 and 30 meters, while 4.2 billion euro under 12 meters
- The segment of Refit & Repairs and superyachts Charter are worth at least 1 billion euro in 2014
- Italy, with a production value of 1.7 billion euro, represents 10% of the global new recreational boats production (2014) and is the second manufacturing country in the world, after the United States (43%) and followed by the UK (6,9%), the Netherlands (6,5%), Germany (6,4%), France (5,7%) and China (4,1%)
- The estimated global value for 2015 of new recreational boats (deliveries) is 19 billion euro, growing by 12% compared to 2014, and 800,000 boats sold: plus 14% versus previous year
- From 2009 to 2015 the new orders of superyachts decreased yearly by 8.8% and deliveries by 7.5%, while the pre-owned boats market increased by 10.6% yearly
- In 2015 new orders of superyachts grew up by 6.6% compared to 2014



- In 2015 Italy has a market share in the segment of superyachts equal to 42% of total deliveries (62 out of 147 units) and 35% of their value (~1 out 2,9 billion euro)
- The order book of superyachts in 2016 is estimated at 295 units – excluding on hold orders and ghost boats – with an overall value of 8.7 billion euro
- In 2016 the new orders of superyachts account for 44% of the order book
- In 2016 the speculative orders of superyachts account at least 53% of the order book
- In 2016 Italy has a 39% market share of the superyachts order book, that decreases to 25% when the overall value is considered
- In 2015 the richest segments of the world's population (High Net Worth Individuals) are equal to 15.4 million people: 5,1 in the Asian-Pacific area, 4,8 in North America, 4,2 in Europe, 0,6 in the Middle East and 0,5 in South America
- The compound average growth rate (CAGR) of HNWI from 2009 to 2015 has been 7.5%
- The superyachts market penetration is estimated around 2.5% of the Ultra-HNWI population, highlighting an untapped potential market that has to be conquered

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