Freedonia®

Freedonia Focus Reports
US Collection

Recreational Boating:

United States

March 2018

CLICK TO ORDER FULL REPORT BROCHURE CLICK TO ORDER FULL REPORT
www.freedoniafocusreports.com

Table of Contents

1. Highlights **3**

2. Market Environment **5**
Historical Trends 5
Key Economic Indicators 7
Trade 8
Technology 9
Technology Overview 9
Engines & Engine Controls 9
Electronics 10
Regulatory & Safety Issues 12
Regulatory & Safety Overview 12
Emissions & Noise Issues 13
Wildlife & Environmental Protection Issues 13
Safety Issues 14

3. Segmentation & Forecasts **16**
Products 16
Outboard Powerboats 17
Inboard Powerboats 18
Sterndrive Powerboats 19
Personal Watercraft 19
Other Boats 20
Propulsion Systems 21
Boating Accessories 22

4. Industry Structure **24**
Industry Characteristics 24
Market Share 25
Brunswick 26
Yamaha Motor 26

5. About This Report **28**
Scope & Method 28
Sources 29
Industry Codes 29
Resources 30

©2018 **The Freedonia Group.** All rights reserved.

List of Tables & Figures

Figure 1 | Key Trends in the US Recreational Boating Market, 2017 – 2022 4
Figure 2 | US Recreational Boating Demand Trends, 2007 – 2017 6
Table 1 | Key Indicators for US Recreational Boating Demand, 2007 – 2022 7
Figure 3 | US Recreational Boating Trade, 2007 – 2022 (US$ mil) 8
Table 2 | US Recreational Boating Trade, 2007 – 2022 (US$ mil) 8
Figure 4 | US Recreational Boating Demand by Product, 2007 – 2022 (US$ mil) 16
Table 3 | US Recreational Boating Demand by Product, 2007 – 2022 (US$ mil) 16
Figure 5 | US Recreational Boating Demand by Product, 2007 – 2022 (%) 23
Figure 6 | US Recreational Boating Market Share by Company, 2017 (%) 25
Table 4 | Leading Suppliers to the US Recreational Boating Market by Product 25
Table 5 | Industry Codes Related to Recreational Boating 29

©2018 **The Freedonia Group.** All rights reserved.

About This Report

Scope & Method

This report forecasts to 2022 US recreational boating product demand and shipments in US dollars at the manufacturer level. Total demand is segmented by product in terms of:

- outboard powerboats
- inboard powerboats
- sterndrive powerboats
- personal watercraft
- other boats such as sailboats, jet boats, canoes, and all other (e.g., inflatable boats, rowboats, and kayaks)
- propulsion systems
- boating accessories

To illustrate historical trends, total demand is provided in annual series from 2007 to 2017; the various segments are reported at five-year intervals for 2007, 2012, and 2017.

This report analyzes US demand for recreational boating products. In the context of this report, "recreational boating" includes all of the products mentioned above, while "recreational boats" refers only to boats and personal watercraft. Products are separated into recreational boats and propulsion systems and accessories. For the purposes of this report, factory-installed propulsion systems or those sold in a package with a boat are considered separately from the vessels they power, except for personal watercraft and jet boats. This is primarily because boat owners are generally given an option for propulsion systems at the time of purchase. Additionally, the report also covers propulsion systems sold in the aftermarket to repower vessels. Data provided for accessories reflects only those items that are sold separately to the consumer in the aftermarket. Factory-installed accessories or those included in a boat package are considered with the boat or propulsion system.

This report quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2. The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

©2018 **The Freedonia Group.** All rights reserved.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the Table of Contents.

Sources

Recreational Boating: United States (FF90032) is based on *Recreational Boating in the US*, a comprehensive industry study published by The Freedonia Group. Reported findings represent the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 5 | Industry Codes Related to Recreational Boating

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industrial Classification	
336612	Boat building	3732	Boat building and repairing

Source: US Census Bureau

Copyright & Licensing

The full report is protected by copyright laws of the United States of America and international treaties. The entire contents of the publication are copyrighted by The Freedonia Group.

©2018 **The Freedonia Group.** All rights reserved.

Resources

The Freedonia Group

Recreational Boating in the US, March 2018

Freedonia Industry Studies

Fiber-Reinforced Plastic Composites Market in the US, January 2017
Global Diesel Engine Market, January 2017
Battery Markets in the US, December 2016
Coated Fabrics, May 2016

Freedonia Focus Reports

Amusement Parks: United States
Bicycles: United States
Coated Fabrics: United States
Demographics: United States
Fiber-Reinforced Plastic Composites
Motorcycle: United States
Recreation: United States
Restaurants & Foodservice: United States
Shipbuilding: United States
Transport Equipment: United States

Freedonia Custom Research

Trade Publications

Boating
Boating Industry
Boating World
MarineLink
Soundings Trade Only Today

Agencies & Associations

Boat Owners Association of the US (BoatUS)
California Air Resources Board
National Marine Manufacturers Association
NOAA Office of Coastal Management
Recreational Boating & Fishing Foundation
United States Bureau of Labor Statistics
United States Census Bureau
United States Coast Guard
United States Environmental Protection Agency

©2018 **The Freedonia Group.** All rights reserved.

United States Geological Survey
United States International Trade Commission

©2018 **The Freedonia Group.** All rights reserved.