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Recreational Boating

US Industry Study with Forecasts for **2011 & 2016**

Study #2249 | September 2007 | \$4500 | 290 pages

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1 US Recreational Boating
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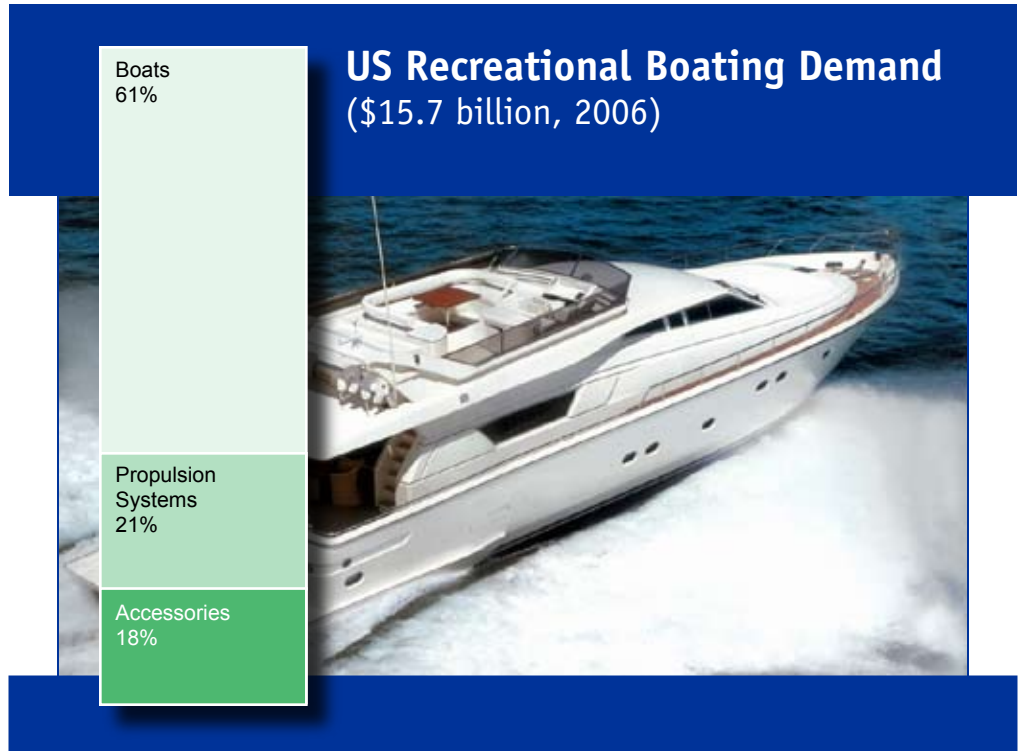
Strong population growth among key end users of high-priced recreational boating products, as well as marketing efforts aimed at nontraditional boat buyers, will benefit US demand.

US demand to rise 5.3% annually through 2011

US demand for recreational boating products -- including boats and separately sold propulsion systems and accessories -- is projected to rise 5.3 percent per annum through 2011 to over \$20 billion. Strong growth in recreation and leisure expenditures will support demand, as will gains in disposable personal income. The recreational boating market will benefit from strong population growth in the 55-64 age bracket, which are key end users of large, high-priced recreational boating products. Lastly, gains will be supported by the efforts of manufacturers and industry groups to increase interest in boating among women, minorities and other nontraditional boat buyers.

Powerboats to lead gains in dominant boat segment

Powerboats are expected to see the fastest gains in the boat category through 2011, as these boats are more ideal for the aging population due to their ease of operation. Outboard powerboats are expected to post rapid growth, driven by the increasing popularity of boat packages that often include the motor, a trailer and other various accessories that make the buying process simpler for the consumer. Such packages add dollar value to the outboard boat market, as well as a significant level of convenience for first-time buyers. Sterndrive powerboats are also expected to see healthy



gains, benefiting from their high performance capabilities, fuel efficiency and durability.

Propulsion systems, accessories to outpace boats

Separately sold propulsion systems are expected to be the fastest growing segment among recreational boating products through 2011. Gains will be supported by evolving environmental regulations, which will lead to more stringent emission standards on marine engines. These standards will require continual technological innovation, thereby increasing the overall cost of the engines. Demand for separately sold accessories is also expected to grow at

a healthy pace, benefiting from a growing consumer interest in global positioning systems as well as satellite-based communication systems.

Florida, South US to stay top geographic markets

Of the four US Census regions (Northeast, Midwest, South and West), the South offers the best prospects for growth due in large part to such factors as its warmer climate and above average population growth of those aged 45 or older. On a statewide basis, Florida will continue to account for the largest share of recreational boating demand in 2011, and is also expected to post the fastest gains.

Sample Text, Table & Chart

PRODUCTS

Navigational & Electronic

Shipments of separately sold navigational and electronic accessories are forecast to increase through 2011 to 2016. Gains will be supported by demand for technologically advanced features such as GPS (Global Positioning System) and electronic chartplotters. In a strong economy, their incorporation into new boats will become a standard feature for many consumers, with similar trends in their automobiles.

**SAMPLE
TEXT**

Much of the growth within the navigational and electronic accessories segment will be spurred by GPSs, which are based on a global network system created by the Department of Defense. GPS receivers are considered by many boaters to be the most significant development in navigation in the last ten years. In 2007, the Department of Defense turned off a computer-generated error program known as Selective Availability (SA) which was originally intended to prevent GPS misuse by hostile foreign powers. As a result, these systems became ten times more accurate; the previous accuracy range was 100 meters, while the current position fixing accuracy ranges from 10 to 20 meters. To compensate for SA, a new type of GPS was developed that relies on both satellite and land-based signals. This upgraded system is known as DGPS, and it requires the boater to either purchase an additional accessory or an entirely new system in order to have the capability of reading both GPS and DGPS signals.

Advances in the market for navigational and electronic accessories will also be supported by an increased level of product integration with other devices. For example, the National Marine Electronics Association has created a voluntary system of standards for a higher level of system integration in order to encourage firms to produce electronic equipment that better communicates with other boat components. This integration

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TABLE IV-2

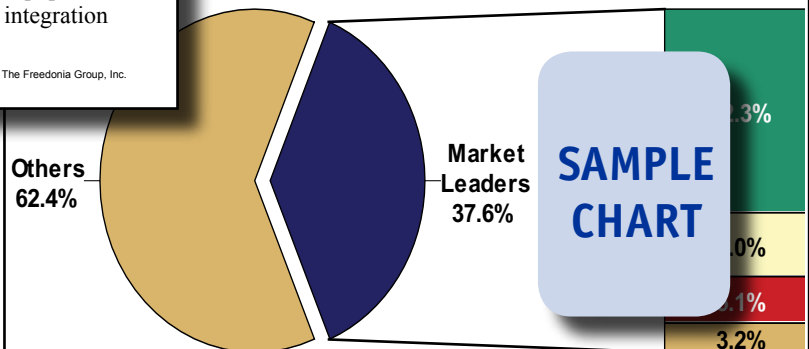
RECREATIONAL BOAT SUPPLY & DEMAND
(million dollars)

Item	1996	2001	2006	2011	2016
Resident Population (millions)	269.4	285.1	299.1	312.6	326.1
\$/capita	20.4	29.5	31.9	37.3	44.2
Recreational Boat Demand	50.0	55.0	60.0	65.0	70.0
Powerboats	30.0	32.0	34.0	36.0	38.0
Personal Watercraft	10.0	11.0	12.0	13.0	14.0
Sailboats	5.0	5.0	5.0	5.0	5.0
Other Boats	5.0	7.0	9.0	11.0	14.0
- net imports	0.0	0.0	0.0	0.0	0.0
Recreational Boat Shipments	100.0	110.0	120.0	130.0	140.0
000\$/unit	100.0	110.0	120.0	130.0	140.0
Rec Boat Shipments (000 units)	100.0	110.0	120.0	130.0	140.0

**SAMPLE
TABLE**

CHART VI-1

RECREATIONAL BOATING MARKET SHARE, 2006
(\$15.7 billion)

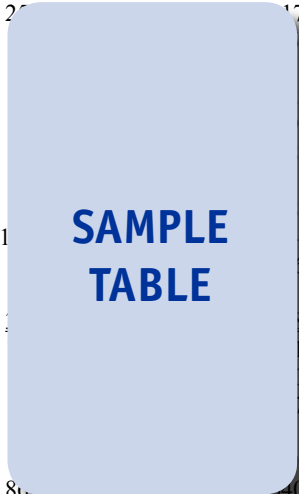


**SAMPLE
CHART**

Sample Profile, Table & Forecast

TABLE V-12
SOUTH RECREATIONAL BOATING DEMAND
(million dollars)

Item	1996	2001	2006	2011	2016
South GDP (bil \$)	27	31	37	41	47
000\$GDP/ capita	19	20	21	22	23
South Population (millions)	22	23	24	25	26
% 45 & over	16	17	18	19	20
South Pop 45 & over (millions)	4	4	4	4	4
\$ boating/capita	1	1	1	1	1
\$ boating/capita 45 & over	1	1	1	1	1
\$ boating/000\$ GDP	32	32	32	32	32
South Rec Boating Demand	2	2	2	2	2
South Atlantic	1	1	1	1	1
East South Central	1	1	1	1	1
West South Central	1	1	1	1	1
% South	3	3	3	3	3
US Recreational Boating Demand	80	80	80	80	80



COMPANY PROFILES

S2 Yachts Incorporated
 725 East 40th Street
 Holland, MI 49423
 616-392-7163
<http://www.s2yachts.com>

Annual Sales:
 Employment:

Key Products:

S2 Yacht manufactures a variety of fishing boats and yachts. The product line includes Pursuit Boats and Tiara Yachts. The company has a strong presence in the boating industry through both direct sales and a network of dealers.

Pursuit Boats -- The Pursuit Boats division manufactures a range of PURSUIT fiberglass fishing boats at its Fort Pierce, Florida headquarters facility. A 60,000-square-foot expansion project at this facility was completed in April 2006. Products from the company include offshore and center console boats in lengths ranging from 23 to 43 feet. Offshore boats include the OS 285 model, which offers a flush deck design, bridge deck seating, ample cabin storage and an enclosed stand-up head compartment. In May 2007, Pursuit Boats announced the expansion of its offshore line with the introduction of the OS 315 for the 2008 product line. The OS 315 features a custom integrated hardtop with a composite windshield that provides a panoramic, unobstructed view to the bow. The cabin offers a V-berth with storage underneath, while the galley is equipped with a stainless steel refrigerator and a one-burner stove.

Center console boats produced by Pursuit Boats include the 23-foot C230 model, which was introduced in December 2006. This boat

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“Demand for recreational boating products in the South is projected to rise 6.5 percent annually through 2011 to \$9.7 billion, the fastest growth of all four US census regions. The South will continue to dominate the US market, accounting for 48 percent of total recreational boating product demand in 2011. The region will benefit from strong growth in the population segment of those 45 or older, who are the most likely to make new boat purchases.”

--Section V, pg. 151

OTHER STUDIES

Automotive Aftermarket in China

This study analyzes the aftermarket for automotive parts and components used in light vehicles and on-road farm vehicles in China. It presents historical data (1996, 2001, 2006) and forecasts for 2011 and 2016 by product (e.g., mechanical, electrical, electronics, exterior and structural); and by major service performer (professional, DIY consumers). The study also considers market environment factors, evaluates company market share and profiles major producers.

#2262 11/2007..... \$4900

World Motorcycles

Global motorcycle demand will grow 6% yearly through 2011. Gains will be led by developing markets based on rising incomes and the introduction of higher quality machines with newer technologies. In developed markets, fuel prices and car restrictions will make motorcycles more attractive as transportation. This study analyzes the 44.3 million unit world motorcycle industry, with forecasts for 2011 and 2016 by type, world region and for 18 countries. It also details market share and profiles major players.

#2251 10/2007..... \$5400

Automotive Repair & Maintenance Services

The US automotive repair and maintenance services market will grow 4% annually. Mechanical services will remain the largest segment while electronics will grow the fastest. New light vehicle dealers will continue as the dominant service provider while quick lubes, tire stores and repair chains will lead gains. This study analyzes the \$86.2 billion US automotive repair and maintenance service industry to 2010 and 2015 by type and provider. It also evaluates company market share and profiles leading industry players.

#2146 01/2007..... \$4400

Automotive Aftermarket in North America

The North American aftermarket for light vehicle parts will grow 3.2% annually through 2010 as more vehicles reach prime service age. Mechanical products will remain dominant while electronics will lead gains. Professional service performers will strengthen their dominance over consumer/DIY performers. This study analyzes the \$50.2 billion North American automotive aftermarket parts industry to 2010 and 2015 by product, service performer and country. It also evaluates market share and profiles major firms.

#2121 11/2006..... \$4400

World Hybrid-Electric Vehicles

Global demand for hybrid-electric vehicles (HEVs) will grow 20% annually through 2010. Gains for these fuel-efficient vehicles will be driven by erratic fuel prices, increased emissions regulations and lowering HEV cost disparities. The US, Western Europe and Japan will remain the top markets, with China catching up fast. This study analyzes the \$2.8 billion world HEV industry to 2010, 2015 and 2020 by type, segment, world region and for 12 countries. It also evaluates market share and profiles major players.

#2108 10/2006..... \$5500

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