

ICOMIA STATS & FACTS

COMPILED BY ARLENE SLOAN

JUST HOW BIG IS THE RECREATIONAL BOATING INDUSTRY?

A comprehensive answer to that question is tricky, but ICOMIA provides many indicators

Evidence of the popularity and global reach of recreational boating is among the insights documented in the latest version of Recreational Boating Industry Statistics 2016, produced by the International Council of Marine Industry Associations (ICOMIA).

The trade association's ever-broadening membership is estimated to represent more than 80% of the world's leisure boating business, making ICOMIA well positioned to provide an international compilation of data covering the industry's far-flung and varied segments.

Key features of the publication include detailed national reports on the industry's largest market countries, global summaries of key product segments from 24 countries, export/import data for international boat trade from 40 countries, marine engine statistics from ICOMIA's Marine Engine Committee (IMEC) plus international boat show statistics and an extract from the Superyacht Group's Annual Report.

New elements this year include an entry from ICOMIA's newest member, the Sri Lankan Boat Building Technology Improvement Institute, and a special report on the state of Australia's marine export and superyacht industries, courtesy of the Australian International Marine Export Group.

Tracking the full scope of the upstream supply chain and array of downstream service providers supporting recreational boating is elusive for many countries – meaning the data ICOMIA receives from its member MIAs is sometimes incomplete and undoubtedly understates the total size of the market. But at a minimum, the consolidated figures indicate the global boating industry consists of:

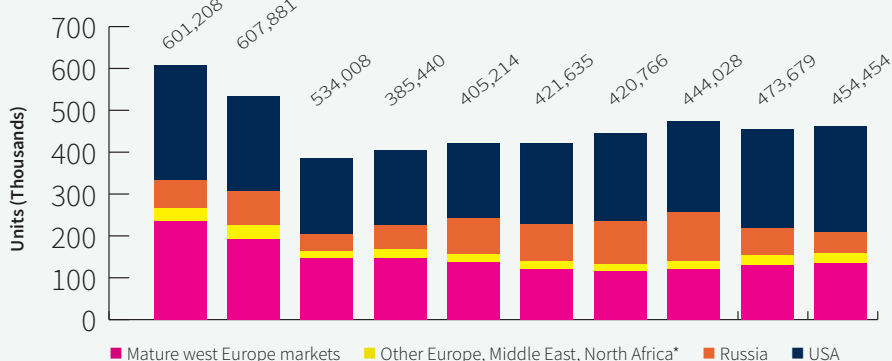
- 100,000 direct companies,
- 1 million direct employees,
- 30 million recreational boats,
- 25,000 marinas,
- More than €45 billion in annual manufacturing turnover, with more than €20 billion arising in the boatbuilding sector, and
- More than 150 million participants across the United States, Europe, Canada and Australia.

To obtain further details, or place an order for ICOMIA's statistics book visit www.icomia.com. Those wishing to carry out more detailed research on the global market, can also access the raw-data Excel spreadsheets underpinning the publication.

Here's a taster of other insights presented in the most recent edition of ICOMIA's annual statistical compilation on the industry

Outboard engine sales by region (2007-2016)

Source: IMEC and NMMA



■ Having emerged from the recession as industry's largest and fastest growing segment, outboard engines (and the huge number of boats they power) provide one of the best indications of health for today's industry.

■ Thanks to voluntary reporting by a concentrated group of the main outboard producers, statistics on this sector are among the most complete and reliable on an international scale.

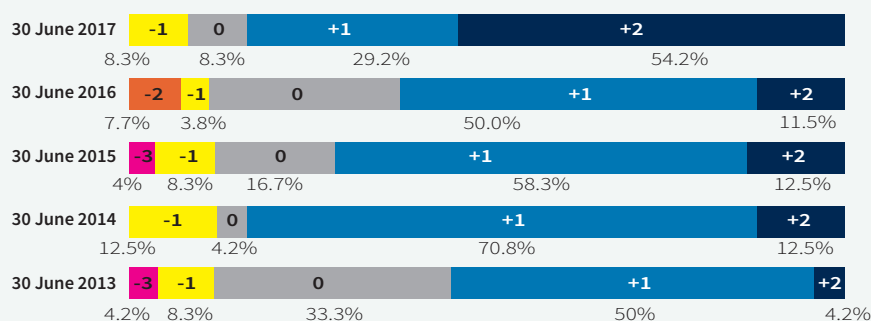
■ In 2016, US sales reached 254,200 units (up nearly 7%) and a total retail value of US\$2.3 billion (up 10%).

■ Mature markets in Europe are the second largest sales region for outboard motors and enjoyed another, more modest year of gains in 2016, up 3% to 135,350 units.

■ Combined sales across the US, Europe, Russia, the Middle East and North Africa (MENA) totalled 462,473 units for 2016, with growth weighed down by a 24% decline in Russia. The rest of the world – including Australia, New Zealand, Japan, China, Canada and Latin America – accounts for more than 100,000 units annually, providing a total global volume of at least 550,000 engines.

Averages 2-3 year industry outlook (2013-2017)

Source: ICOMIA's MIA Mid-Year Market Survey 2013-2017



KEY: -3: Much worse, 0: Neutral, +3 Much better

Industry Outlook

■ The marine industry was significantly more bullish about the prospects in 2017 and beyond than it has been for the last five years.

■ Captured in ICOMIA's annual mid-2017 survey of member associations representing 24 countries, the chart above shows the progression in industry sentiment from 2013 to 2017.

■ The most recent responses show the highest average assessment (+1.04) received from MIAs in five years.

■ More than 80% of 2017 responses were positive,

compared to 61.5% in 2016, and more than 50% of the MIAs rated the outlook as 'Better' (+2) compared to only 11.5% last year.

■ With a horizon of 2-3 years, Spain, Sweden and Australia expressed the most positive outlook for the next 2-3 years, followed by modest optimism (+1) across 13 MIAs, including the US, Canada, France, the UK, Italy, the Netherlands, Switzerland, Japan, New Zealand, China, the Czech Republic and Argentina.

■ Only two MIAs – from Brazil and Greece – expressed mild pessimism in 2017.