

## EXECUTIVE SUMMARY

- This industry overview presents concise market information from 30 countries in Europe, which together have a total population of 570 million (450 million adults).
- This report builds on the 2003 Overview, which was developed in response to requests from major British suppliers who operate at a European level. The reporting style is designed to enable business analysts, government and industry alike to grasp the essential features of the European market quickly.
- The report has been expanded to include all ascension states giving Europe wide coverage as follows:

Existing Members States – Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Portugal, Spain, Sweden, The Netherlands, UK

Ascension states 2004 – Cyprus, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Slovakia, Slovenia

2007 – Bulgaria & Romania

? - Turkey

In addition, 3 counties outside the European Union have been included for completeness, namely Croatia, Norway and Switzerland.

Countries and regions not covered in the report are Channel Islands, Gibraltar, Luxembourg and Monaco, Russia & CIS

- European residents own six million boats, not including canoes, kayaks, sailboards and other small boats (those under 2.5 m or lightweight inflatables). An estimated 32 million European residents participate in boating.
- Boat ownership<sup>1</sup> per head in Sweden, Denmark, Finland and Norway is almost ten times that in the other countries. Similarly the boat park in these 4 countries is around a third of the total, which is high given the population accounts for just over 4% of countries included. Retail spending in these countries is estimated to be over 14 % of the total in all 30 countries.
- Total retail spending is estimated to be nearly €13 billion and industry revenues (including overlap between sectors) over €23 billion.
- Overall, the “big four” countries – Germany, France, Italy and the UK – account for two thirds of retail spending and 63% of industry revenues.
- Germans make the largest contribution to spending - in line with Germany’s share of the population of the countries considered.
- The marine leisure industry in Italy is the largest in value terms Europe, and includes the largest boat building sector (again, in value terms), being heavily influenced by the superyacht sector and luxury yachts.

- France produces the greatest number of boats, accounting for 38% of the total in volume terms. Overall 49,900 units were manufactured in France in 2003, this includes 8,900 production sailboats.
- The UK is the largest European producer of inboard/stern drive motor boats over 12m, with its internationally recognised brands.
- In value terms, however Italy is the largest boat producer. Production of exclusive, high value yachts over 24m (Superyachts) in the Netherlands, Italy and Germany makes a very significant contribution. In value terms, France and the UK are the largest producers of boats up to 24m in length.

The above highlights give a snapshot of some of the findings of the report. Contained therein is information on:

- Ownership, participation & spending
- Companies, employees & revenues
- Domestic boat production
- Infrastructure & facilities
- Major boatshows

Individual country summaries are also available & commentary on figures presented.

In addition to providing market information, this report is intended to raise the industry's European profile and ensure that its socio-economic importance is widely recognised within European Parliament and by National Governments.