



IC Market Tracking
Boats Worldwide 2018

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Your Benefits at a Glance

- ✓ You will receive an overview of the **overall market** in addition to **individual market segments**.
- ✓ A detailed **representation of the key markets by country and forecasting until 2021** based off of our econometric forecast model.
- ✓ A **competition analysis** containing detailed **market shares** for selected regions in terms of:
 - The total market
 - Product groups
 - Distribution channels
- ✓ Graphic representation, interactive charts and tables which allow for rapid application and utilization of the provided data.
- ✓ Company profiles for regions, where competition analysis is not available



Worldwide Boat Market 2018

Portugal	Spain	Nordics	Baltics	Benelux	EMR	UK
France	Italy	Germany	Croatia	Middle East	Brazil	China
Australia	Caribbean	USA	Other Asia	Pacific	Canada	Turkey
South East Africa	North West Africa	Argentina + Chile	Big South East Asia	Israel	Lebanon	

* Blue Countries include Competition Analysis, White Forecast + Profiles

Boat Market

Boat Types - New

Motor Pleasure+Sport Fishing	Sail
Catamarans	
Size	
10ft - 25ft	
26ft - 36ft	
37ft - 42ft	
43ft - 50ft	
51ft - 80ft	
Super Yachts > 80ft	

By Built Type

Motor Pleasure+Sport Fishing	Fly bridge
	Open
	Sport Fishing
	Hard Top
	Other
Sail	Cruiser
	Performance Cr.
	Other
Catamarans	Sailing
	Cruiser + Other
Motor Boats: Engine Splits	Outboard
	Inboard

Market development for at least past 3 year following years and forecast for following 3 years, split by boat types and size and sales channels by region

Competition Analysis in terms of value and units per total boat type, in Top European Regions + company profiles of leading boat manufactures in all other regions with information about the turnover, (both Value & Quantity) insights & highlights of the company

Motor Boats Splits and Sales Channels as Total Market + Forecast in terms of Value and Quantity

Sales Channels	Direct - via manufacturer
	Indirect - Distributor (Dealer)

Definitions - Regions

- EMR: Hungary, Slovenia, Slovakia, Czech Republic, Greece, Cyprus, Malta, Austria & Switzerland
- Baltics: Poland, Latvia, Lithuania, Estonia
- Nordics: Iceland, Sweden, Norway, Finland, Denmark
- Caribbean: Guyana, Venezuela, Columbia, Panama, Costa Rica, Nicaragua, Honduras, Belize, Guatemala, Cuba, Dominican Republic, Jamaica + Smaller Islands, Mexico
- Other Asia: India, Japan, Sri Lanka, South Korea
- Big South East Asia: Thailand, Malaysia, Brunei, Singapore, Philippine, Bangladesh, Vietnam
- South East Africa: South Africa, Mozambique, Tanzania, Kenya, Madagascar, Mauritius
- North West Africa: Egypt, Tunisia, Morocco, Algeria, Senegal, Guinea, Cote d'Ivoire, Nigeria, Cameroon
- Middle East: Jordan, Saudi Arabia, UAE, Kuwait, Bahrain, Oman, Qatar
- Pacific: Papua New Guinea, New Zealand, Melanesia, Micronesia, Polynesia

Market Data

- All the company figures are based on primary research among the top producers in Western and Eastern Europe and other regions if defined. The reliability of the collected information was tested by further inquiries with the respective companies if necessary, and through interviews with industry experts and distributors
- Companies that refused to provide information have been estimated according to their own statements, information of traders, competitors, press releases and other associations. All data is cross-checked with experts

Units of Measurement:

- Turnover is stated in € 1.000
- Sales Volume is reported in 1.000 units

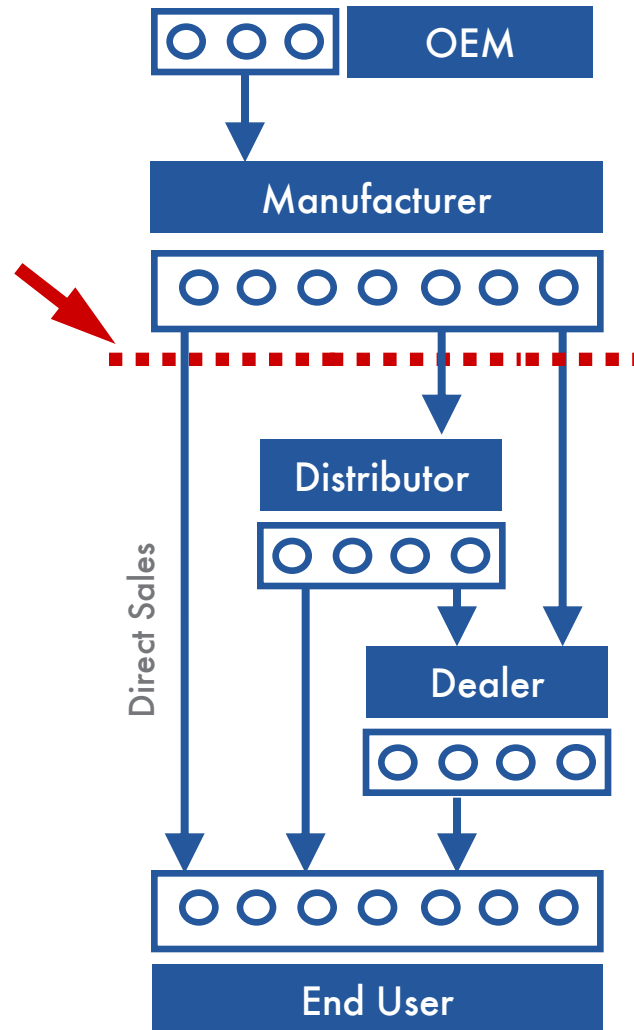
Definitions

- Interconnection refers to the nautical year, starting on august 1st and ending on July 31st
2015 = 01.08.2015 - 31.07.2016
2016 = 01.08.2016 - 31.07.2017

What Do We Measure in Our Reports?

Interconnection measures the total sales at street prices without VAT per branch to the first buyer (without OEM)

Sales are segmented by the first distribution partner.



The basis for the analysis were interviews conducted with the most important manufacturers of the branches, who donated information through written questionnaires or telephone interviews. In return, cooperating companies receive parts for free, which guarantees a high rate of return.

Interviews with distributors and specialised dealers act as a cross-check of the data. In addition, investigations of listings and average prices are carried out.

What Do We Measure in Our Reports?



Weather
Conditions



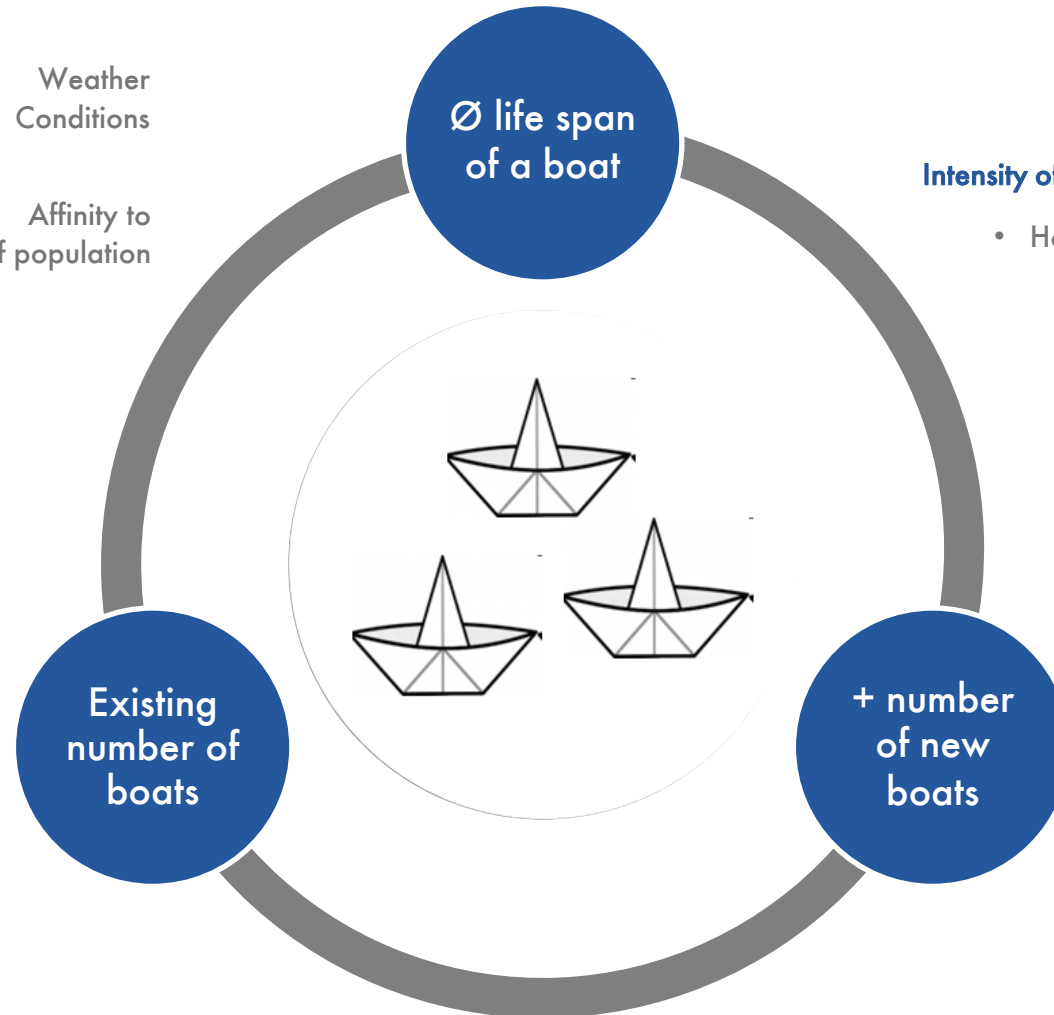
Affinity to
water sports of population



Available
expanse of
water per country



Under consideration
of total number of
national marinas



Intensity of Use

- Holiday destination
- Charter boats or private owners

Laws & Regulations §§§§

\$\$\$

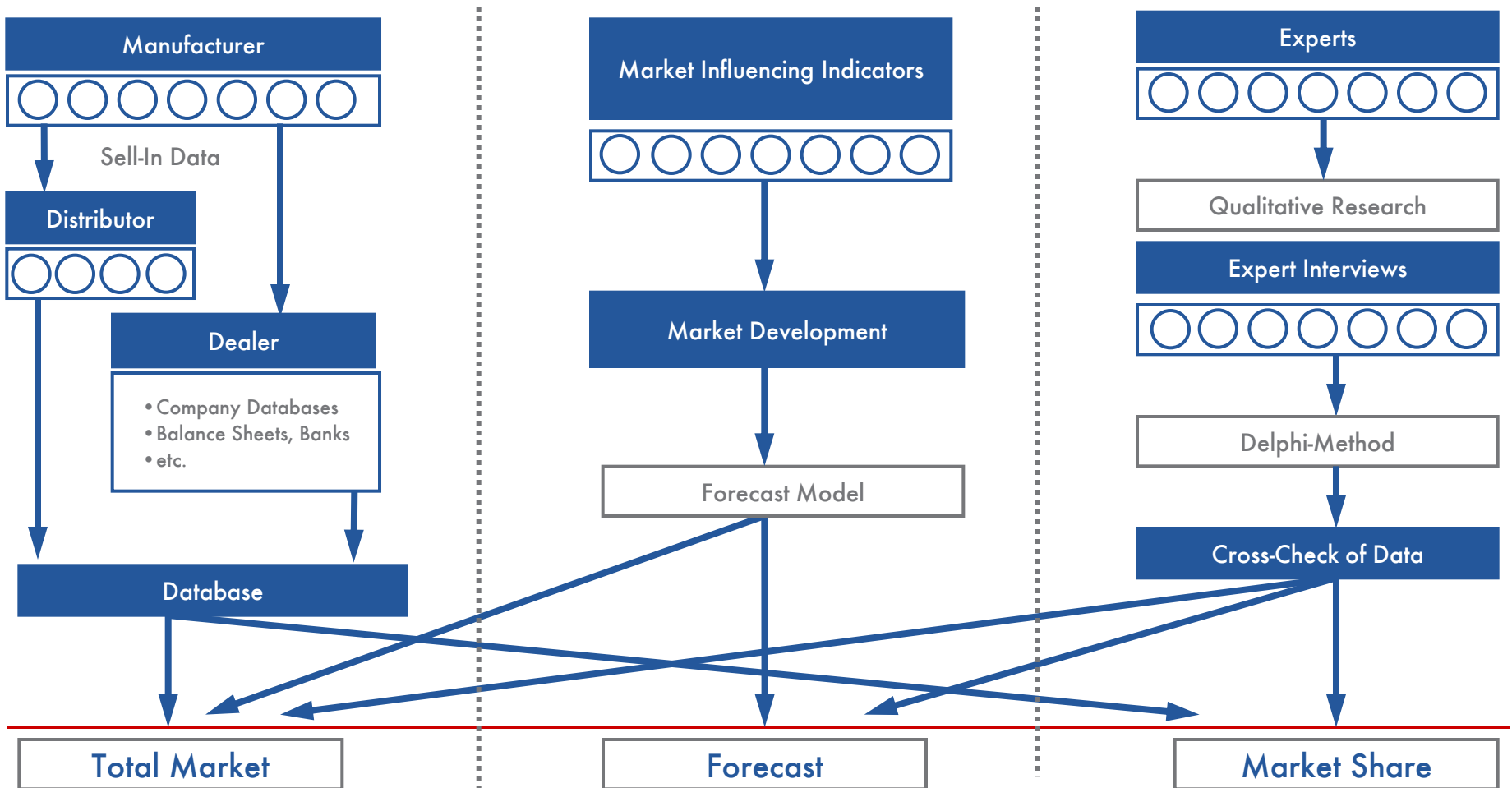
International Economy

- GDP
- Available Income
- Consumer Confidence

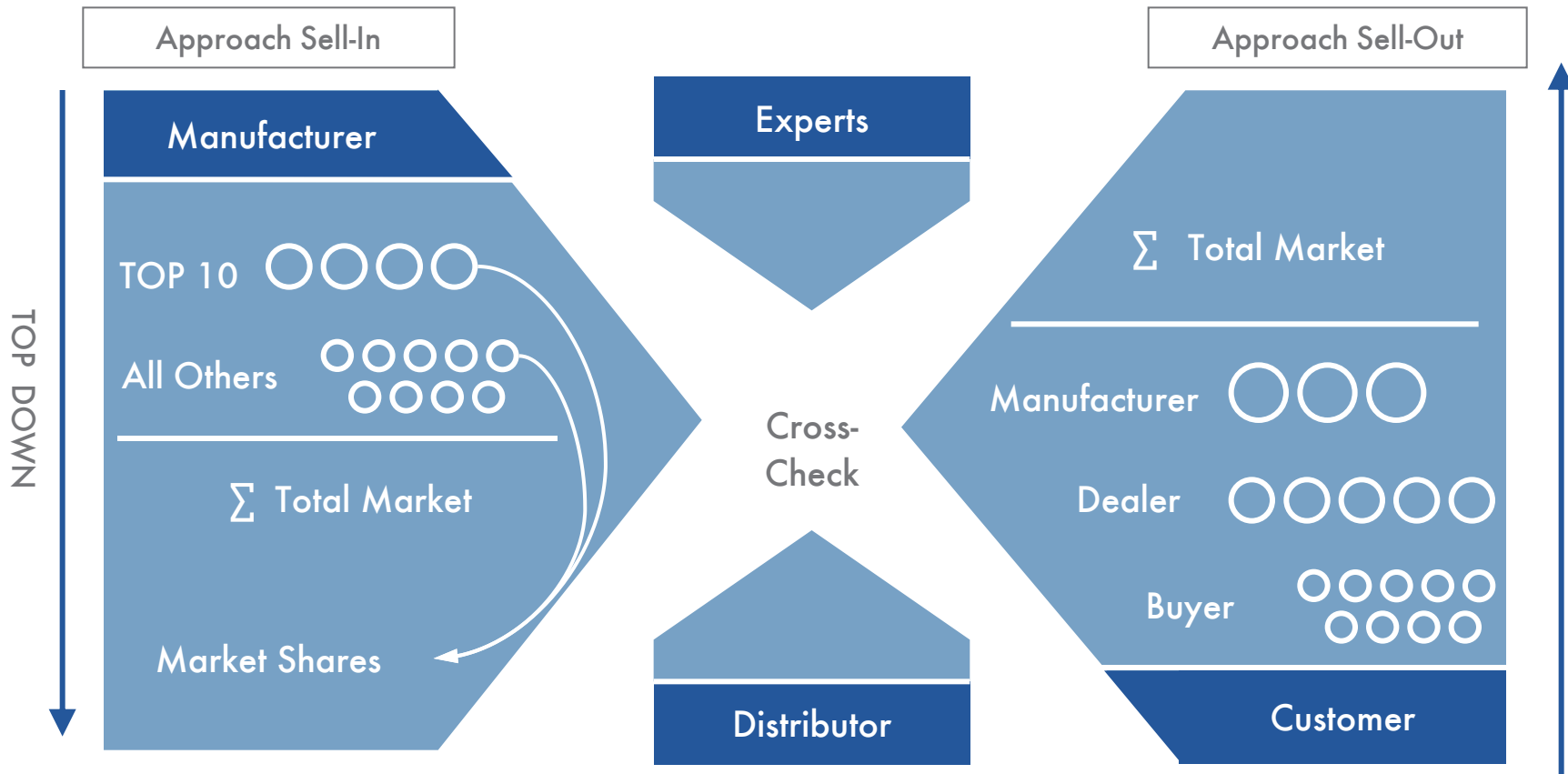
How Do We Conduct Our Research?

Description Structure of Survey Methodology

Methodology



How Do we Cross Check the Data?



The IC Market Tracking® is modularly built and consists of the following sections:

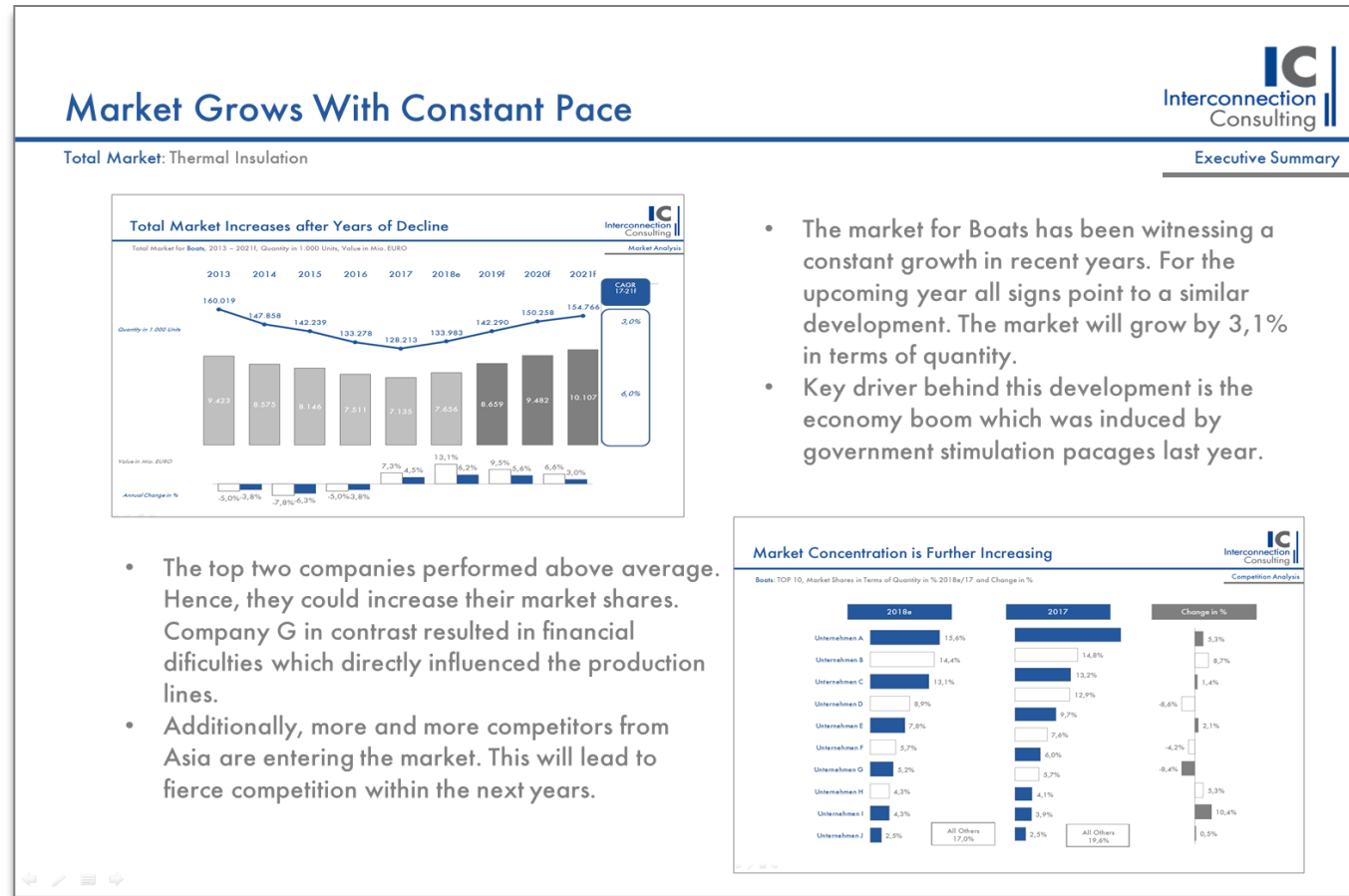
- The **Introduction** shows the definition and demarcation of product groups, regions, and methodology as well as the objectives of the study.
- The **Executive Summary** gives a short overview of the results of the study and analyses key facts.
- As an introduction key factors influencing the market are analysed in the **Economic Environment**: You will find the most important data on consumer behaviour, main economic indicators, etc.
- The **Total Market Analysis** shows the development of the market surveyed by value and quantity in different dimensions, such as regions, product groups, and ways of distribution. A forecast for the next years is an essential part of this analysis.
- The **Competition Analysis** shows in detail the development of the top companies in the market by finding out about the market shares in different categories, changes in market position, benchmarks, average prices, etc.

Content of the Report *

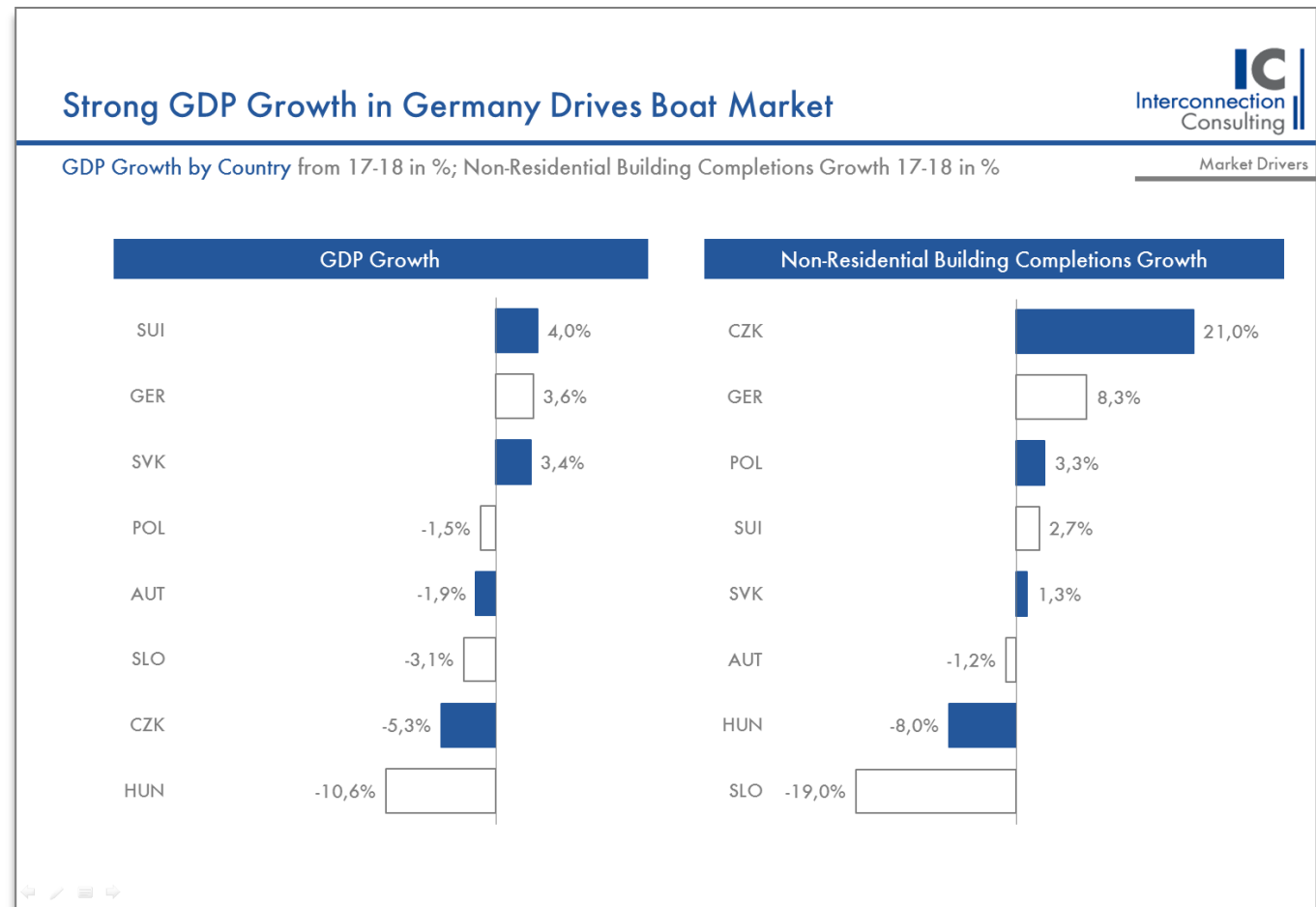
1. Executive Summary	(ca. 10 pages)
2. Definition and Methodology	(ca. 5 pages)
3. Market Drivers	(ca. 20 pages)
4. Regional Market Analysis and Forecast	(ca. 20 pages)
5. Competition Analysis	(ca. 20 pages)
6. Tables, Facts and Figures	Pivot Table

* Pages based on single country report

- The executive summary comprises all relevant information of the report in precise manner. Forecast and
- competition situation is highlighted
- *This chart shows dummy figures.*

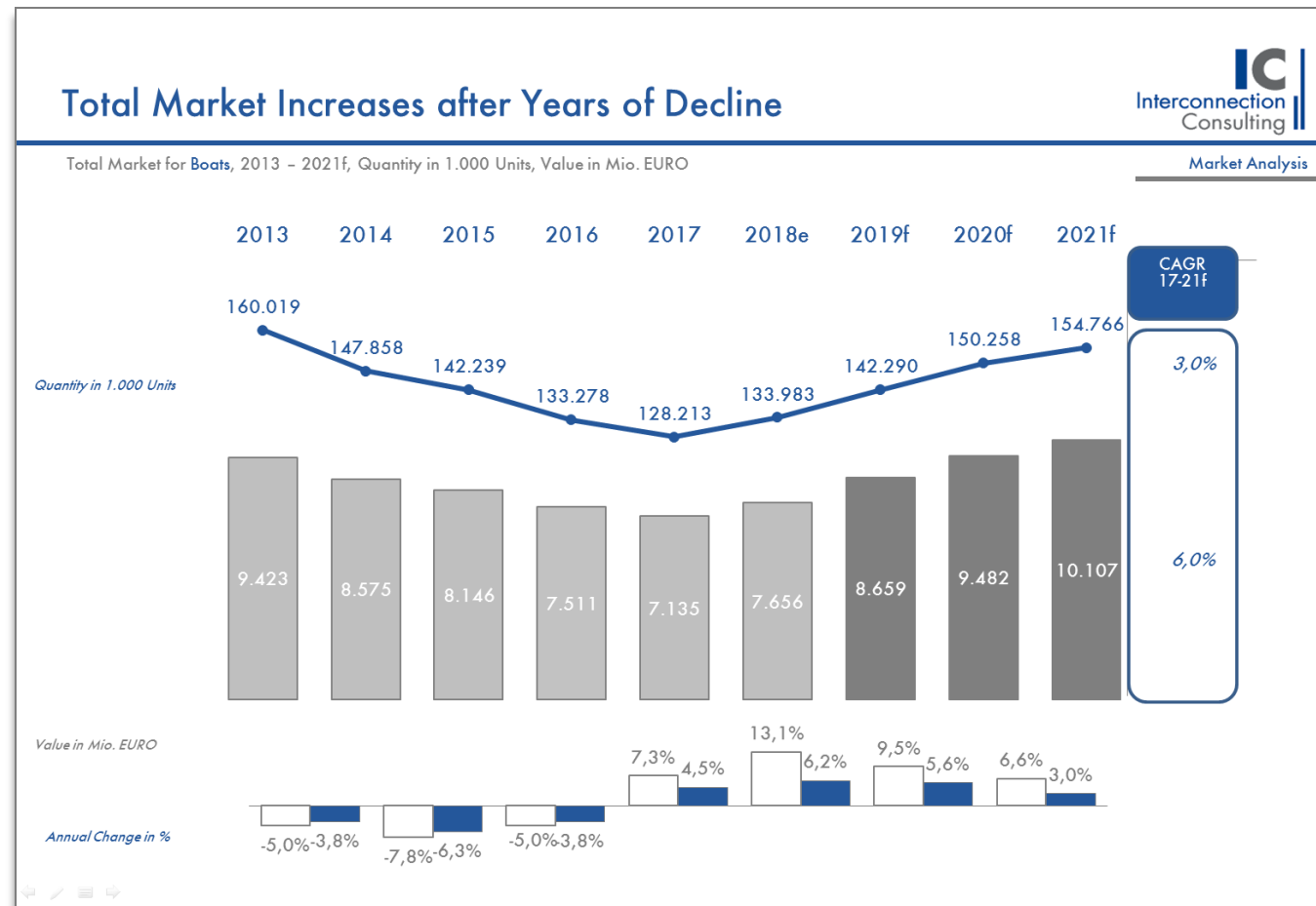


- The data for the market environment consists of main factors such as general economy data, demography, income statistics, construction environment and sentiment indicators.
- *This chart shows sample figures.*

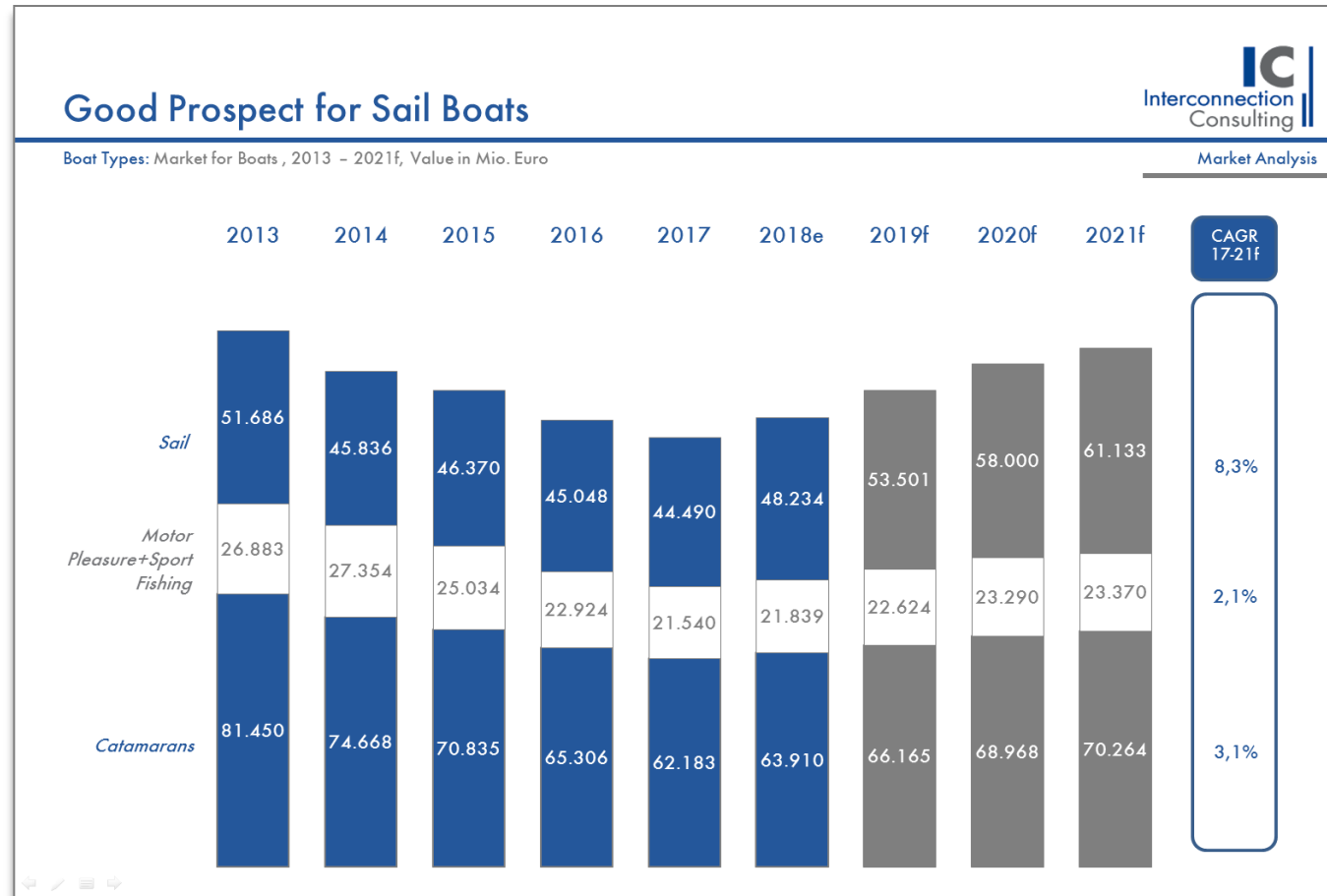


Total Market Development and Forecast

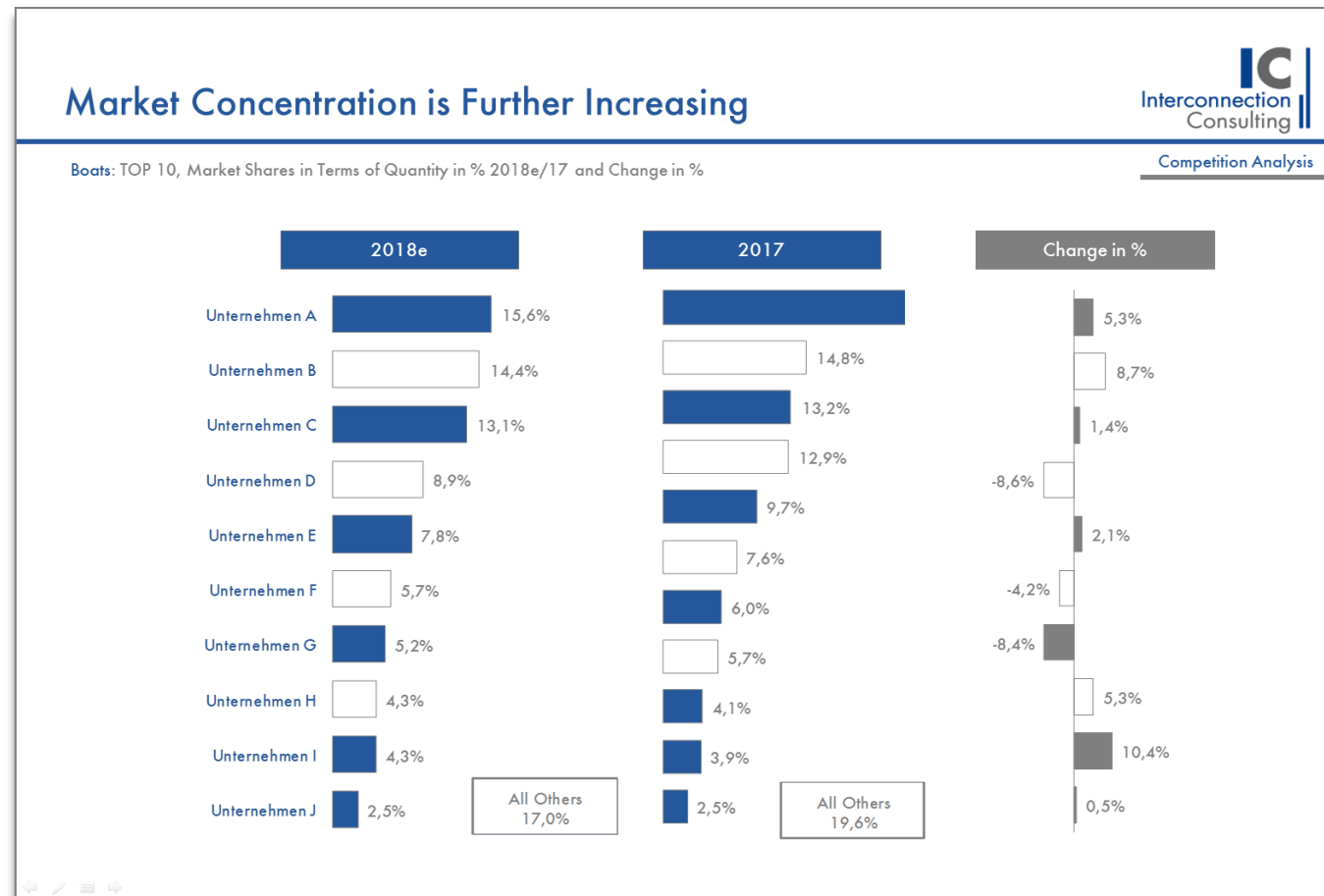
- Overview of the total market in terms of quantity and value
- Development until the current year and forecast for the upcoming three years
- *This chart shows dummy figures.*



- Overview of the Product Group Segmentation, Distribution Channels as well as a Forecast for the upcoming three years about their development.
- *This chart shows dummy figures.*



- Detailed description of the most important Companies in the examined market by reference to market shares, changes, BCG-Portfolios, etc.
- *This chart shows dummy figures.*



- In addition to the visualized report a Pivot Table will be included.
- This tool allows individual and selective analyses to be made by the user with the available data, especially when it comes to future trend and segmentation modeling.
- Pivot tables are available for the competition analysis as well as for the total market and forecast studies.

How to use Pivot Tables

1. Generally, the desired sub-categories (i.e. Technology - A) can be selected with the ordinary drop down menus.

Technology	A
Distribution	(All)
Quarter	4
Quantity/Value	Quantity
Weight Classes	(All)
Country	Germany
Brand	(All)
∅ Price in € (Classes)	(All)


Sum - #	
Segments	Results
Segment A	18.592
Segment B	8.434
Segment C	5.310
Segment D	3.290
Segment E	1.332
Total	36.958

2. If you want to analyse a different category (i.e. Technology), click on the gray field and drag it down to the table.

Distribution	(All)
Quarter	4
Quantity/Value	Quantity
Weight Classes	(All)
Country	Germany
Brand	(All)
∅ Price in € (Classes)	(All)

Sum - #	Technology			
Segments	A	B	C	
Segment A	3.290	5.452		7
Segment B	5.310	8.925		21
Segment C	8.434	10.794		
Segment D	18.592	14.624		13
Segment E	1.332	2.229		6
Total	36.958	42.025		47

Investment Plan for Your Market Research

	Single Issue	IC Subscription*	Scale of Discounts
Single Country	€ 1.490,-		€ 7.000 -5%
Premium Region	€ 1.999,-		€ 11.000 -15%
Europe (11 regions)**	€ 12.999,-		€ 14.500 -20%
Whole World**	€ 26.799,-		€ 22.000 -33%
			€ 35.000 -40%

Available countries

* Blue font = premium region

Countries w Competition Analysis	Portugal	Spain	Nordics	Baltics	Benelux	EMR	UK
	France	Italy	Germany	Croatia	Middle East	Brazil	China
Countries w Forecast + Profiles	Australia	Caribbean	USA	Other Asia	Pacific	Canada	Turkey
	South East Africa	North West Africa	Argentina + Chile	Big South East Asia	Israel	Lebanon	

* **IC Subscription:** 20% price advantage compared to single issue. The subscription can be cancelled after two purchases of the study, but not later than 31st December in the year in which the last study has been received. If the subscription is not cancelled, it is extended by one more year. The price is the individual price for at least two orders of the study (order year and the following year). Price changes must be announced by Interconnection at least six weeks before 31st December.

** **Price Special** (scale of discounts are not applicable, subscription applies)
Price includes an interactive PDF Document. All prices shown exclude sales tax

Your Advantages as a Subscription Customer

Please choose between Subscription*
or Single issue

Subscription* **Single Issue**

As a subscription customer, you will receive the chosen report automatically at a reduced price from now on as soon as the new edition of the report is published. Additionally you have access to the following benefits:

- **Price advantage** IC Standard Subscription (annual receipt of an IC study or IC study package): **20% price advantage** compared to single issue taking into account the **scale of discount**
- **Annually updated reports** on fixed dates
- One time a year **free web conference** with the Analyst of the report (presentation of key results, background information, answering of questions)
- **Info-Hotline**: answering of questions with regards to the report and on methodological issues relating to market research
- **Flexible subscription packages**: 2-year intervals, alternating countries, product change, etc., if possible. Conditions on request
- **Easy termination**: After 2 issues each subscription can be terminated easily


Interconnection Delivers Data for Company Decisions

- Interconnection is the leading institute for market data in various industries.
- Our studies support the leading companies in defining targets and marketing strategies, including competition monitoring and control of marketing actions.
- Interconnection draws its Know-how from over 100 international market studies per year and a number of Ad-hoc studies in several industries.
- Next to market data we offer for the construction branch Ad-hoc studies in the field of distribution analyses, pricing, market entry strategies, customer satisfaction, image analyses etc.
- Our Consultant supports companies also when it comes to translating data into actions, i.e. the development of marketing strategies.



Our Market-Intelligence Tools

Market Analysis




- Market Volume
- Market Shares & Entry
- Competition Analysis

Distribution Analysis



- Channel Map
- Distribution Matrix
- Margins

Customer Insight




- Focus Groups
- Buying Motives
- Customer Benefits

Market Forecasts




- Indicator Models
- Life Cycle Models
- Econometric Analysis

Brand Analysis




- Brand Scorecards
- Brand - Triangle
- Brand Affinity

Customer Satisfaction




- Importance/Satisfaction Portfolios
- Customer Loyalty
- Customer Typology

Price Research



- Price-Sales-Function
- Price-Simulation-Tool
- Optimal Pricing

Webverstärker



- E Commerce Insights
- Search Engine Marketing
- Web Channel Analysis

"IC is a permanent partner of ours and provides helpful data for decisions."

Herr Bernd Blümmers

General Manager, Saint-Gobain Solar Systems Central Europe



**If there are any questions please
do not hesitate to contact us!**

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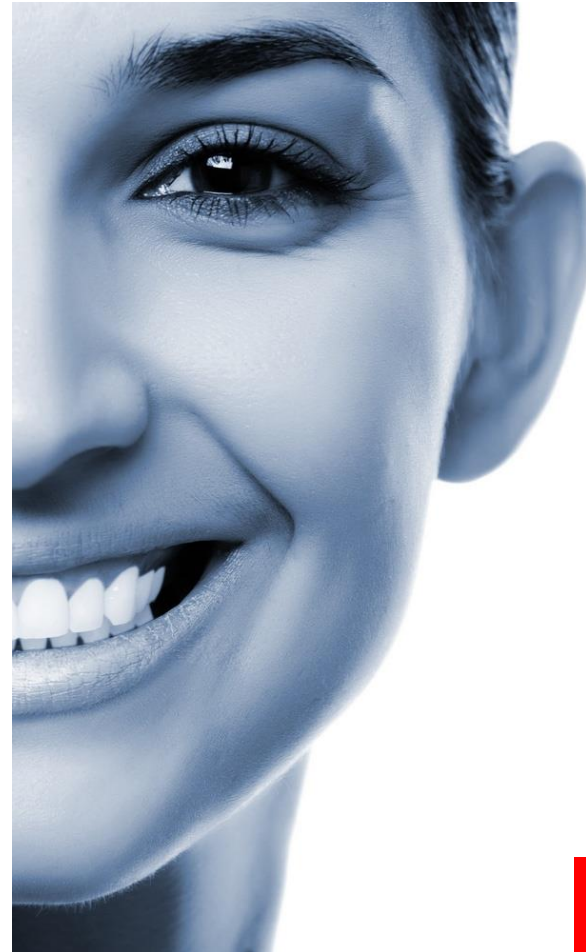
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Inquiry

Included in the Report

- interactive PDF, Pivot Tables
- Pages (approx.) 75/ per Country
- Optional: Hard Cover: 300 €

Price

- Per region: 1.490 €
- Premium region: 1.999
- Europe: 12.999 €
- Whole World: 26.799

Detailed Information about special offers, scale of discount as well as subscription prices are presented within the order form or the interactive price calculator.



Options of ordering – Fax:+43 1 5854623 30

- Click „Buy Now“ on the website and make your order with the interactive price calculator.
- Print out your order form (at the end of the “Full Details” document and fill in your data.

Content of the Market Report

Structure of the Study

Language of the report

English, German on Request

Introduction, Market Structure & Executive Summary

Definition and demarcation of product groups, regions and methodology; summary of study results

Market Drivers

Key economic factors influencing the market: consumer behaviour, main economic indicators etc.

Import & export statistics

Total Market Analysis

Total market development and forecasts for all market segments in quantity and value by regions, product groups, driving system types and application fields and automation.

Competition Analysis

Market development by value for each region and segment. Market shares of the top manufacturers for each region and for each application for the last two years.

Market Structure

Regions:

Portugal, Spain, Nordics, Baltics, Benelux, EMR, UK, France, Italy, Germany, Croatia, Middle East, Brazil, China, Australia, Caribbean, USA, Other Asia, Pacific, Canada, Turkey, South East Africa, North West Africa, Argentina + Chile, Big South East Asia, Israel, Lebanon

Boat Types

Motor Pleasure + Sport Fishing, Sail, Catamarans

Size

10ft - 25ft, 26ft - 36ft, 37ft - 42ft, 43ft-50ft, 51ft-80ft, Super Yachts > 80ft

Built Type

Motor Pleasure + Sport Fishing - Fly Bridge, Open, Sport Fishing, Hard Top, Other, Sail - Cruiser, Performance Cr., Other Catamarans - Sailing, Cruiser + Other

Motor Boat Engine Split

Outboard, Inboard

Sales Channel

Direct – via manufacturer

Indirect – Distributor/Delaer

Methodology

Methodology and Data Sources

The market and competitive analysis is conducted through interviewing the most important manufacturers in the respective industry. All data are cross-checked for plausibility and evaluated by means of additional sources of information.

The market models and forecasts are based on economic indicator models, which are developed individually for each market. The influencing factors are analysed by means of multivariate regression analysis and updated each year.

The economic indicators and environmental data are a result of secondary research of prestigious statistical institutes and are supplemented by internal market analyses.

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E-Mail: office@interconnectionconsulting.com



Yes, we would like to order the IC Market Tracking® | Forecast® | Company Profiles® Boats Worldwide 2018

(Please, print out the order form and mark your desired products)

Region/Country

- Single Country
- Premium Region
- Europe (11 Regions)
- Worldwide



Single Issue

- 1.490,- EUR
- 1.999,- EUR
- 12.999,- EUR
- 26.799,- EUR

Available Countries/Regions

- Portugal
- Spain
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- Baltics
- Benelux
- EMR
- UK
- France
- Italy
- Germany
- Croatia
- Middle East
- Brazil

- China
- Australia
- Carribic
- USA
- Other Asia
- Pacifik
- Canada
- Turkey
- South East Africa
- North West Afrika
- Argentina + Chile
- Big South East Asia
- Israel
- Lebanon

Order Form

- Abonnement (20% Price Advantage)*
- Single Issue
- We would like to order additional hard copies, each for € 150
- Translation in another language (price on request)

*IC Subscription:

The subscription can be cancelled after two purchases of the study, but not later than 31st December in the year in which the last study has been received. If the subscription is not cancelled, it is extended by one more year. The price is the individual price for at least two orders of the study (order year and the following year). Price changes must be announced by Interconnection at least six weeks before 31st December.

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- Easy termination: After 2 issues each subscription can be terminated easily

Scale of Discount

From 7.000,- EUR	5%
From 11.000,- EUR	15%
From 14.500,- EUR	20%
From 22.000,- EUR	33%
From 35.000,- EUR	40%

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