Research Report on Yacht Industry in China, 2014-2018

Description:

Before the 21st century, the yacht was considered as a luxurious product for the rich in China. However, the tourist industry prospered and people's consumption concept changed as the Chinese economy developed. The yacht became increasingly popular among ordinary consumers in China.

The complete industry chain of the yacht economy includes yacht development, design, manufacture, yacht club services, related entertainment, tourism, business activities, training and examination of yacht driving licenses, dock construction, management, yacht maintenance, club construction, operation, management, accessory manufacture, internal environment decoration and professional insurance.

Although the global yacht market shrunk during the financial crisis in 2008, the yacht market in China kept increasing. The market size of the yacht industry was CNY 9 billion (USD 1.45 billion) in China in 2013, up by 30% YOY. The output value of the yacht club, yacht driving training and related tourist industries was far higher than the market size of yachts in China.

As the yacht industry prospers in China in recent years, Chinese people, especially white-collar workers, become increasingly fond of yacht sports. According to the author, the number of yacht clubs exceeded 100 by the end of 2013 with over 40 of them interviewed by the author.

The market demand for yachts exhibits upward trend as economy develops and residents' purchasing power increases. On one hand, the import volume of luxurious yachts increased as demand for luxury goods, including luxurious yachts, from the rich grows. In China, the rich population (with the financial assets exceeding USD 1 million) is approximately 5-10 million, including business owners, executives in foreign companies, officials, employees in monopoly state-owned enterprises, and artists. The group's pursuit for luxury goods shifts from luxurious cars, watches and villas to luxurious yachts and private jets. However, the expenditures on purchase and maintenance of private jets are high, while the Chinese government has strict control over private jets. The luxurious yacht is obviously a more realistic choice. On the other hand, the sales volume of medium and low-end yachts grows rapidly in China. As few groups can afford luxurious yachts, the middle-class group mainly focuses on medium and low-priced yachts.

It is expected that the annual growth rate of the yacht market will remain above 20% in the next few years. Many opportunities exist for manufacturers, trading enterprises and service enterprises in the industry.

Through this report, the readers can acquire the following information:
- Yacht Manufacture Industry in China
- Yacht Consumption in China
- Import and Export in China Yacht Industry
- Yacht Market for Official Business
- Status of Yacht Clubs in China
- Investment Opportunities in China Yacht Market
- Development Trend in China Yacht Industry

The following enterprises and people are proposed to purchase this report:
- Yacht Manufacturers and Trading Enterprises
- Yacht Clubs
- Yacht Consumers
- Investors and Research Institutes Concerned about China Yacht Industry

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