



# **Market insight of the international recreational boating industry - Extract**

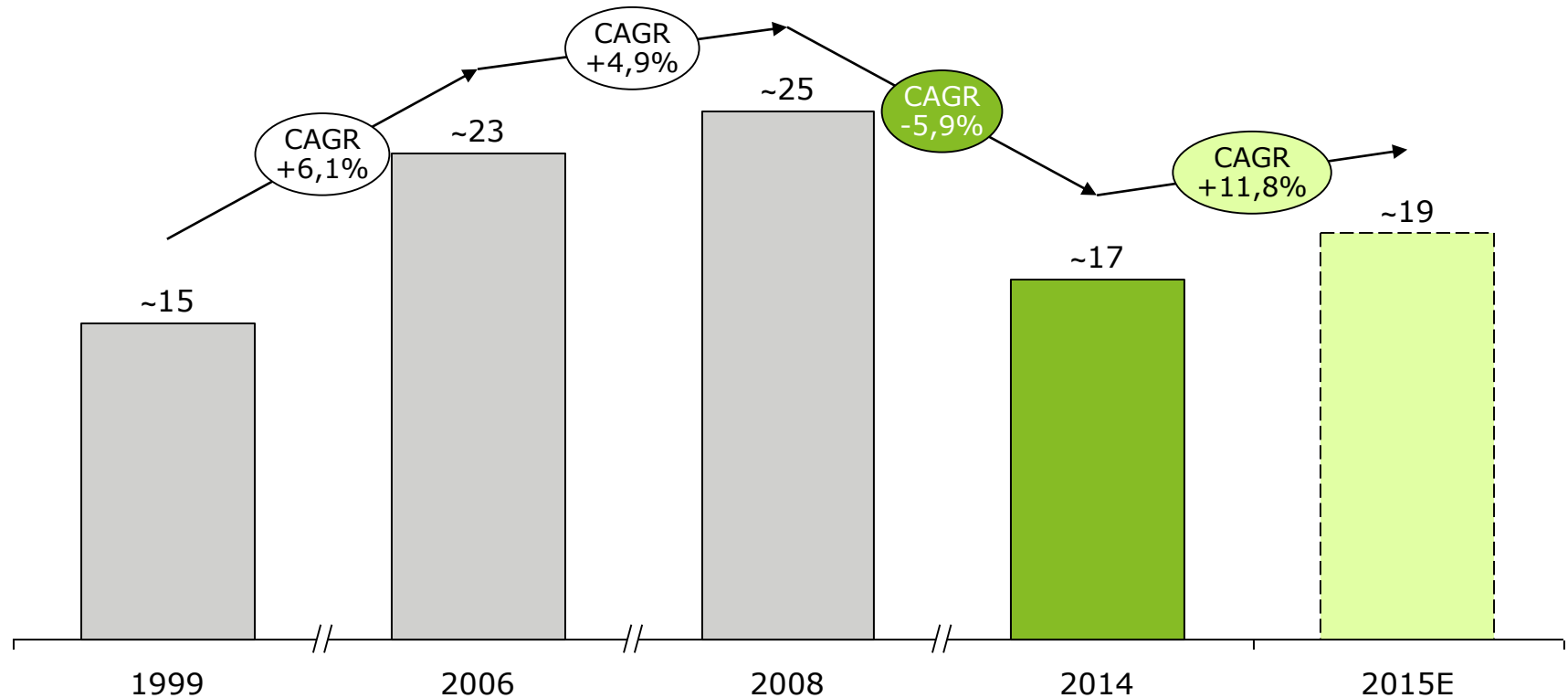
Cannes, September 7<sup>th</sup> 2016

# Preface

- The “Market insight of the international recreational boating industry” conducted by Deloitte Financial Advisory together with Fondazione Altagamma analyzes the boating market on world wide scale classified by the main vertical sectors and business segments of the industry
- This study is the “zero edition” that Deloitte and Fondazione Altagamma have prepared for the Nautica Italiana Board. The report provide a thorough understanding of the global boating market and its key trends that impact the industry state of art.
- This “zero edition” of the market study presents the following features:
  - A solid methodology approach through a full coverage of secondary data (Icomia, NMMA, Superyachtintelligence.com, Capgemini-RBC, Forbes), matching with primary data, company annual reports and interviews with the key players of the value chain
  - The sizing and key trends analysis of the global new and pre-owned boats market classified by length range and boat shape across the key geographical areas
  - The sizing and key trends analysis of ancillary market as charter and refit & repairs
  - The boating potential demand estimation and the superyachts market penetration

# Global boating market: new boats Deloitte 2015E

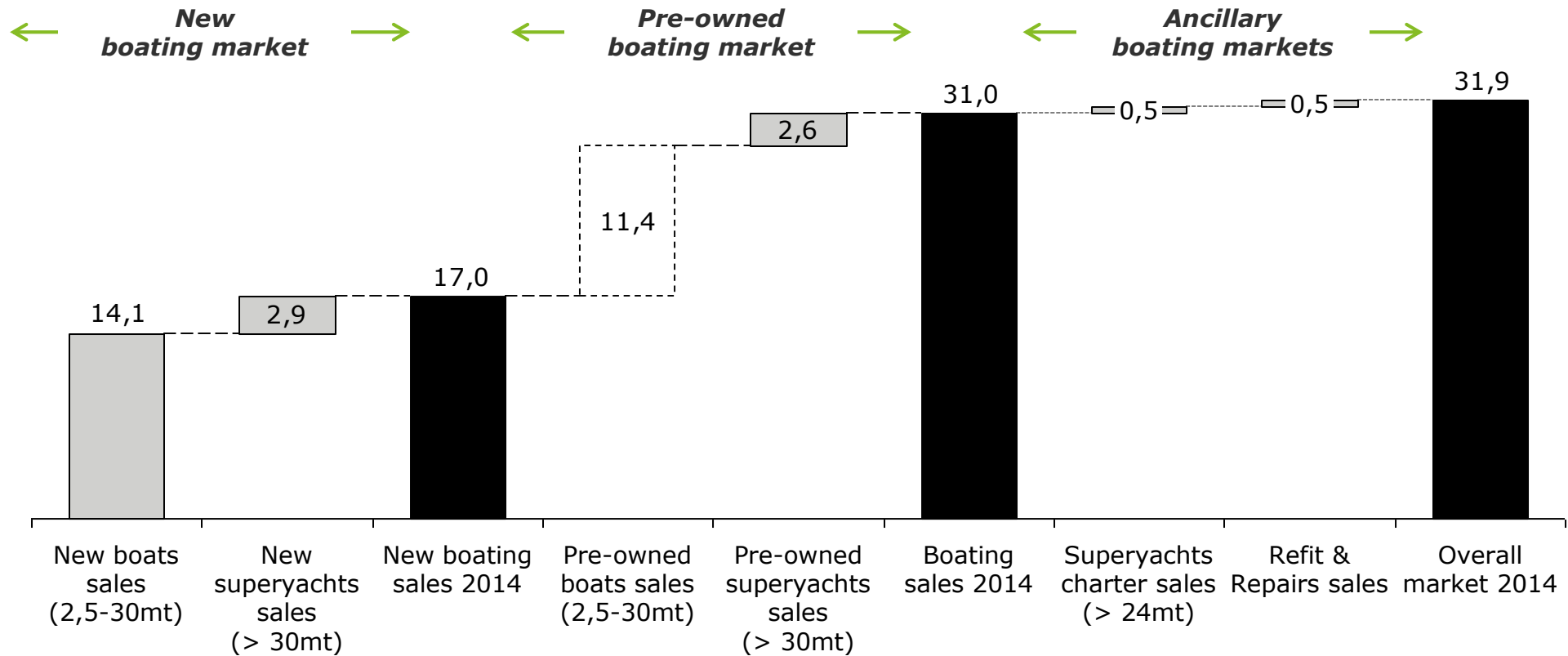
**Evolution of global new boats market value**  
(Billions of €; Millions of boats)



Boats	1999	2006	2008	2014	2015E
	n.a.	~1,0	~1,2	~0,7	~0,8
		CAGR +9,5%	CAGR -8,6%	CAGR +14,3%	

# Global boating market: overall retail value

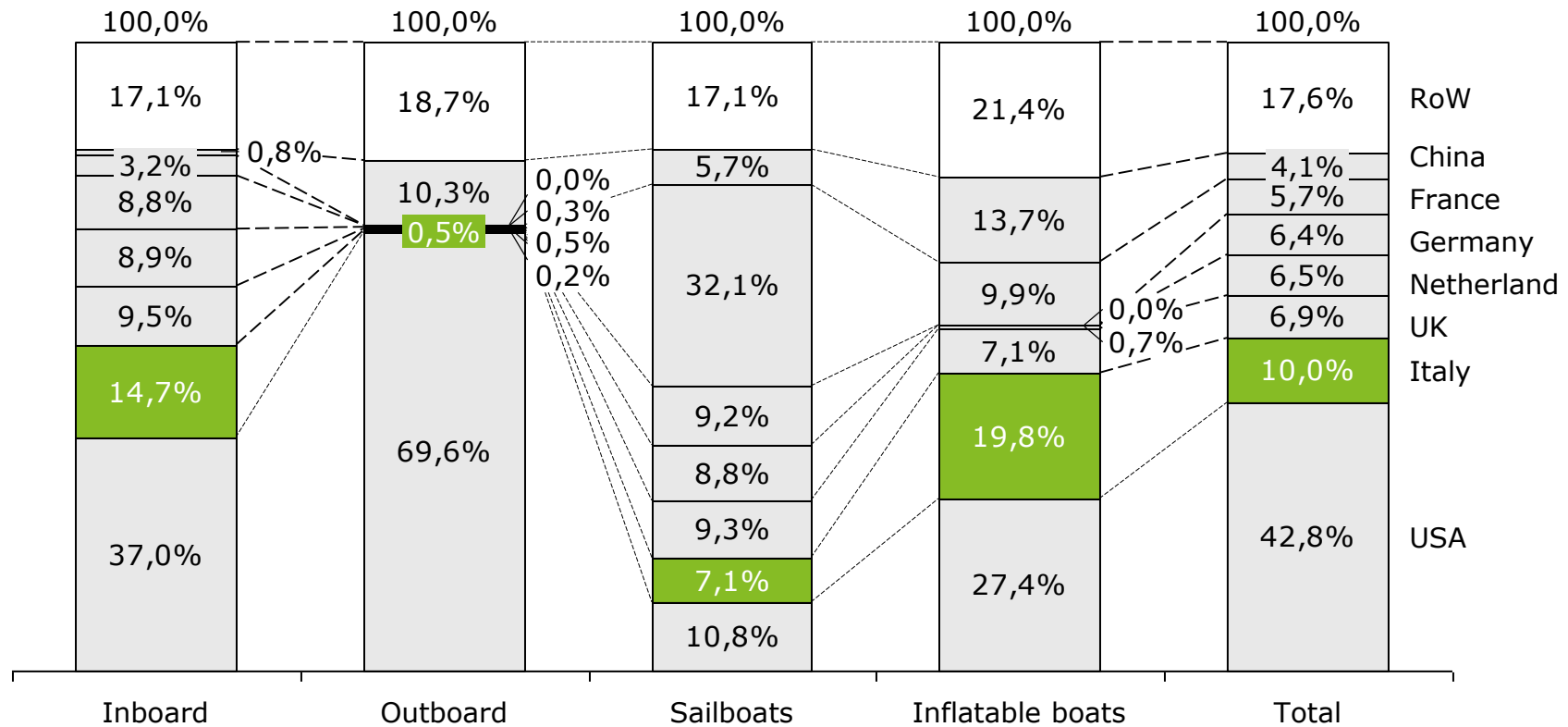
**Global boating market 2014**  
(Billions of €; Percentage)



Break	44,2%	9,0%	<b>53,2%</b>	35,7%	8,1%	<b>97,0%</b>	1,5%	1,5%	<b>100,0%</b>
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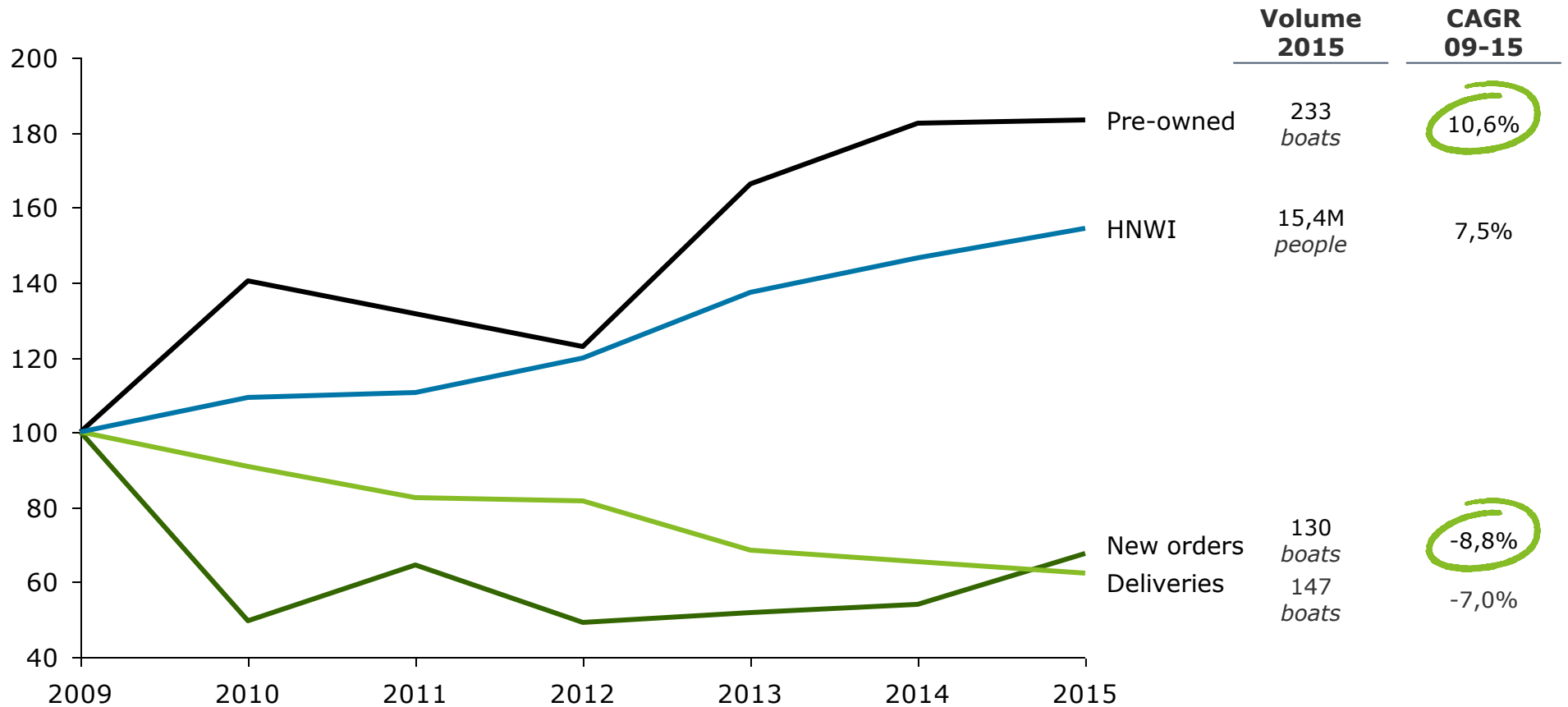
# Global boating production: countries share analysis

**Boating production share 2014 by product segment**  
(Percentage; Billions of €)



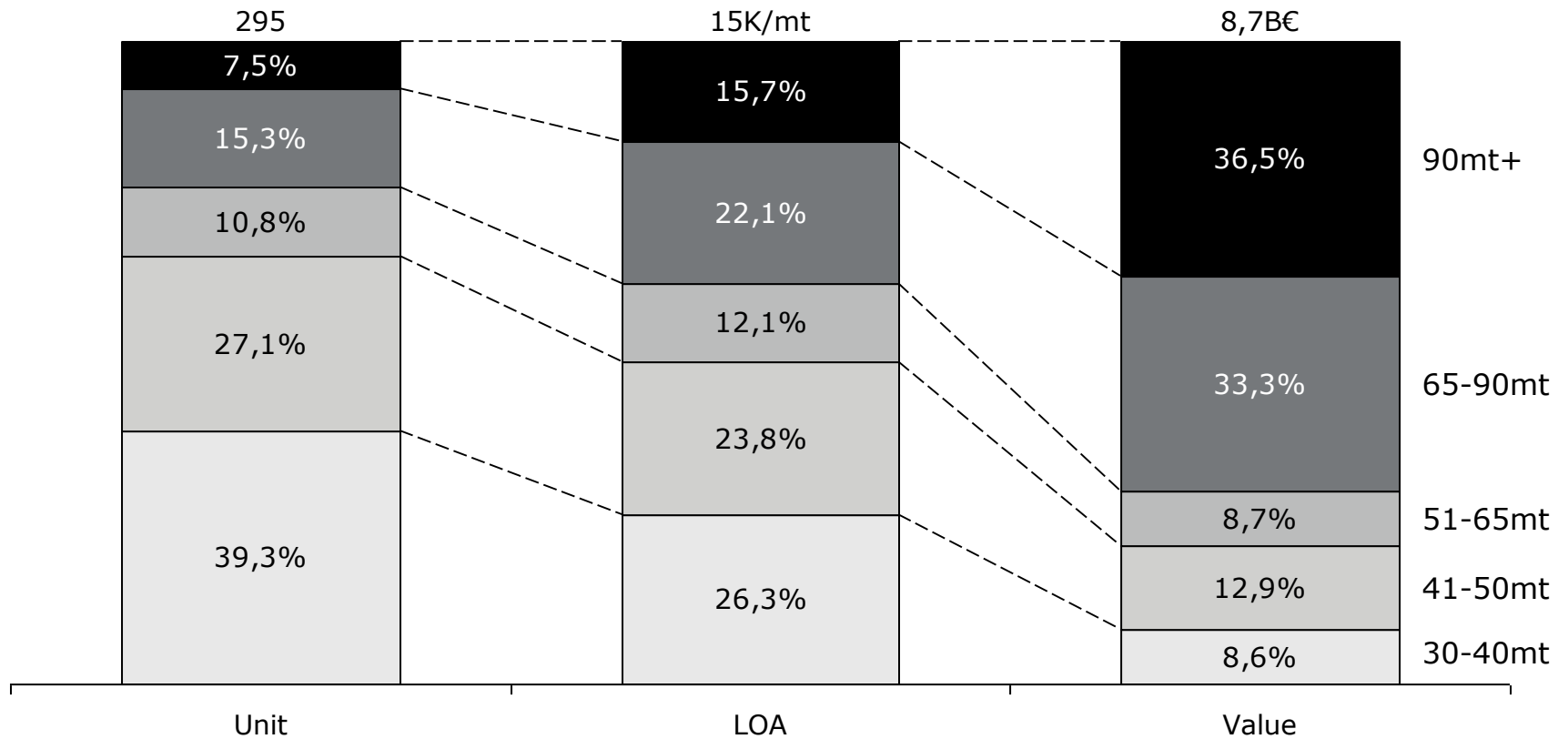
# Superyachts market: retail sales trends

**Evolution of superyacht sales market 2009-15**  
(Number of boats; 2009=100 Index)



# Superyachts global order book: Deloitte 2016 estimation

**Global order book 2016 – Deloitte estimation**  
(Percentage)



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- **Deloitte Yachting practice** has a deep and relevant international experience within of the nautical value chain (components, shipbuilding, service, marine, etc.), from strategy to marketing, operational and finance advisory, with a strong point of view about the change over and industry evolution.
- Deloitte has a strong vertical knowledge on the yachting industry with 60 projects around the world concerning a wide range of business, finance and accounting topics, serving both global and national clients.
- For any questions or further discussion, please contact



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Altagamma is unique for its cross-sectorial approach, as its members operate in multiple fields among which fashion, design, jewellery, food&beverages, hospitality, automotive, yachts and wellness.

The **mission** is to increase the competitiveness of the High-End industry, contributing to Italy's economic and social growth.



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# About Fondazione Altagamma Knowledge Center



- **Altagamma's Knowledge Center** is a global benchmark in the analysis of the luxury industry. Every year the Foundation carries out 10 research reports together with the most qualified international partners. Also including high-profile panel sessions, the study presentations have become highly-anticipated events among the media and the business community. The luxury industry is analyzed both on supply and demand side.
- Altagamma annual reports:
  - ALTAGAMMA WORLDWIDE MARKET MONITOR
  - ALTAGAMMA HIGH END DESIGN MONITOR
  - TRUE GLOBAL LUXURY CONSUMER INSIGHT
  - DIGITAL LUXURY EXPERIENCE
  - FASHION & LUXURY INSIGHT
  - FOOD & HOSPITALITY INSIGHT
  - ALTAGAMMA RETAIL EVOLUTION
  - TAX FREE CONSUMPTION IN THE EUROPEAN UNION
  - ALTAGAMMA CONSENSUS FORECAST
  - MARKET INSIGHT OF THE INTERNATIONAL RECREATIONAL BOATING INDUSTRY

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