

Small Boats: -- Markets Reach \$13.8 Billion By 2024

LEXINGTON, Massachusetts (February 28, 2018) – WinterGreen Research announces that it has published a new study Small Boats Markets: Market Shares, Strategy, and Forecasts, worldwide, 2018 to 2024. The 2018 study has 207 pages, 83 tables and figures. Worldwide markets are poised to achieve continuing growth as small boats markets respond to the advantages brought by using new materials and demand from middle class people seeking safe, fun recreation.

Small boat competitive positioning to achieve competitive advantage is accomplished by successful introduction of new product offerings. The ability to meet customer expectations depends on appropriate feature function packages and effective pricing strategies.

Small boat customers rigorously evaluate manufacturer quality, capability to innovate, and availability of new products when making purchasing decisions.

Figure 1. Small Boat Vendor Competitive Positioning

Introduction of new products

Work to understand customer expectations

Listen to customers

Support ability to meet customer expectations

Offer variety of feature function packages

Implement effective pricing strategies.

Understand that small boat customers rigorously evaluate manufacturer quality

Provide capability to innovate

Provide availability of stream of new products

Source: WinterGreen Research, Inc.

Global small boat market is forecast to grow at 7% through 2024. Some companies and some segments grow significantly faster. A \$8.7 billion market worldwide in 2017, the small boats markets market has evolved steadily. It is expected to reach \$13.8 billion by 2024.



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WinterGreen Research is positioned to help customers facing challenges that define the modern enterprises. The increasingly global nature of science, technology and engineering is a reflection of the implementation of the globally integrated enterprise. Customers trust wintergreen research to work alongside them to ensure the success of the participation in a particular market segment.

WinterGreen Research supports various market segment programs; provides trusted technical services to the marketing departments. It carries out accurate market share and forecast analysis services for a range of commercial and government customers globally. These are all vital market research support solutions requiring trust and integrity.

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