

# Boat Rental Market Set to Sail to USD 31.2 Billion by 2031: Trends Steering the Future of Leisure Boating

*Increase in the growth of the marine tourism industry, rapid development of online platforms for availing boat rental services,*

OREGON, DE, UNITED STATES, March 12, 2025 /EINPresswire.com/ -- Boat Rental Market by Boat Type (Inboard Boats, Outboard Boats, Sail Boats, Others), by Boat Size (Less than 30 ft, between 30 and 79 ft, Greater than 79 ft), by Power (Engine Powered, Man Powered, Sail Propelled), by Activity

(Sailing and leisure, Fishing, Others): Global Opportunity Analysis and Industry Forecast, 2021-2031. The global [boat rental market size](#) was valued at \$18.2 billion in 2021, and is projected to reach \$31.2 billion by 2031, growing at a CAGR of 5.7% from 2022 to 2031.



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The increasing awareness for health & fitness has been rapidly surging, thereby encouraging people to take part in sports and recreational activities, such as kayaking, which is one of the major factors propelling the man powered segment. In addition, sport enthusiasts are showing interest toward recreational water sports, including canoeing and rafting, resulting in increased demand for man powered rental boat services. Moreover, manufacturers are focusing on technological advancements to innovate man powered watercrafts, which is also expected to fuel the boat rental industry growth in near future.

Europe is expected to dominate the global boat rental market. Manufacturers in the European region are now venturing into sustainable development and have increased their efforts to produce environment friendly yachts. For instance, Catamaran has made luxury yacht out of 75% recycled material. In addition, the Vaan R4 is made of circular materials that can be recycled at the end of the boat's useful life. The boat also includes natural materials, including the cork, linen, silk alternative lyocell, a plant-based leather substitute, and certified wood. Such efforts

not only provide premium luxury but also impart no negative impact on the environment.

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The [growth of the global boat rental market is propelling](#), due to growth in marine tourism industry across the globe, development of online platforms for availing boat rental services, and shift toward alternative sources of energy & rise in disposable income coupled with purchasing power. However, high cost associated with renting a boat and environmental concerns associated with boating are the factors that hamper the growth of the market. Furthermore, technological advancement in boats and boat engines is the factor expected to offer growth opportunities during the forecast period.

Based on boat size, the less than 30 ft segment held the lion's share in 2021, holding more than half of the global market, and is expected to maintain its leadership status during the forecast period. The greater than 79 ft segment, on the other hand, is expected to cite the fastest CAGR of 6.9% during the forecast period.

Based on region, the market across [Europe held the dominating market share](#) in 2021, holding more than half of the global market, and is expected to maintain its leadership status during the forecast period. The Asia-Pacific region, on the other hand, is expected to cite the fastest CAGR of 7.5% during the forecast period.

Key players operating in the global boat rental market include [Allied Market Research](#), [Grand View Research](#), [Statista](#), [IBISWorld](#), [Market Research Future](#), [Research and Markets](#), [IMARC Group](#), [Global Market Insights](#), [MarketsandMarkets](#), [Technavio](#), [ResearchGate](#), [Statista](#), [IBISWorld](#), [Market Research Future](#), [Research and Markets](#), [IMARC Group](#), [Global Market Insights](#), [MarketsandMarkets](#), [Technavio](#), [ResearchGate](#).

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#### KEY FINDINGS OF THE STUDY

By boat type, the others segment is anticipated to exhibit significant growth in the near future. By boat size, the greater than 79 ft segment is anticipated to exhibit significant growth in the near future.

By power, the engine powered segment is anticipated to exhibit significant growth in the near future.

By activity, the fishing segment is anticipated to exhibit significant growth in the near future.

By region, Asia-Pacific is anticipated to register the highest CAGR during the forecast period.

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