

Boat Rental Market Size is Projected to Reach USD 35.98 Billion By 2032, Exhibiting a CAGR of 5.7%

The global boat rental market size is projected to grow from USD 24.34 billion in 2025 to USD 35.98 billion by 2032, exhibiting a CAGR of 5.7%

PUNE, MAHARASHTRA , INDIA,
September 25, 2025 /

EINPresswire.com/ -- The global [boat rental market size](#) was valued at USD 23.16 billion in 2024. The market is projected to grow from USD 24.34 billion in 2025 to USD 35.98 billion by 2032, exhibiting a CAGR of 5.7% during the forecast period.



Boat Rental Market

The market has become a key segment within the global leisure and tourism industry. Changing consumer lifestyles and a growing preference for experiences over ownership are driving this trend. Renting boats provides individuals and groups access to activities such as sailing, fishing, water sports, and luxury cruising without the financial burdens of ownership, including purchase costs, maintenance, insurance, and docking fees. This cost-effectiveness appeals to both occasional users and frequent travelers.

“

Rising Demand for Leisure
and Marine Tourism to Fuel
Market Growth”

Fortune Business Insights

The sector benefits from strong ties with marine tourism, coastal infrastructure development, and rising disposable incomes, particularly in emerging economies. Peer-to-peer digital platforms and mobile apps have improved accessibility, allowing private owners to rent out their boats. Luxury yacht charters are gaining popularity among affluent individuals, while smaller motorboats and sailboats remain in high demand for general leisure activities.

Get a Free Sample PDF: <https://www.fortunebusinessinsights.com/enquiry/request-sample-pdf/boat-rental-market-105068>

Market Dynamics

Market Drivers

Rising Demand for Leisure and Marine Tourism to Fuel Growth

The market is primarily driven by increasing demand for leisure and marine tourism.

Recreational boating is a popular lifestyle choice, particularly among millennials and younger travelers who prioritize experiences over ownership. Growth in coastal and island tourism, particularly in regions such as the Mediterranean, Caribbean, and Asia Pacific, boosts demand for short-term yacht, sailboat, and motorboat rentals.

Rising disposable incomes in developing economies and the expansion of marinas and coastal infrastructure are enabling broader participation in boating activities. The market also benefits from corporate charters, hospitality events, and team-building initiatives.

Market Restraints

Environmental Regulations and Operational Challenges

The industry is highly seasonal, with revenues concentrated during favorable weather periods, leading to inconsistent profits. High operational costs, including fuel, maintenance, docking fees, and insurance, reduce profitability for smaller operators. Safety regulations and liability concerns, along with limited marina infrastructure in developing regions, pose additional challenges. Rising fuel prices and stricter environmental regulations further increase operational costs and create pressure on market expansion.

Market Opportunities

Expansion into Emerging Lifestyle Segments

Beyond traditional tourism, boat rentals are tapping into emerging lifestyle markets. Wellness cruises, eco-retreats, culinary tours, and Instagram-worthy experiences present opportunities for themed and event-based rentals. Urban markets are also opening possibilities for affordable electric boat rentals. Collaborations with hospitality, entertainment, and sports sectors can broaden market adoption and attract non-traditional boating audiences.

Have Any Query? Ask Our Experts: <https://www.fortunebusinessinsights.com/select-license/105068>

Market Trends

Rise of Peer-to-Peer Rental Platforms

The sharing economy model has entered boating through platforms such as Boatsetter, Click&Boat, and GetMyBoat, allowing private owners to monetize unused boats. The focus on sustainability is also growing, with demand for electric and hybrid boats rising due to consumer preference, regulatory pressures, and rising fuel costs.

Segmentation Analysis

By Boat Type

- Motorboats: Largest segment in 2024 due to lower rental costs, ease of handling, and popularity for short leisure trips, watersports, and weekend outings.
- Yachts: Projected CAGR of 6.0% during the forecast period.
- Sailboats, RIBs, Others: Steady growth driven by leisure and sport activities.

By Propulsion

- Fuel Powered: Dominant in 2024 with 72.09% market share due to reliability and refueling infrastructure.
- Sailboats: Expected CAGR of 5.0%.
- Electric Boats: Growing segment driven by sustainability trends.

By Boat Size

- Upto 20 feet: Dominant segment, preferred by cost-sensitive and casual renters for easy maneuverability.
- 21–35 feet: Projected CAGR of 5.4%.
- Above 35 feet: Steady adoption for luxury and group rentals.

By Boat Rental Type

- Commercial Charter: Dominant segment in 2024 due to professional management and safety assurance for tourism and corporate events.
- Peer-to-Peer: Projected growth rate of 6.0% during the forecast period.
- Subscription, Others: Emerging models expanding market access.

By Application

- Fishing: Dominant in 2024, supported by recreational angling and advanced fish-finding technologies.
- Sports: CAGR of 6.1% during the forecast period.
- Luxury, Commercial: Steady growth aligned with tourism and high-end experiences.

Regional Outlook

- North America: Dominant market, valued at USD 8.90 billion in 2024, supported by extensive coastlines, lakes, and inland waterways. U.S. market projected at USD 7.00 billion in 2025.
- Europe: Projected growth rate of 6.1%; major destinations include Spain, Italy, Greece, Croatia, and the U.K. with USD 2.61 billion in 2025; Germany at USD 1.86 billion.
- Asia Pacific: Third-largest market, estimated at USD 5.37 billion in 2025, driven by rising disposable incomes and coastal tourism infrastructure.
- Rest of the World: Moderate growth expected, with the Caribbean, UAE, and South Africa investing in coastal development.

Competitive Landscape

The market is fragmented with global digital platforms, regional operators, and local providers. Peer-to-peer platforms expand access and fleet availability without heavy investment. Strategic alliances with marinas, travel agencies, and hospitality groups are increasingly vital.

Key Players Profiled:

- GetMyBoat (U.S.)
- Boatsetter (U.S.)
- Click&Boat (France)
- Sailo (U.S.)
- Zizoo (Austria)
- SamBoat (France)
- GlobeSailor (France)
- Nautal (Spain)
- Borrow A Boat (U.K.)
- Incredibleblue (Greece)

Key Industry Developments:

- April 2025: Boatsetter launched a major platform update with VIP membership and enhanced guest protections.
- Jan 2024: GetMyBoat partnered with Your Boat Club to expand fleet access.

Related Reports:

[Automotive Clutch Market](#) Size, Share, Demand
[Light Duty Truck Market](#) Size, Share, Demand

Ashwin Arora
Fortune Business Insights™ Pvt. Ltd.
+1 833-909-2966
sales@fortunebusinessinsights.com

This press release can be viewed online at: <https://www.einpresswire.com/article/851712095>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.