

# EBI Economic Index 2022

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Advancing and representing a sustainable boating and nautical tourism industry #MadeInEurope.

# Executive Summary

- 2021 was a **very positive year** for the boating industry at European level
- Revenue and employment showed an **overall increase over 2020 in all subsectors**
- **Boat and yacht manufacturers** were the subsectors where all countries experienced an increase year-on-year for revenue and employment
- Concerning all other sub-sectors, **a few countries indicated stable or decreasing revenue and/or employment** but the overall trend confirms a positive situation for the boating sector
- The **expected outlook for 2022 is positive** scoring an average of 4 on a 1-5 scale

# Participating countries



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# Why an Economic Index?

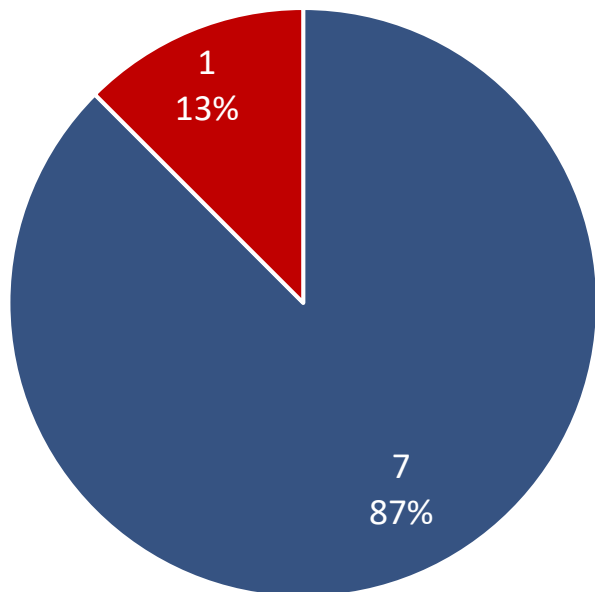
- The new EBI Economic Index aims to present most updated economic trends about the boating industry in Europe
- Collecting data on the boating industry supports the new strategy objective of providing economic intelligence and trends and giving prominence to #MadeInEurope
- Provides important information for policy-makers, stakeholders and media

# Methodology

- Data was collected through an online survey (Google Form) collected in early 2022
- The EBI Index includes qualitative data concerning the revenue and employment trend of the entire industry and sub-sectors
- The EBI Index also included quantitative data from some members as case studies

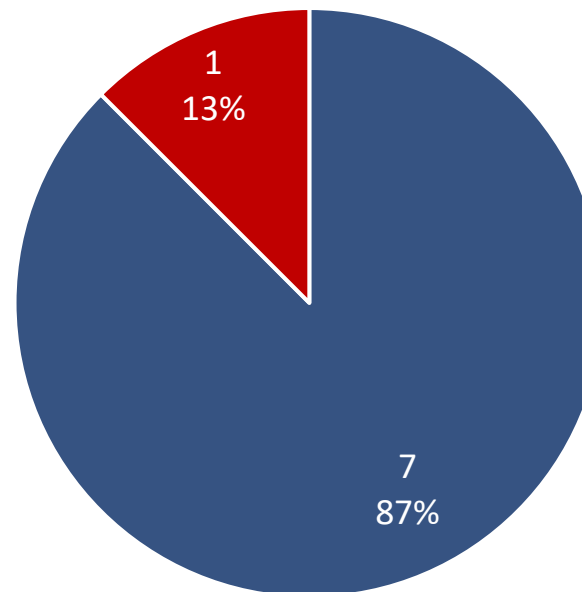
# Trend 2021: Entire industry

## Revenue



■ Increase ■ Stable

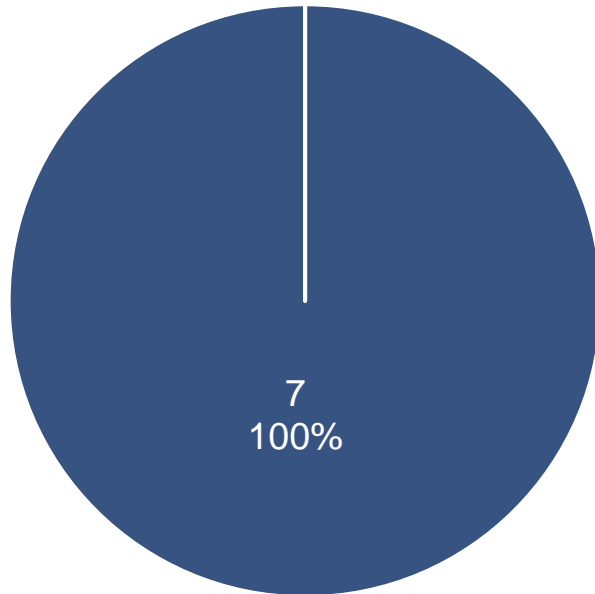
## Employment



■ Increase ■ Decrease

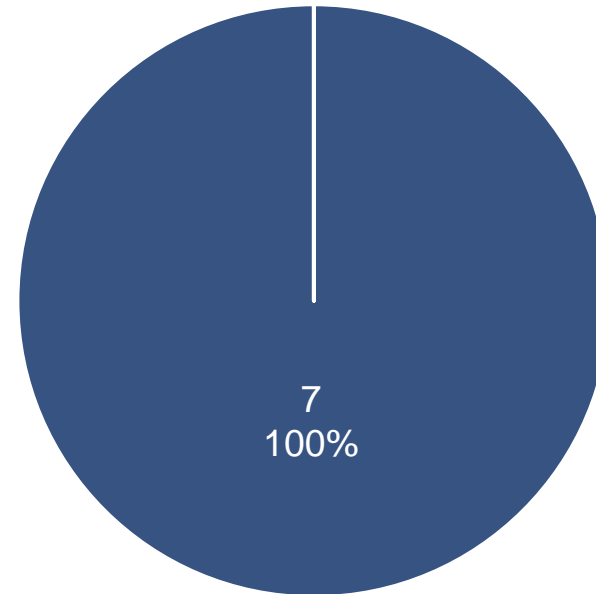
# Trend 2021: Boat manufacturers

Revenue



■ Increase

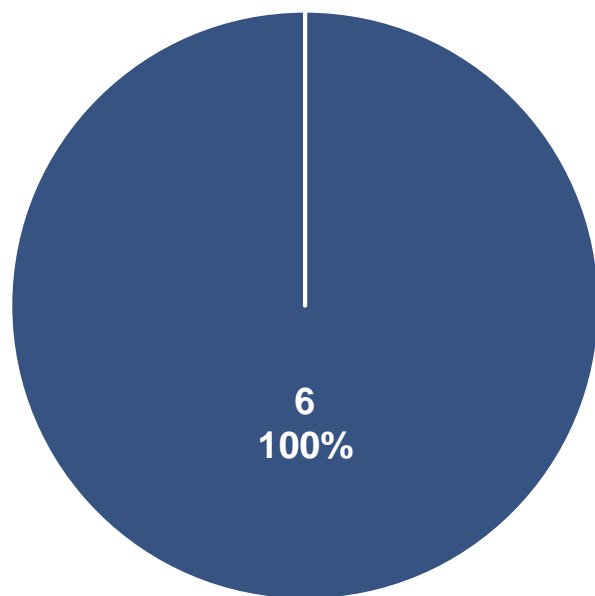
Employment



■ Increase

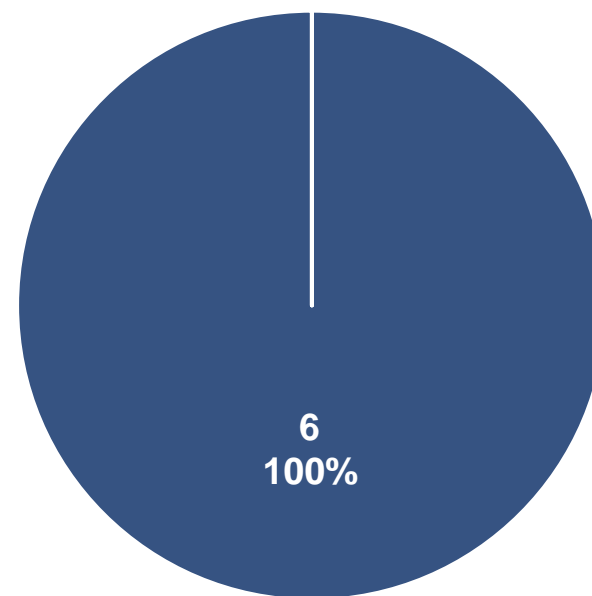
# Trend 2021: Yacht manufacturers

## Revenue



■ Increase

## Employment

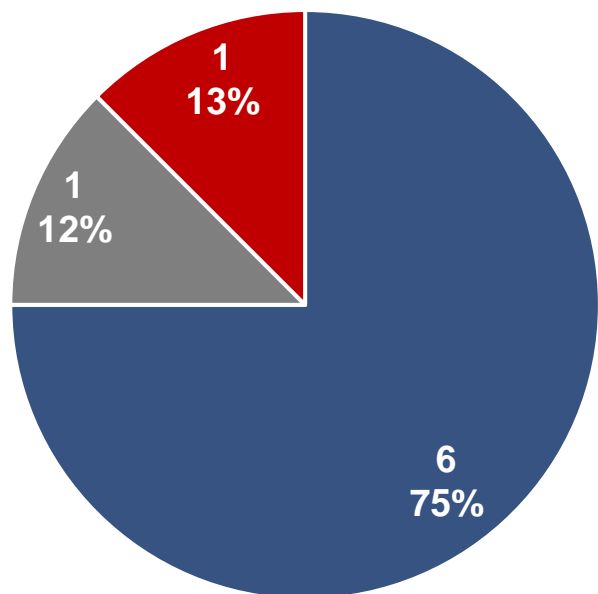


■ Increase



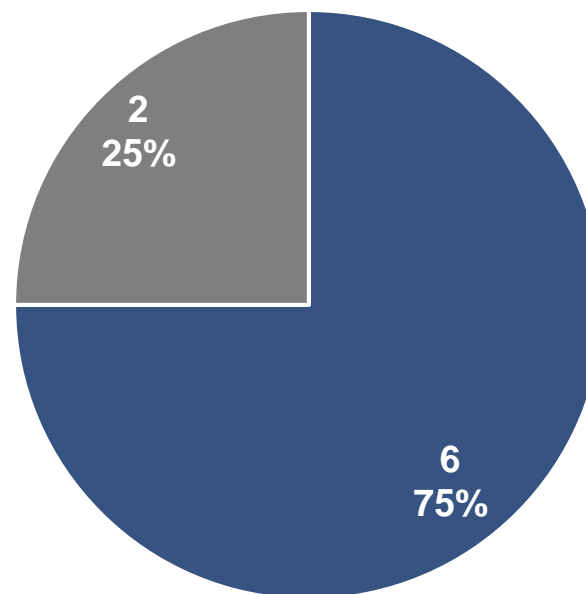
# Trend 2021: Equipment manufacturers

## Revenue



■ increase ■ Stable ■ Decrease

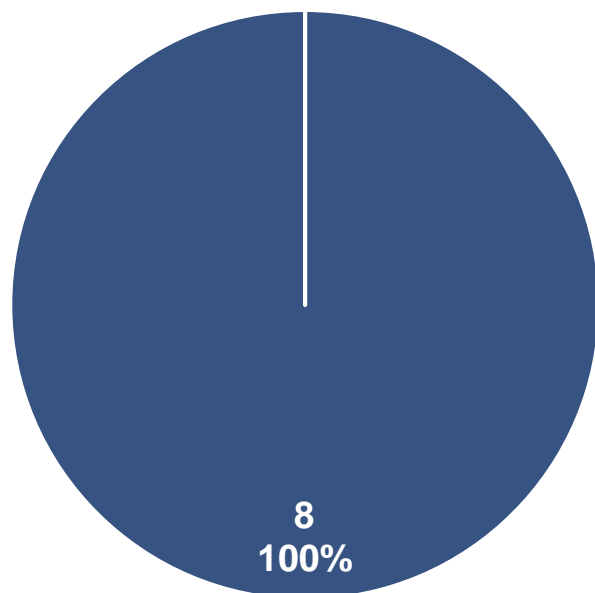
## Employment



■ Increase ■ Stable

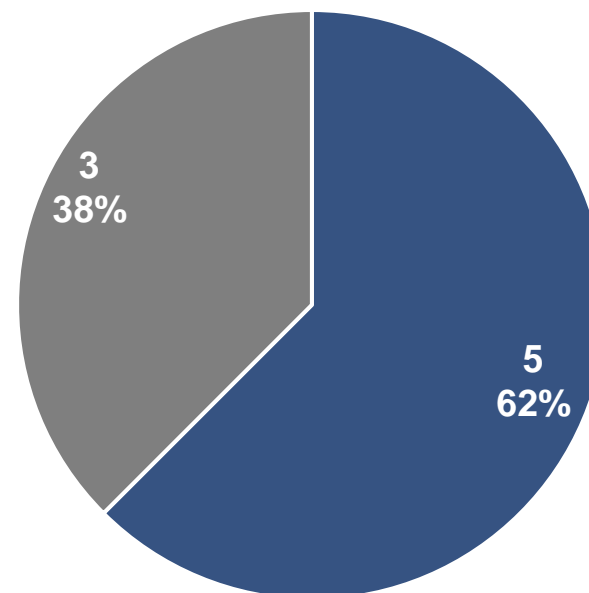
# Trend 2021: Boat distributors & dealers

Revenue



■ Increase

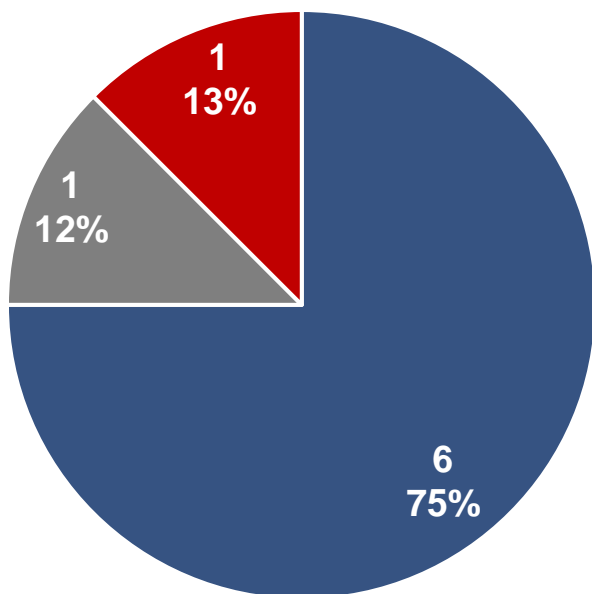
Employment



■ Increase ■ Stable

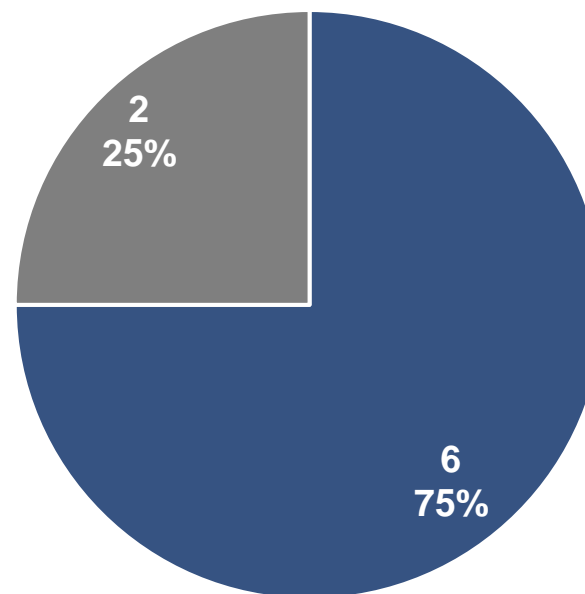
# Trend 2021: Equipment distributors & dealers

## Revenue



■ Increase ■ Stable ■ Decrease

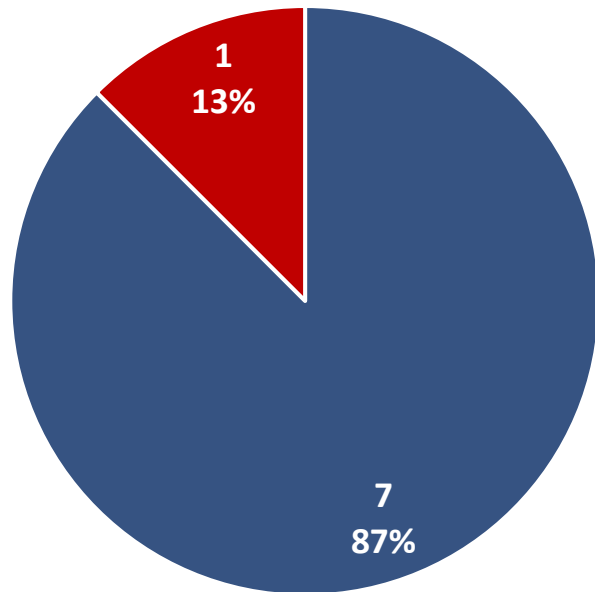
## Employment



■ Increase ■ Stable

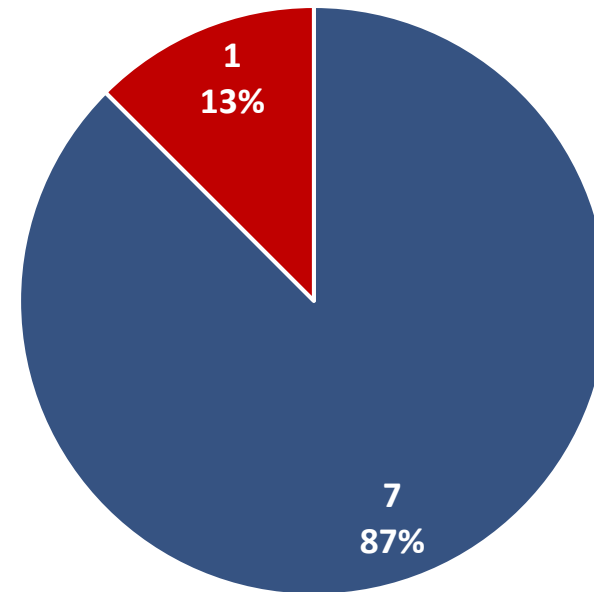
# Trend 2021: Repair & maintenance

Revenue



■ Increase ■ Decrease

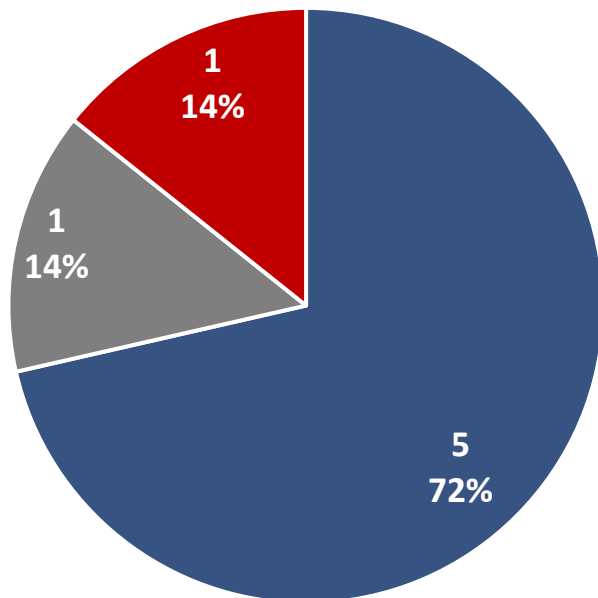
Employment



■ Increase ■ Decrease

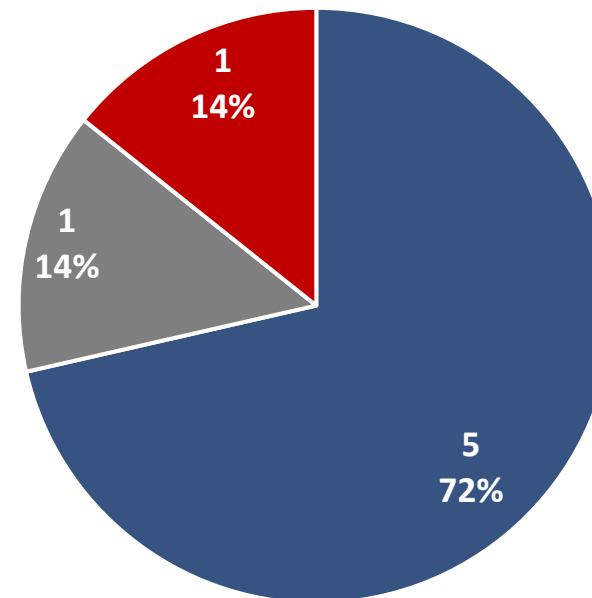
# Trend 2021: Marinas

## Revenue



■ Increase ■ Stable ■ Decrease

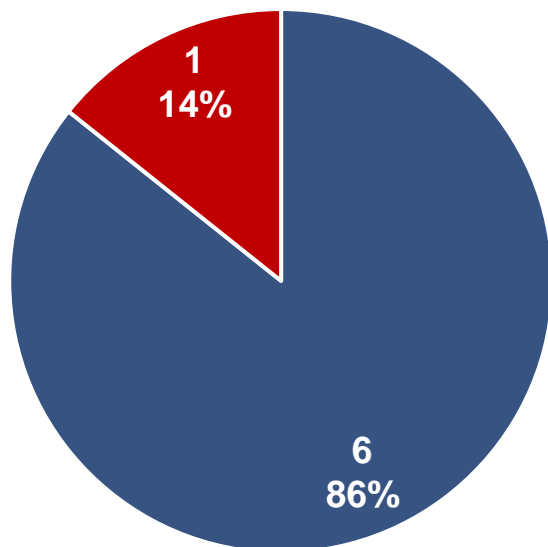
## Employment



■ Increase ■ Stable ■ Decrease

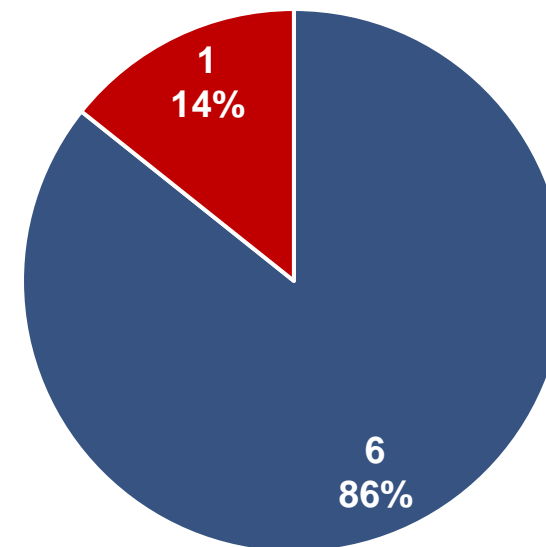
# Trend 2021: Charter & rental

## Revenue



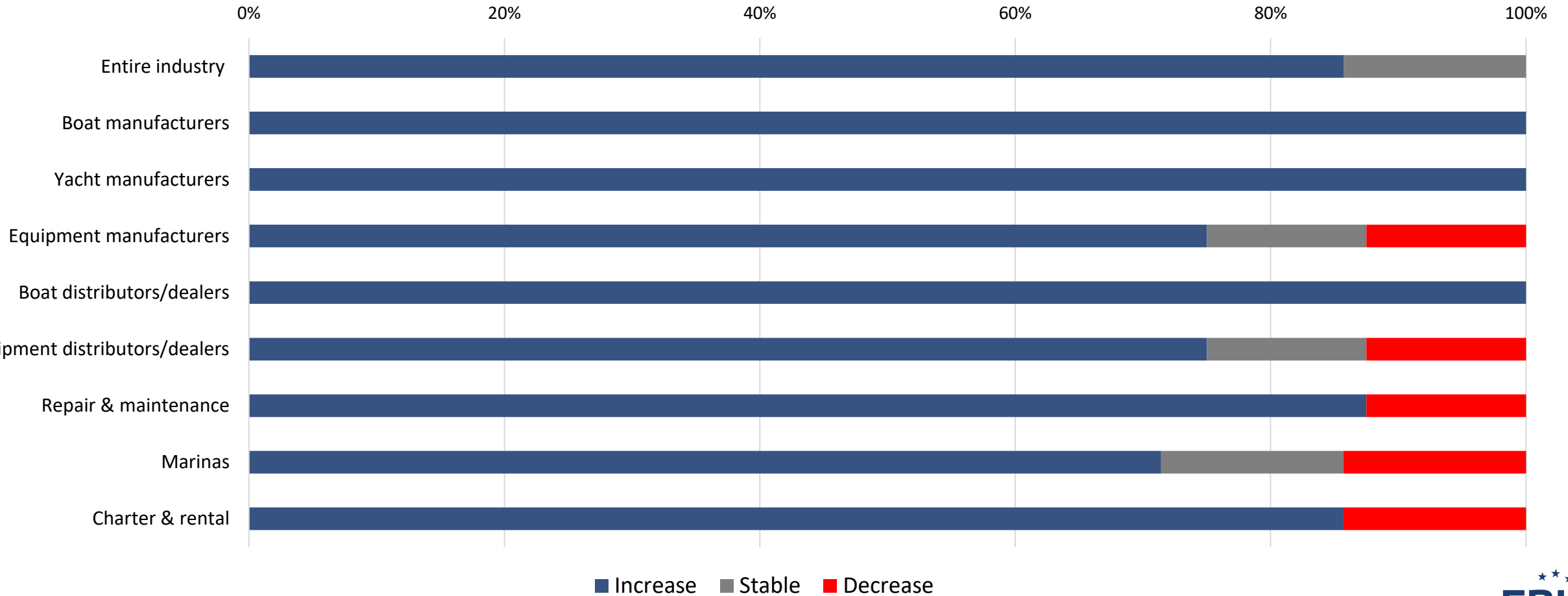
■ Increase ■ Decrease

## Employment

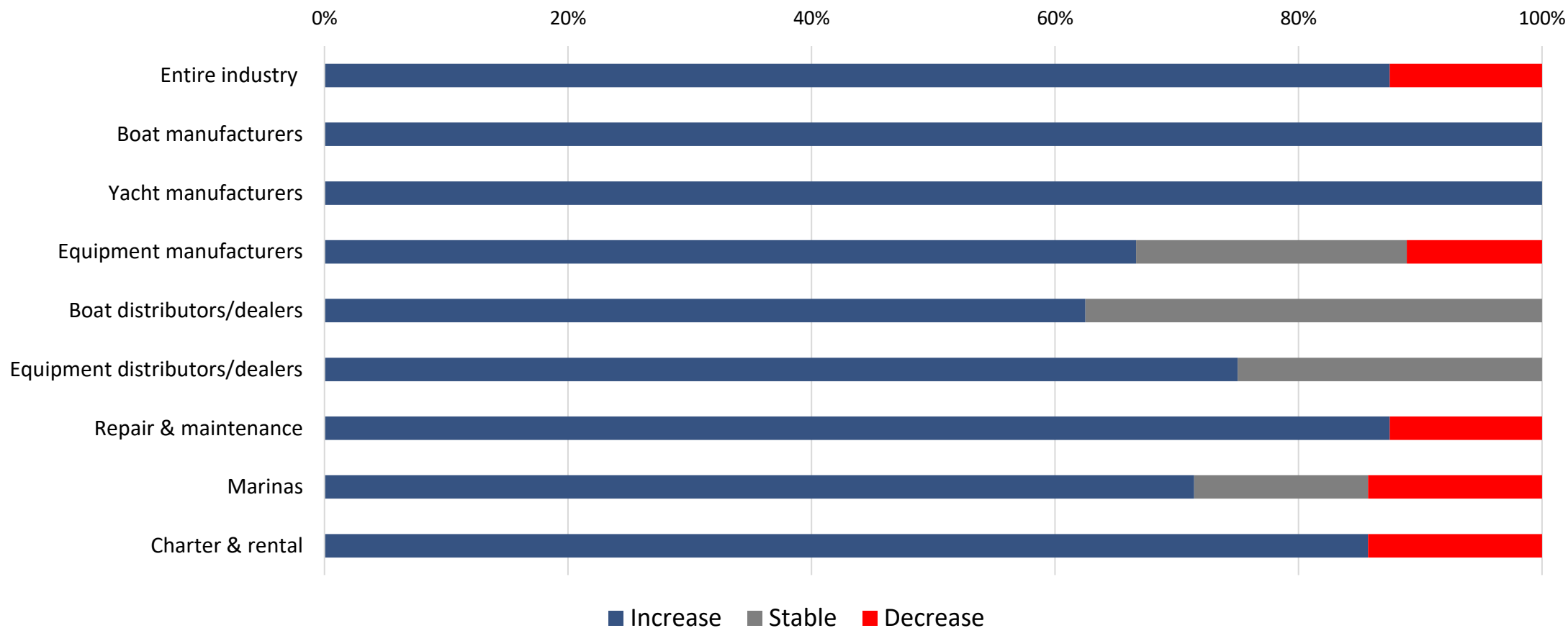


■ Increase ■ Decrease

# Revenue trends 2021: All sub-sectors

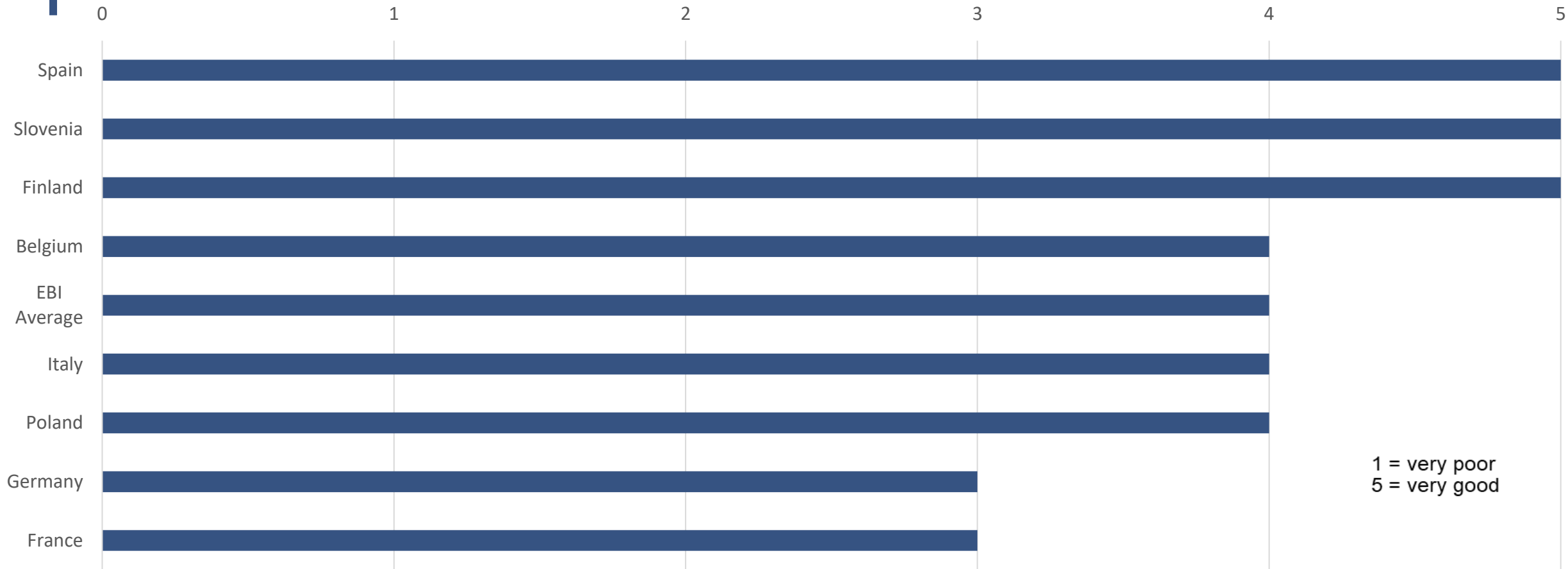


# Employment trends 2021: All sub-sectors





# General outlook for the industry in 2022



1 = very poor  
5 = very good

# Case studies

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**EBI Economic Index 2022**

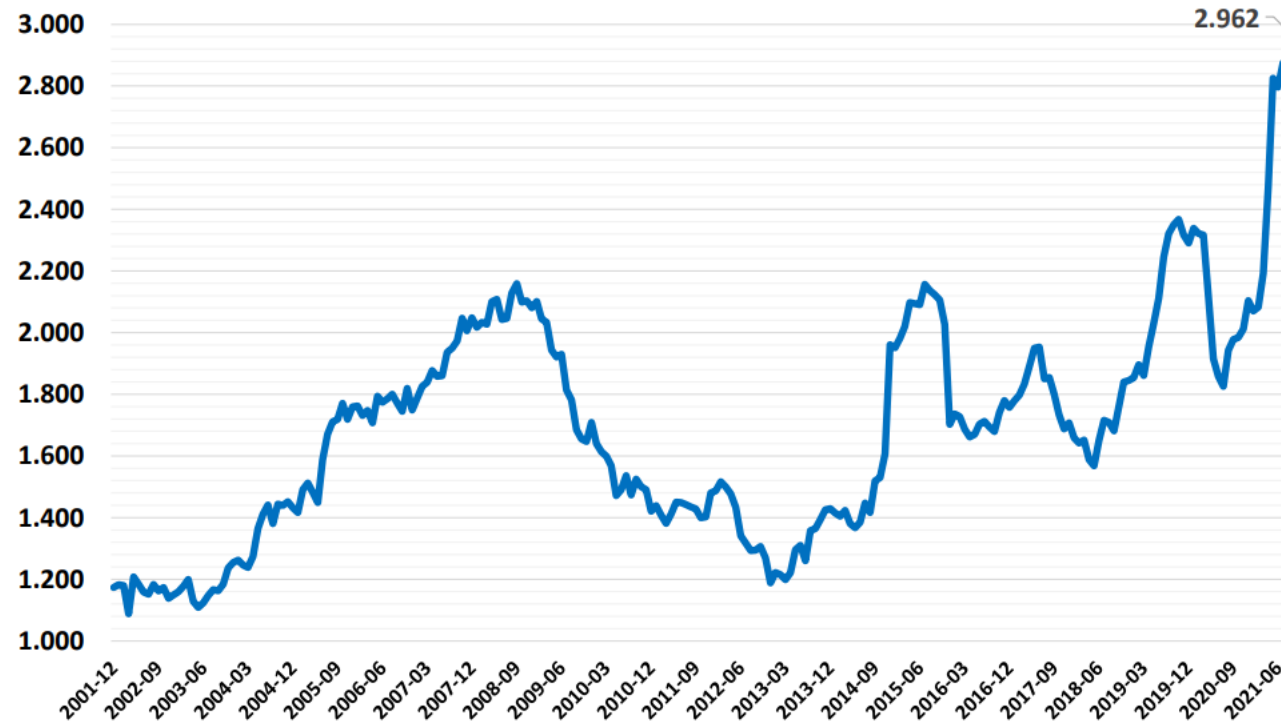


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# Case study: Italy

## Italian export of pleasure and sport boats

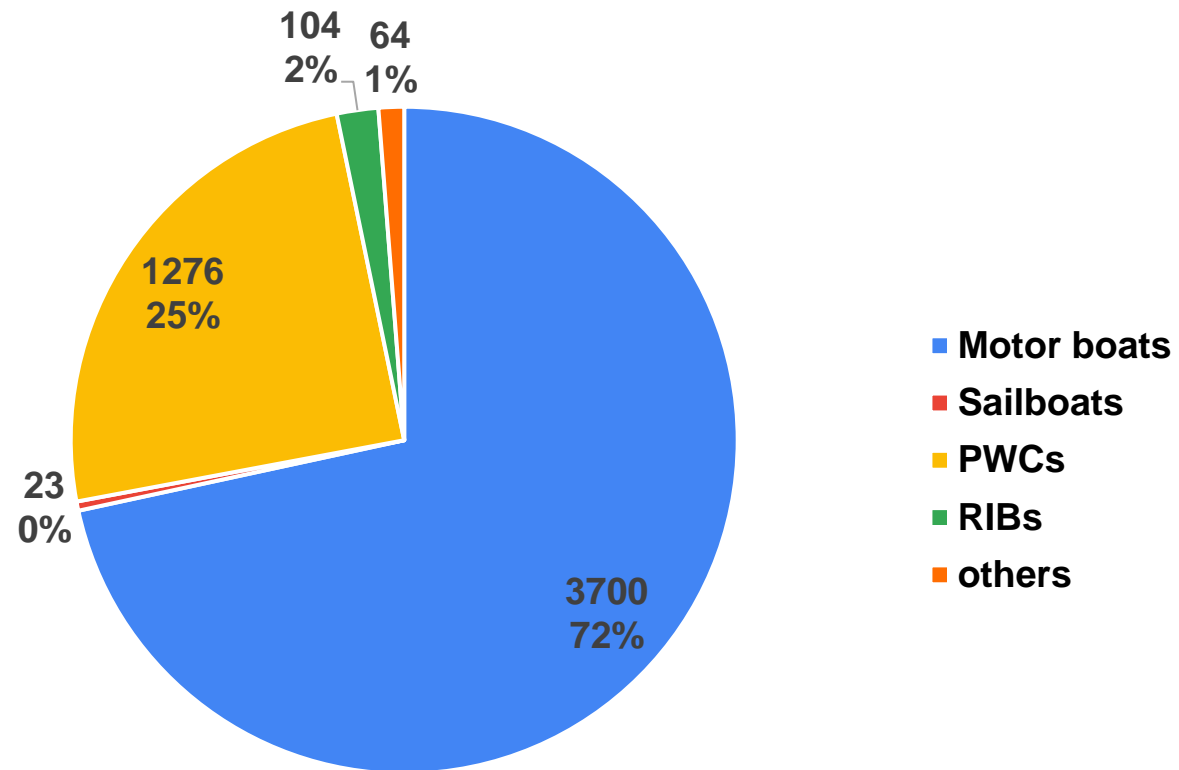
(Last 12 months updated to September 2021, data in millions of €  
Source: Processed by Fondazione Edison on data provided by ISTAT)



# Case study: Finland

## Finland boat registrations in 2021

Boat registrations increased by 8,3% to a total of 5167



# Case study: France



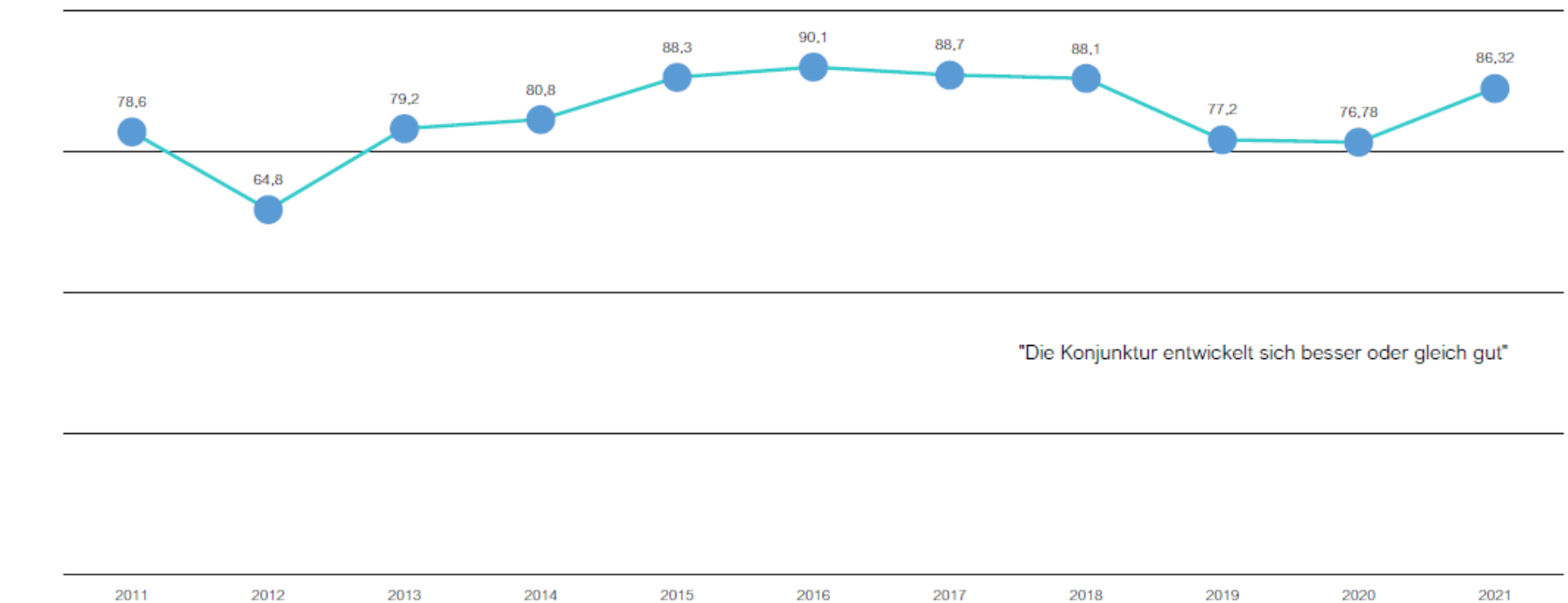
## Key data France for 2020

- Total revenues in 2020 amounted to 4,7 bn €, a decrease of 15,1 % compared to 2019
- 41 361 employees in the boating industry, representing a 5,4% loss in employment
- Export share of boat sold reached an exceptional 76% of the total

# Case study: Germany

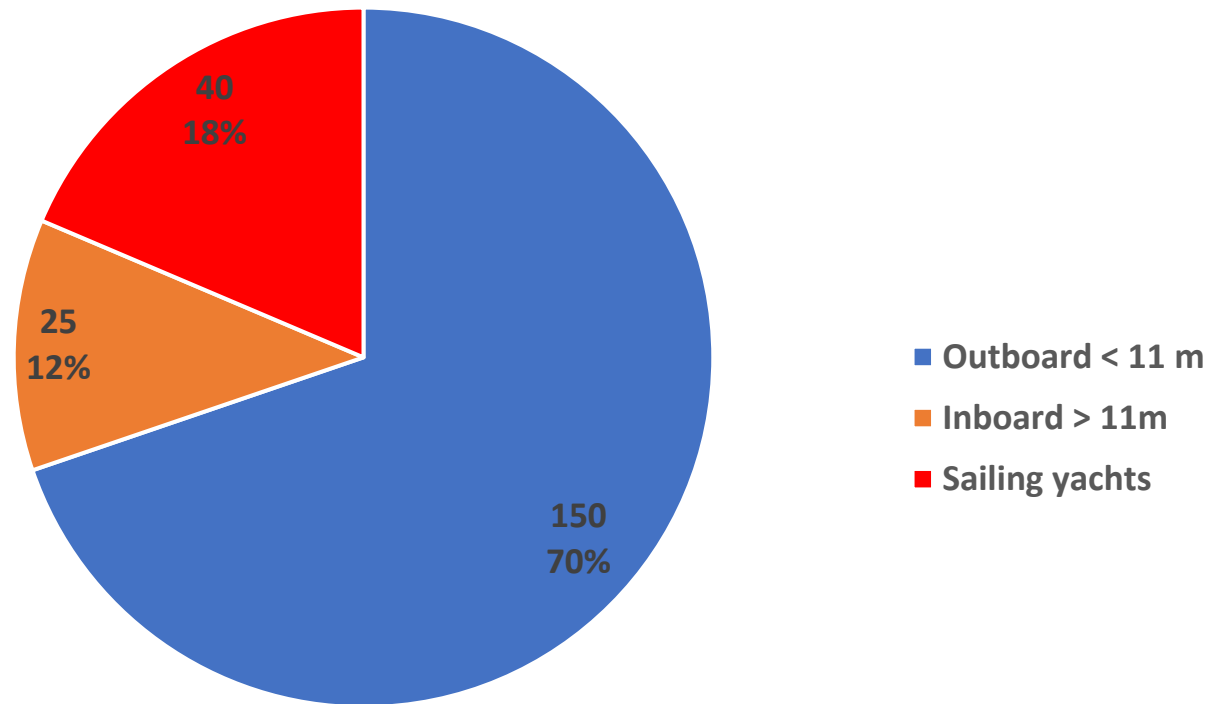


## Economic Forecast Germany ("The economy is developing better or just as good")



# Case study: Slovenia

Boats sold in Slovenia in 2021



**For more information:**



**European Boating Industry**



**@EBI\_Boating**



**[www.europeanboatingindustry.eu](http://www.europeanboatingindustry.eu)**



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