

DEMOGRAPHIC CHANGE



Structures in the boat market: demographic change

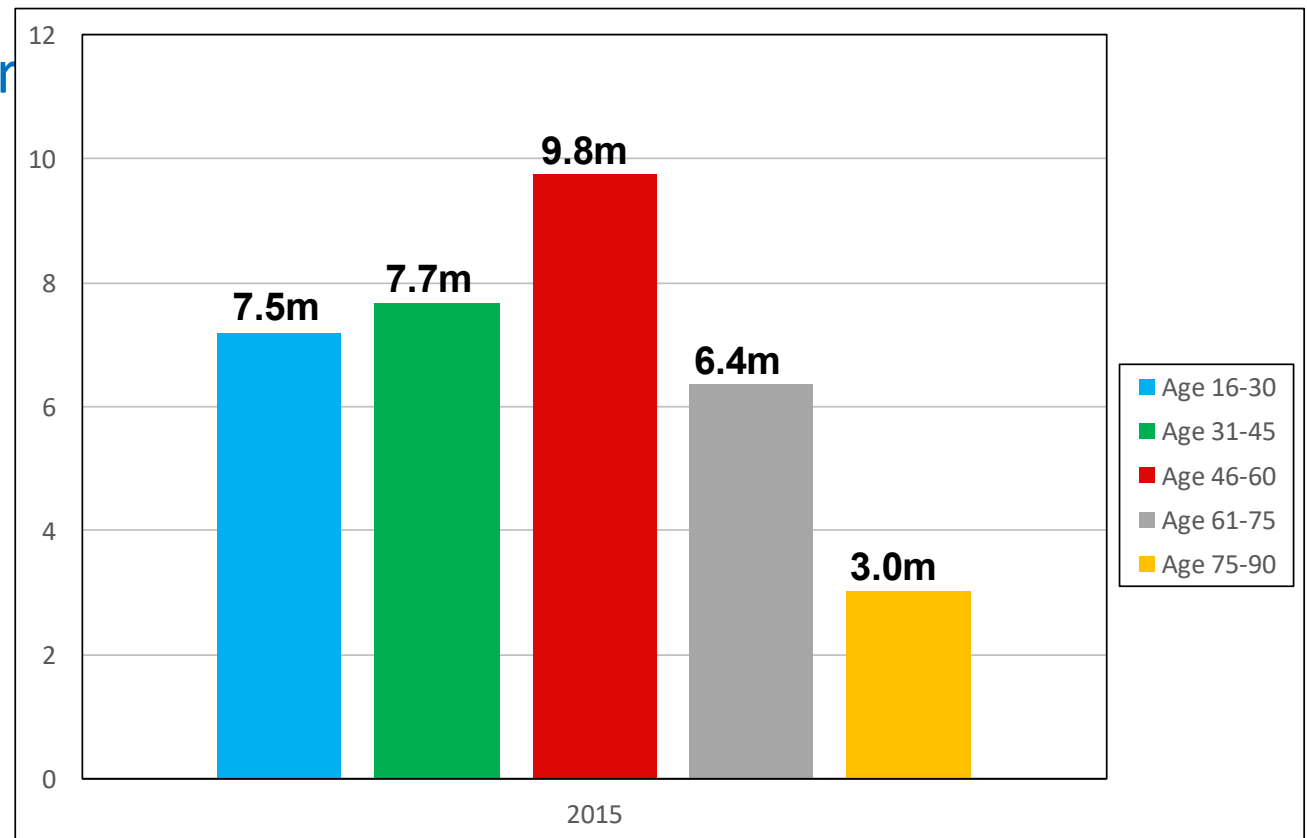
Philip Witte, German Marine Federation

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General information: demogr situation in Germany

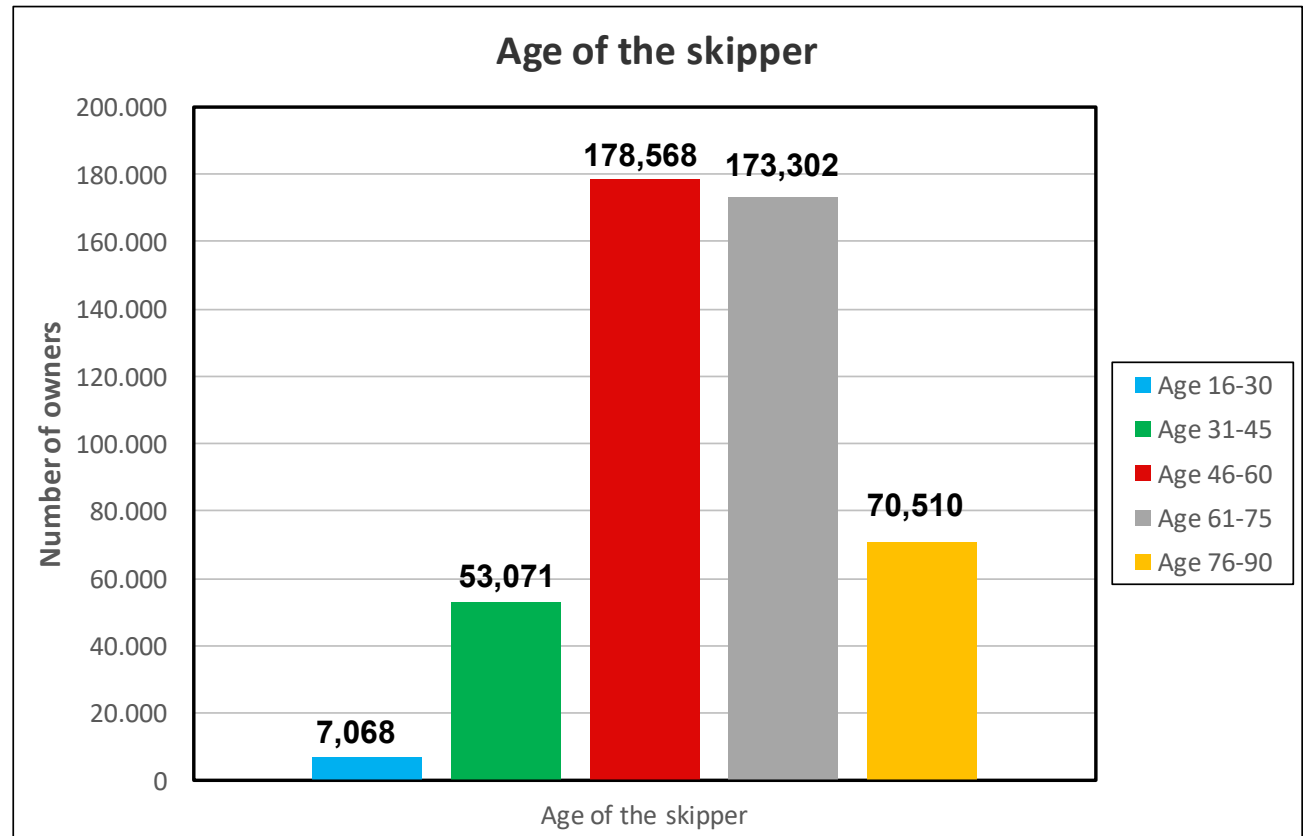
- 82 million inhabitants
- Male population between 90: 34.1 million
- Average age: 46 years





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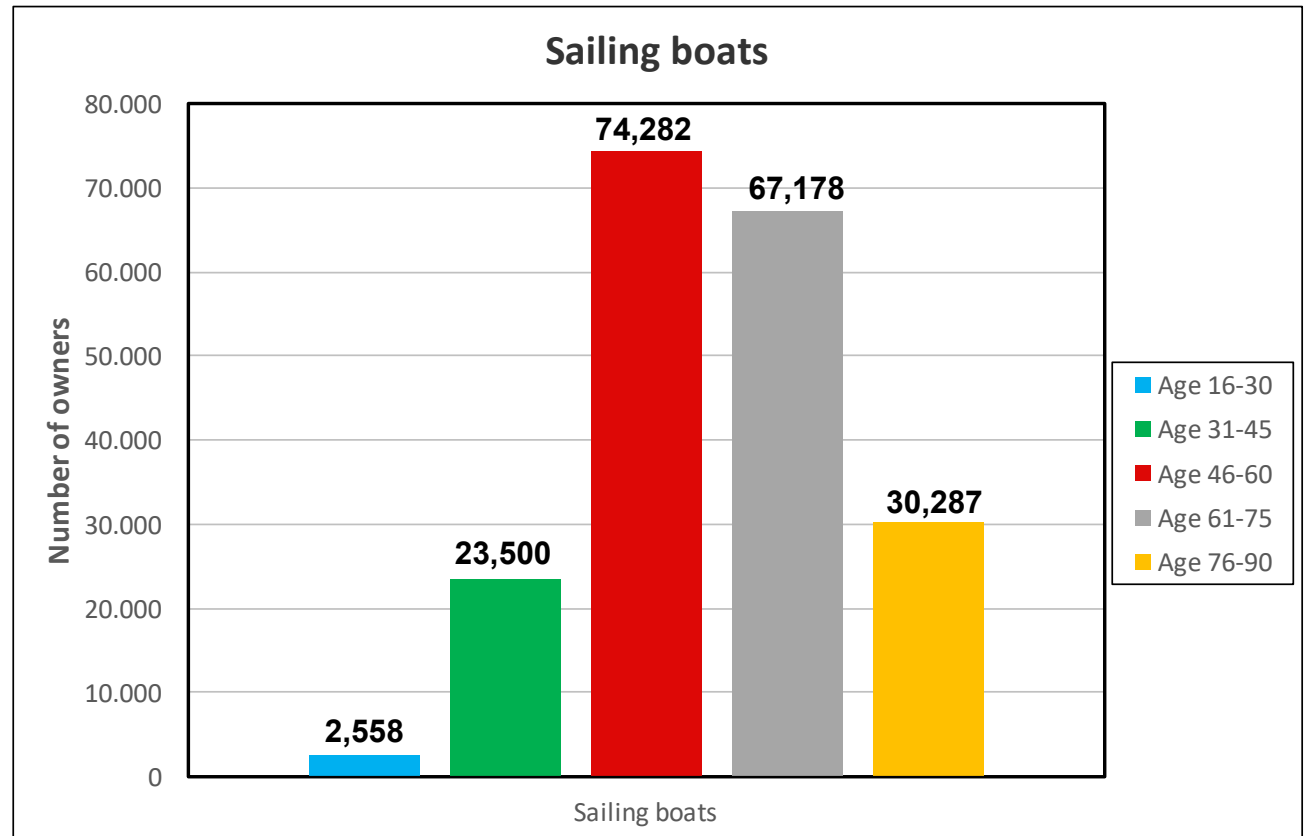
- All types of boats except inflatables
- 482.519 owners
- Average age 2015: 60 years
- Average age 2008: 54 years





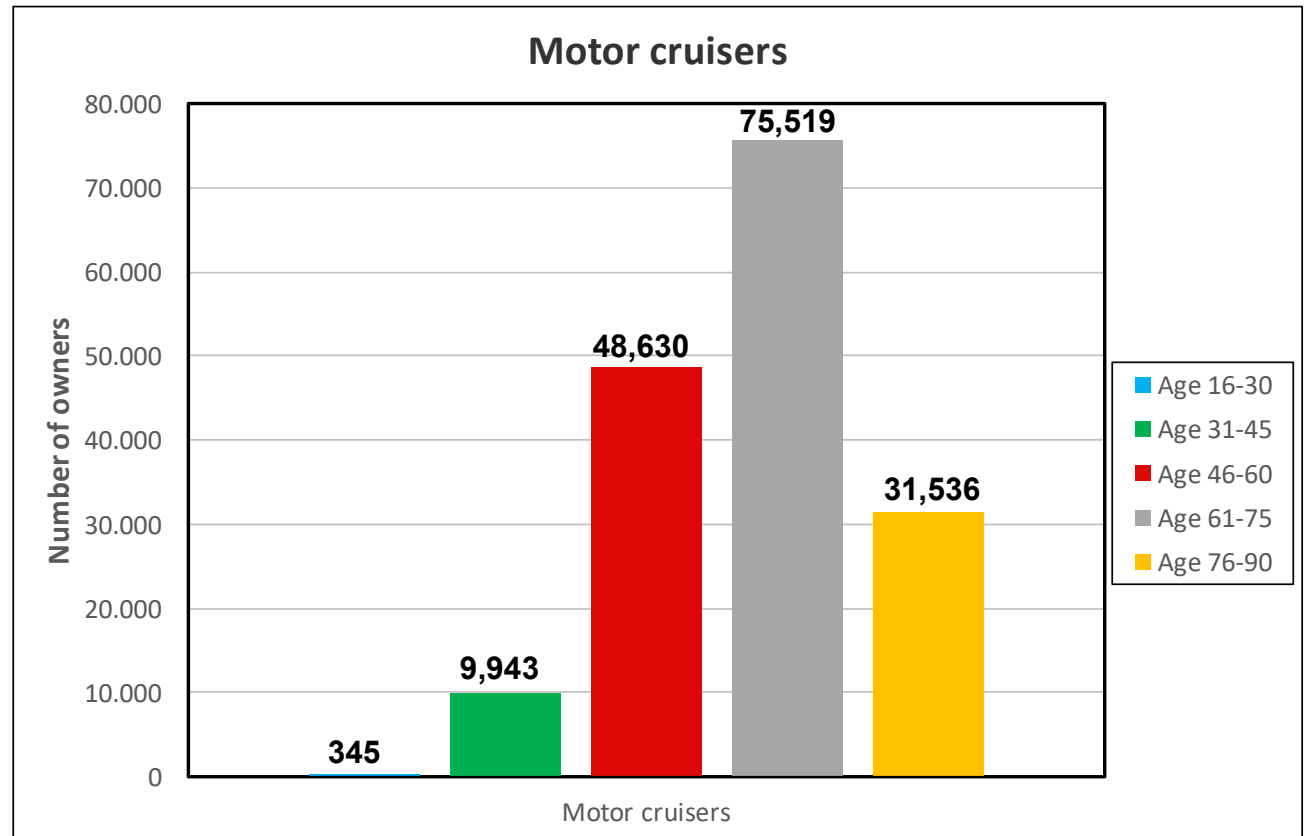
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- Sailing boats
- 197,868 owners
- Average age: 59 years
- Average age 2008: 55 years



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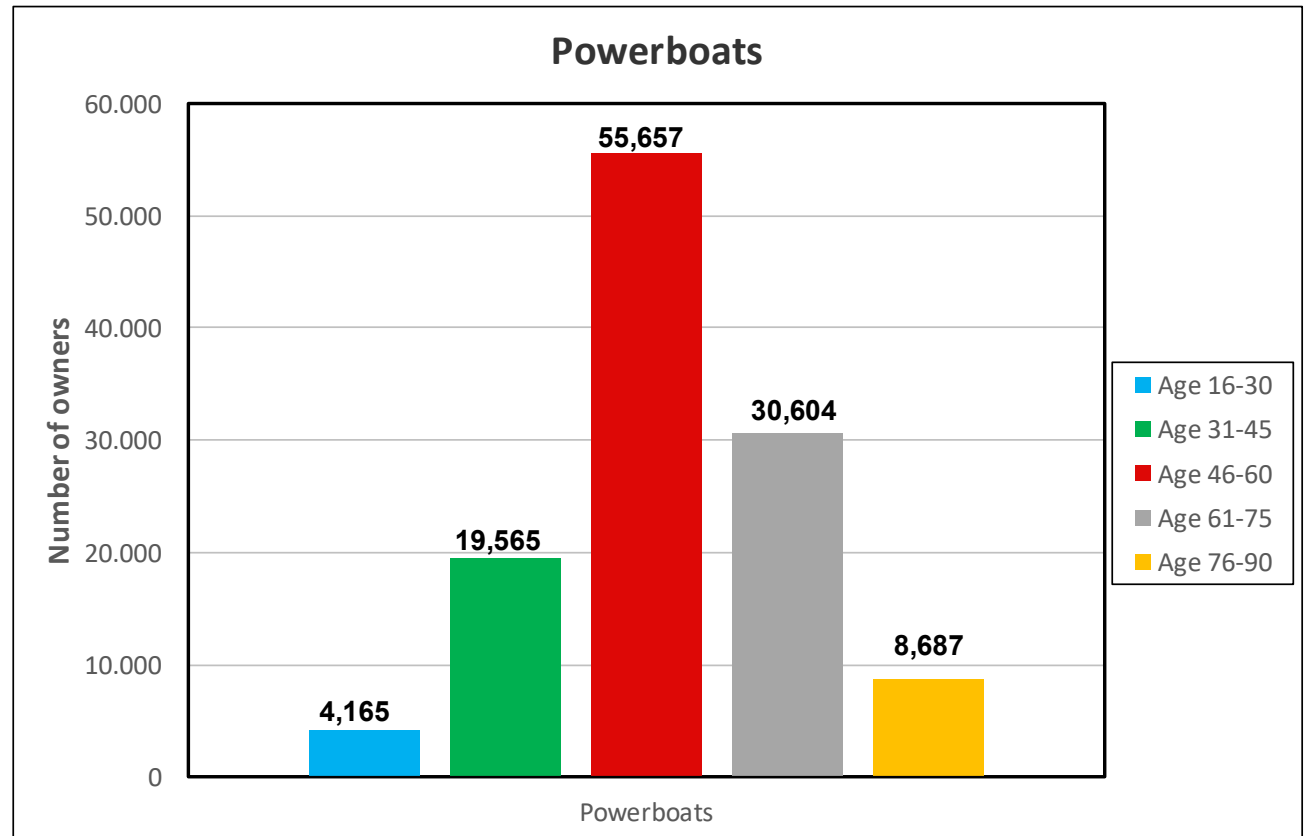
- Motor cruisers
- 165,972 owners
- Average age: 64 years
- Average age 2008: 58 years





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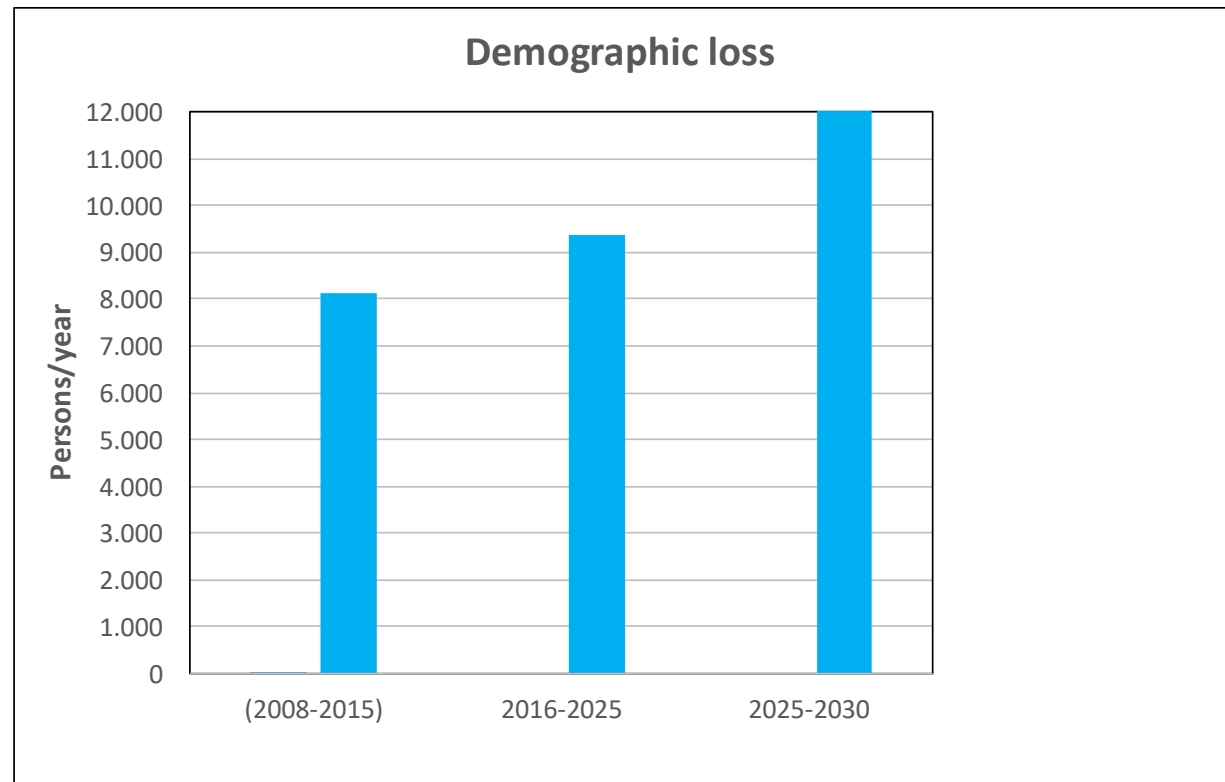
- Powerboats
- 118,678 owners
- Youngest group, average age: 54 years
- Average age 2008: 52 years



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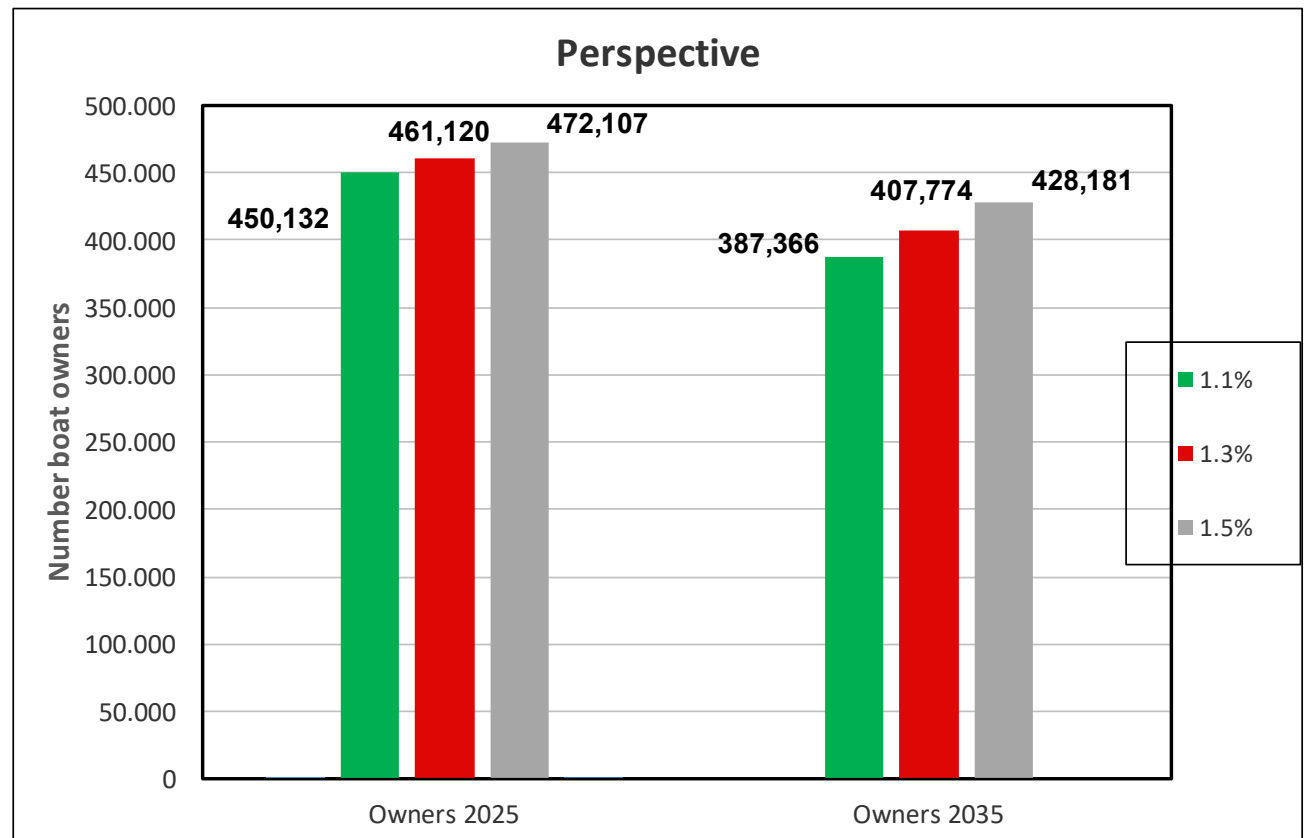


- Demographic loss



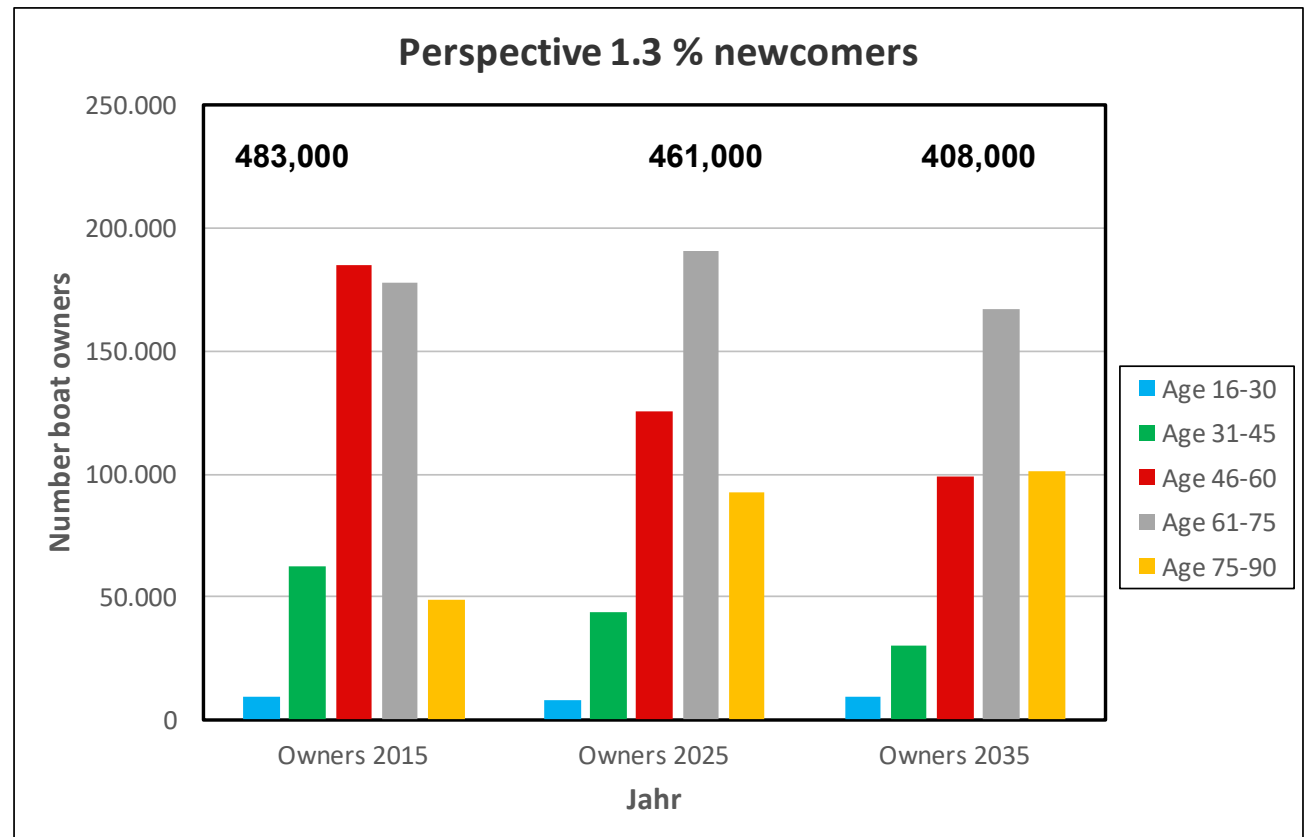
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- Today: 482.596 owners, 2008: 503.801
How many newcomers per year?
- Best days: 2.5% of every age group
- Last years: approx. 1% / 5-6000 per year
- 3 possible options: 1.1%, 1.3% and 1.5%



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- Development of the different age groups
- → more elderly people on board





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Conclusion

- Increasing average age for population in general and for boat owners in particular
- Decreasing number of boat owners, due to demographic loss, this factor can't be influenced
- Less owners in 10-20 years, even with an estimate of gaining 1.3% - if we can convince 1.5% or more of every age group, we can keep the number of boaters



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What can be done?

- Several campaigns in order to make boating more attractive and “easier”. Maybe one day we can reach up to 2.5% again?
- Study “fit and sail”: physical limits can be supported by technological help

More information:

<https://www.bvww.org/forschung/forschungsprojekte/fit-sail/>

<https://www.bvww.org/forschung/forschungsprojekte/strukturen-im-bootsmarkt/>

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Thank you!

Bundesverband Wassersportwirtschaft / German Marine Federation
Gunther-Plüschow-Str. 8
50829 Köln

info@bvww.org