

Dominion Marine Media Spanish Market Report

2015



Dominion Marine Media Spanish Market Report

2015

Welcome to Dominion Marine Media's (DMM) new report on the boat-sales market in Spain. The data in this report comes from DMM's family of Spanish websites, CosasDeBarcos, YachtWorld and boats.com.

CosasDeBarcos is the biggest boat-sales website in Spain, with more than 11,600 boat listings, and more than 50,000 boats for sale in southern Europe as a whole. YachtWorld, a global site for yacht brokerage sales, provides comprehensive reach in both Europe and the United States, and it includes larger yachts as well as smaller. Together with boats.com, DMM's new-boat site, YachtWorld carries an additional 11,609 listings of boats for sale in Spain.

This unique report contains an in-depth look at the boats on the market in Spain, including a review of the boatyard brands that are most frequently listed, as well as those brands that are most frequently searched. Finally, we include an analysis of boats sold in Spain in 2015 by members of YachtWorld, reporting in their proprietary database, SoldBoats.



John Burnham
Dominion Marine Media editorial director

Total boats listed for sale in Spain

23,153

Boat Type

Power: 16,670
Sail: 6,532

Boat Condition

New: 1,265
Used: 21,897

Spanish Boat Dealers and Brokers*

No. of Boats	Dealers/Brokers
1 - 9	86
10 - 19	49
20 - 49	51
50 - 99	32
100 - 199	9
> 200	16
Total	243

* CosasDeBarcos dealers/brokers, 2015

What Brands Are For Sale in Spain?

Beneteau, Jeanneau, plus UK and Spanish boats top the list.

If you visited any of Dominion Marine Media's three websites in Spain, the most common listings you would find for boats located in Spain—more than 2,500 of them—would be the long-standing, prolific brands, Beneteau and Jeanneau. Combined, as of September 2015, the boats listed under the two French brands were priced by their sellers at more than €228 million.

Our study of the boats listed for sale in Spain on CosasDeBarcos, YachtWorld, and boats.com was conducted in September 2015. It showed that Spanish boaters enjoy boats built in a variety of countries. Native brands Astondoa and Rodman were popular, with more than 1,000 boats combined, but in the top 10, UK brands Sunseeker, Fairline, and Princess figured even more prominently. Also high in the rankings were Bavaria (Germany), Azimut (Italy), and Sea Ray (U.S.).

Looking at the boats for sale on a value basis, builders of the largest yachts rose to the top. Azimut, Sunseeker and Astondoa led the valuation, with boats collectively priced from €378 to €478 million. Those brands were followed by Princess (€268 million), Sanlorenzo (€248 million) and Fairline (€199 million). Outside of the top 10, two other Italian brands ranked highly in terms of total price—Ferretti (€ 194 million) and Pershing (€ 152 million).

Listings By Boat Numbers

No.	Brand	Boats	Total Price
1	Beneteau	1358	€ 123,303,192
2	Jeanneau	1145	€ 104,734,121
3	Sunseeker	944	€ 408,708,785
4	Bavaria	853	€ 78,795,719
5	Fairline	695	€ 198,971,181
6	Azimut	640	€ 477,751,357
7	Princess	577	€ 268,003,682
8	Astondoa	560	€ 370,383,365
9	Sea Ray	499	€ 33,363,828
10	Rodman	485	€ 84,766,921
11	Cranchi	396	€ 44,941,843
12	Sealine	290	€ 55,766,645
13	Dufour	286	€ 23,466,251
14	Faeton	240	€ 13,686,397
15	Ferretti	234	€ 194,128,652
16	Starfisher	233	€ 16,870,557
17	Sessa	224	€ 24,876,408
18	Rio	182	€ 5,354,657
19	Quicksilver	180	€ 3,471,451
19	Hanse	180	€ 34,317,552
21	Pershing	165	€ 152,225,195
22	Menorquin	149	€ 17,047,104
23	Lagoon	147	€ 45,866,337
24	Bayliner	139	€ 3,469,455
25	Rinker	138	€ 5,756,264

Three Largest European Builders Have Most Searched Brands

By a large margin, the brands of the three largest production boatbuilders in Europe were the most-searched brands in the Spanish market in the first eight months of 2015—Beneteau, Jeanneau, and Bavaria. The production scale, the longevity and the wide range of boat models produced by these companies has made them tremendously popular, as well as the fact that these companies build both sailing boats and powerboats. In many cases, boats shoppers search frequently for the well-known model lines of these companies as opposed to the brands themselves, for example, Beneteau’s “Oceanis” and Jeanneau’s “Cap Camarat” lines.

Spanish boatyards hold three of the top 10 rank positions—Puma, Astondoa, and Rodman. While Puma sailing boats (like Westerly in the UK) have not been produced for a long time, Astondoa and Rodman are still very much in production and gaining reputation. Other Spanish brands in the top 20 include Furia, Menorquin and Starfisher.

The other top brands in the top 10 represent four countries: France (Dufour), the U.S. (Sea Ray), Italy (Azimut) and Sweden (Hallberg Rassy). The top brand from the UK is Sunseeker (11).

Top-Searched Brands in Spain*

1	Beneteau	21	Quicksilver
2	Jeanneau	22	Belliure
3	Bavaria	23	Monterey
4	Dufour	24	RO
5	Puma	25	Swan
6	Sea Ray	26	Princess
7	Azimut	27	Lagoon
8	Astondoa	28	Cranchi
9	Hallberg Rassy	29	Sessa
10	Rodman	30	J Boats
11	Sunseeker	31	Faeton
12	Grand Soleil	32	Rio
13	Fortuna	33	Elan
14	Dehler	34	Zodiac
15	X Yachts	35	Moody
16	Hanse	36	Fairline
17	Furia	37	Doqueve
18	Menorquin	38	Gib Sea
19	Starfisher	39	Pogo
20	North Wind	40	Bayliner

* Source: CosasDeBarcos

Brokerage Sales Rise in Spain in 2015

A 53 percent increase in the number of sailboats sold by brokers in Spain during the first eight months of 2015 helped lead an overall increase in brokerage sales in the country. According to member brokerages of YachtWorld, reporting in their proprietary SoldBoats database, 65 more sailboats were sold in the period in 2015 than in 2014, up from 123 to 188 boats. Powerboat sales increased, as well, from 410 to 421 boats, a 3 percent rise, contributing to an overall market growth from 533 to 609 boats sold, a 14 percent gain.

While the number of sales rose, the total price paid for the boats sold declined from €160.7 million to €135.3 million, a 16 percent reduction. Yet average sold prices were stronger in most segments of the market, which might seem contradictory except that the areas of weaker sales were mostly among larger yachts, 56 feet and longer.

The number of boats sold over 80 feet decreased from 20 to 15. The average price for a boat of this size declined from €3.58 to €3.17 million, with the total value of boats sold down from €71.6 to €47.5 million. Among boats 56 to 79 feet, the number of boats sold fell from 54 to 39, and the total price paid was €27.5 million, down from €37.7 million in 2014. The average price paid for this size boat remained about the same, rising 1 percent from €698,000 to €705,000.

Sales volume improved significantly among boats 46 to 55 feet, gaining 38 percent with 126 boats sold, but average prices were lower. The total value of the boats sold was up only 11 percent, and the average price, €207,000, was 20 percent lower than in 2014.

Sold Boats Report 2014 v 2015

Overall

Boats Sold

2014 - 533 Boats
2015 - 609 Boats

Avg Days to Sale

2014 - 402 Days
2015 - 396 Days

Value of Boats Sold

2014 - € 160,726,140
2015 - € 135,334,334

Avg Boat Value

2014 - € 301,550
2015 - € 222,224

Power

Boats Sold

2014 - 410 Boats
2015 - 421 Boats

Avg Days to Sale

2014 - 399 Days
2015 - 400 Days

Value of Boats Sold

2014 - € 126,086,494
2015 - € 107,124,604

Avg Boat Value

2014 - € 307,528
2015 - € 254,453

Sail

Boats Sold

2014 - 123 Boats
2015 - 188 Boats

Avg Days to Sale

2014 - 416 Days
2015 - 387 Days

Value of Boats Sold

2014 - € 34,639,646
2015 - € 28,209,730

Avg Boat Value

2014 - € 281,623
2015 - € 150,052

Brokerage Sales Rise in Spain in 2015

cont'd

Sales of boats in Spain between 26 and 45 feet were higher in 2015. The strongest segment was boats 26 to 35 feet, up 45 percent, with 164 boats sold, while among the larger boats from 36 to 45, sales improved 17 percent, with 168 boats sold. In both segments, the average price increased 1 percent in 2015 over 2014, with the larger boats selling for €135,000 and the smaller boats averaging €57,000.

The number of boats sold under 26 feet was lower by 13 percent in 2015, with 97 boats sold, down from 112 in 2014. The average value rose, however, from €21,900 to €23,600.

The number of days a boat was listed for sale before selling declined by 6 days, on average, in 2015, from 402 to 396. While power sales were level at 400 days, sailboats began selling more quickly, down from 416 to 387 days. The most dramatic change was in the 46- to 55-foot and 56- to 79-foot ranges, in which the time to sell a boat dropped from 404 to 318 days and from 611 to 514 days, respectively.

Trending in the other direction, however, were boats 36 to 45 feet, which took an average of 438 days to sell, up from 364. Boats under 26 feet sold more slowly as well, up from 346 to 384 days.

Sold Boats Report 2014 v 2015

cont'd

<26'

Boats Sold

2014 - 112 Boats
2015 - 97 Boats

Value of Boats Sold

2014 - € 2,447,972
2015 - € 2,285,974

26 - 35'

Boats Sold

2014 - 113 Boats
2015 - 164 Boats

Value of Boats Sold

2014 - € 6,306,606
2015 - € 9,288,728

36 - 45'

Boats Sold

2014 - 143 Boats
2015 - 168 Boats

Value of Boats Sold

2014 - € 19,130,208
2015 - € 22,737,995

46 - 55'

Boats Sold

2014 - 91 Boats
2015 - 126 Boats

Value of Boats Sold

2014 - € 23,496,088
2015 - € 26,035,632

56 - 79'

Boats Sold

2014 - 54 Boats
2015 - 39 Boats

Value of Boats Sold

2014 - € 37,712,389
2015 - € 27,503,190

80' +

Boats Sold

2014 - 20 Boats
2015 - 15 Boats

Value of Boats Sold

2014 - € 71,632,877
2015 - € 47,482,815

Driving Boat Sales **Globally**

For further information please contact:

John Burnham, Editorial Director
john.burnham@dominionmarinemedia.com

Courtney Chalmers, Vice President, Marketing
courtney.chalmers@dominionmarinemedia.com

DOMINION
MARINE MEDIA

Cover photo courtesy Beneteau