



ANNUAL BAROMETER

okcroisiere Barometer 2025

French Consumers and Cruising

+14%

INQUIRIES VS 2024

€980

AVG. BUDGET / PERSON

67%

UNDER €1,000

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METHODOLOGY

This study is based on the analysis of **several thousand cruise inquiries** recorded on okcroisiere.fr between 1 January and 31 December 2025, supplemented by actual booking data provided by our partners. Each inquiry corresponds to a real booking intent — a traveller who selected an itinerary, a ship, a date and a number of passengers. This barometer does not rely on any declarative survey: it reflects observed behaviours. Comparisons cover the years 2023, 2024 and 2025. Unless otherwise stated, prices are per person in a double cabin, excluding flights and port taxes.

+14

%

INQUIRIES VS 2024

980

€

AVG. BUDGET / PERSON

67

%

UNDER €1,000

61

%

MEDITERRANEAN

34

%

TRAVEL AS FAMILIES

6-8

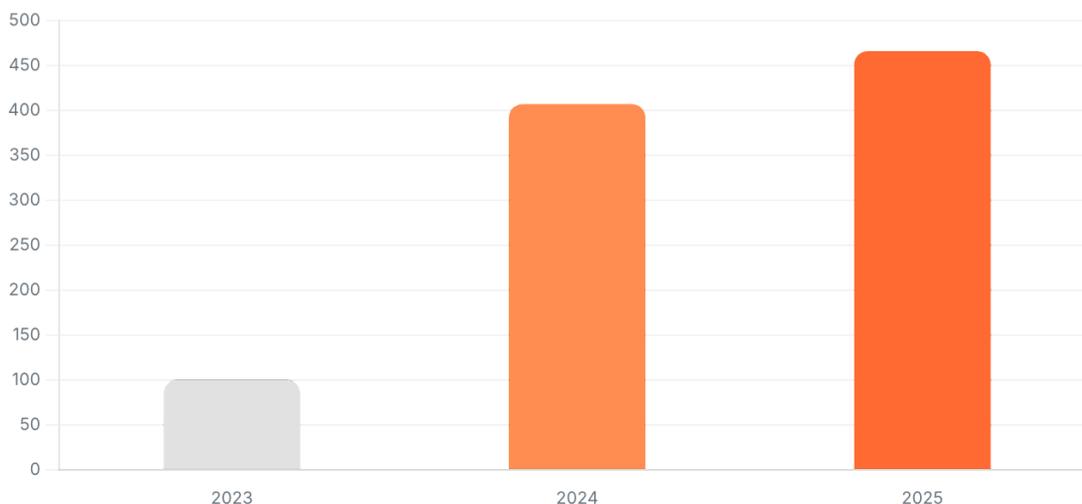
days

MOST POPULAR DURATION

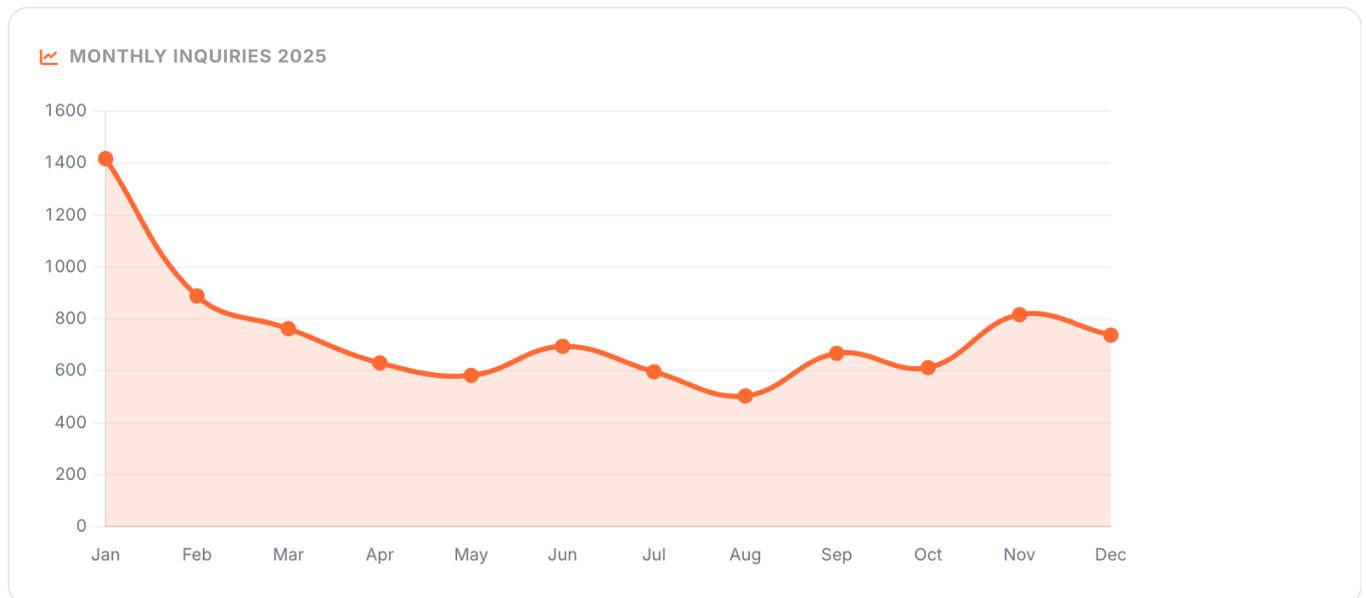
01. The market in 2025: cruising picks up speed

The year 2025 confirms a strong momentum for cruising in France. Inquiries recorded on okcroisiere.fr grew by **14% compared to 2024**, which was itself already a bumper year. Using 2023 as a baseline (index 100), demand reached an index of 407 in 2024 and **466 in 2025**. This trajectory reflects both the growth of our platform — which now lists 343 ships, 43 cruise lines and more than 11,000 itineraries — and a growing appetite among French consumers for cruise holidays.

YEAR-ON-YEAR INQUIRY TREND (INDEX, BASE 100 = 2023)

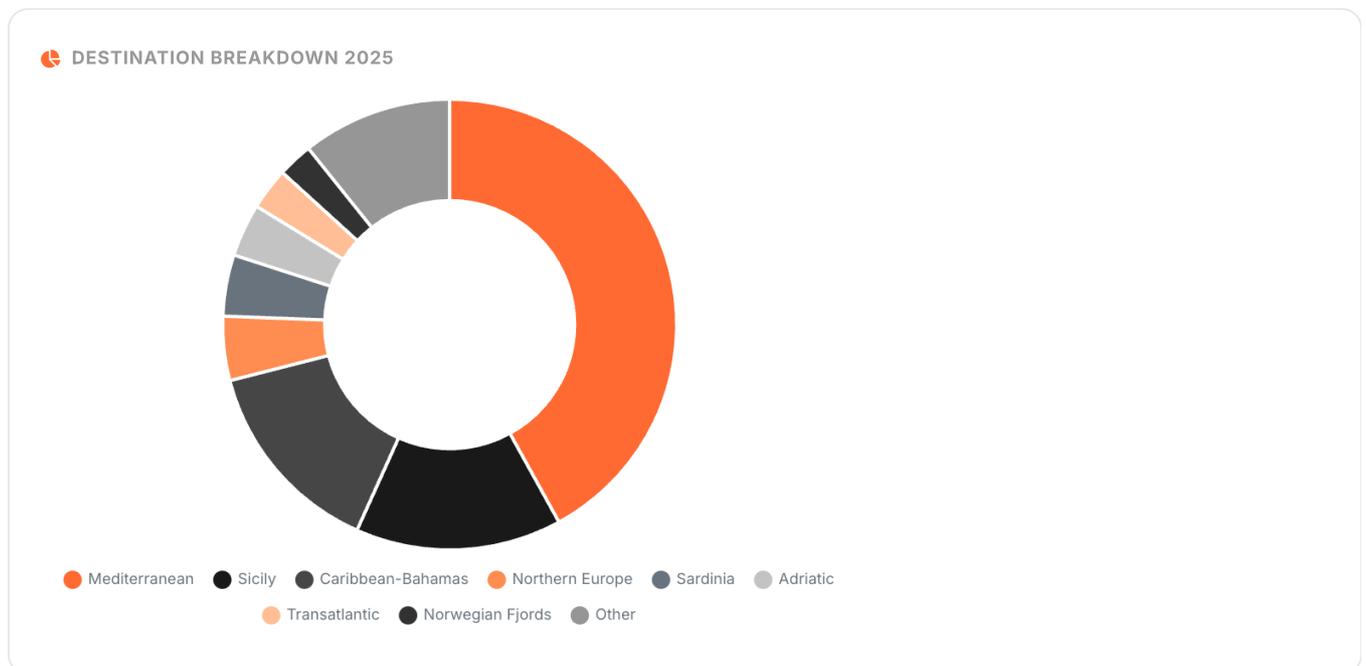


The seasonal pattern of inquiries follows a shape I see every year. January accounts for the annual peak: it is the season of New Year's resolutions, launch offers and "early booking" campaigns from cruise lines. Demand then tapers off in spring and summer — logically, passengers sailing between June and September have already booked. A second wind appears in November, driven by end-of-year promotions and bookings for the following winter season.



This dual rhythm — a peak at the start of the year, a rebound in autumn — reflects the behaviour of a traveller who plans ahead. A cruise is not an impulse purchase. It is researched, compared and mulled over. Several months can elapse between the first search on a comparison site and the actual embarkation.

02. Where do French travellers want to go?



The Mediterranean remains, by far, the favourite playground of French cruise passengers. Aggregating the Western Mediterranean (42% of inquiries), Sicily (14.7%) and Sardinia (4.4%), **the broader Mediterranean basin accounts for 61% of all booking intents** — and an even higher share of actual bookings. The explanation boils down to three words: proximity,

price, sunshine.

Behind this Mediterranean bloc, the Caribbean and Bahamas rank as the second most popular destination with 14.3% of inquiries, up an estimated **70%+** compared to 2024. Northern Europe (4.6%), the Adriatic (3.8%) and Transatlantic crossings (3.0%) round out the picture.

Rising destinations

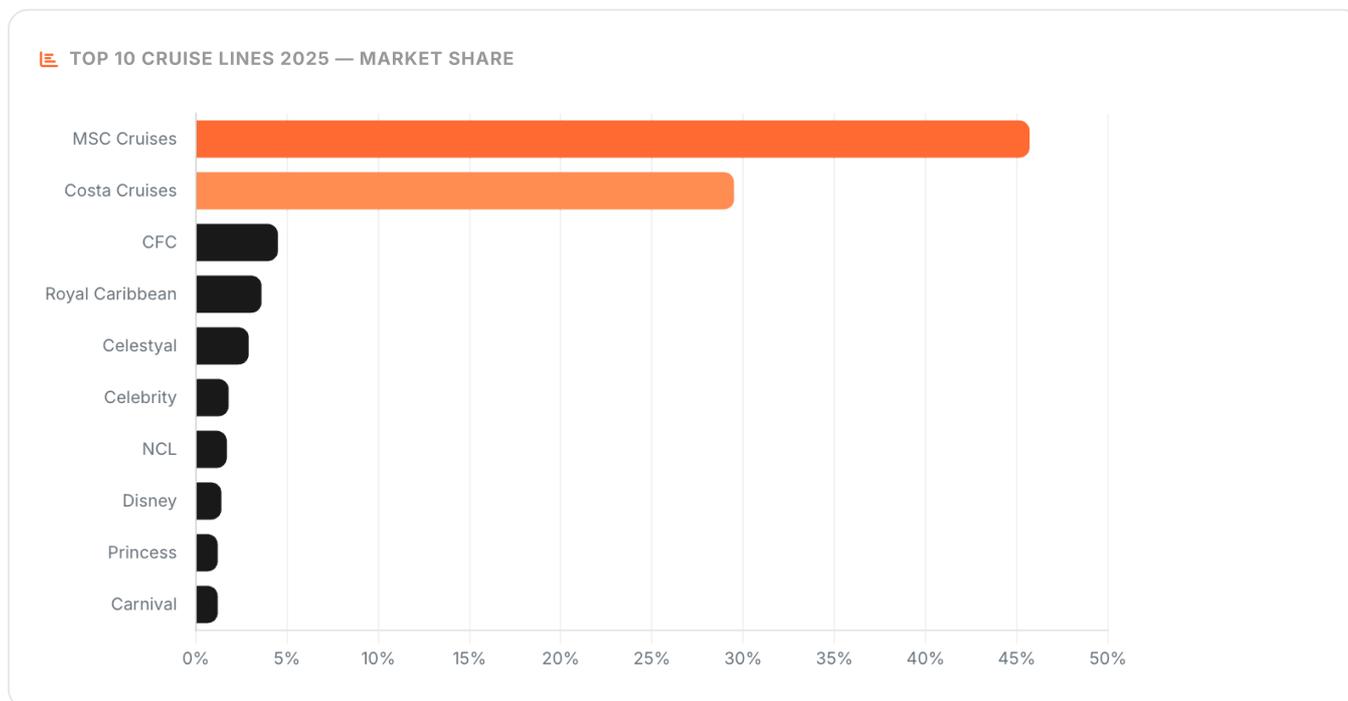
Several itineraries posted spectacular growth in 2025. Transatlantic crossings, which appeal to fans of long-haul voyages, surged by **+159%**. Norwegian Fjords went from a near-negligible presence in 2024 to over 200 inquiries in 2025 — a forty-fold increase. Alaska grew by **+275%**, a sign that French cruise passengers are venturing further afield and seeking more adventurous sailings. Antarctica, still a niche market, saw its demand quadruple.

Over the past three years I have observed a structural trend: French travellers, long focused on the Mediterranean, are gradually broadening their horizons. Long-haul destinations remain a minority, but their growth signals a maturing market.

When do they sail, by destination?

Seasonality data by destination reveals very distinct patterns. The Mediterranean generates demand year-round, peaking in the second quarter. The Caribbean follows the opposite pattern: demand surges in winter and at year-end. Norwegian Fjords are logically concentrated in the third quarter, while Transatlantic crossings peak in the fourth quarter, driven by autumn repositioning voyages — a good deal that seasoned cruisers know well.

03. The cruise lines winning over French consumers



The French cruise market is dominated by a duopoly. **MSC Cruises and Costa Cruises together capture 75% of inquiries** recorded on okcroisiere in 2025. Two cruise lines, three quarters of the market: a massive balance of power that reflects their aggressive pricing, their departures from French ports (Marseille foremost) and their intensive marketing to the general public.

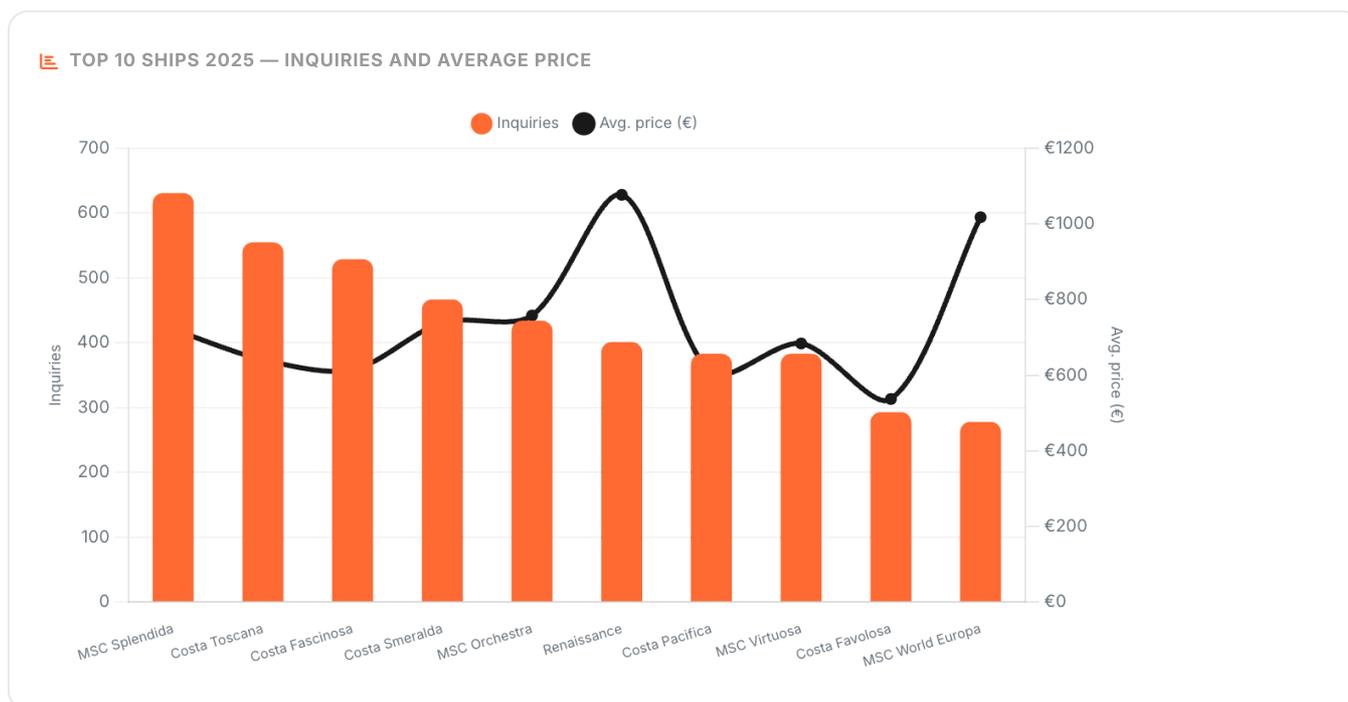
MSC Cruises leads with a **45.7% market share**, up 30% versus 2024. Costa Cruises slips to 29.5% (-20%), a notable decline that may reflect fleet adjustments or pricing repositioning.

Beyond the duopoly

Compagnie Française de Croisières (CFC) secures third place (4.5%) thanks to its flagship vessel the Renaissance. Royal Caribbean, a global cruise giant, remains surprisingly discreet on the French market (3.6%), probably held back by the lack of embarkation points in mainland France and higher fares.

The standout story of 2025 is **the surge of Disney Cruise Line**, which grew by over 400% year-on-year. Norwegian Cruise Line (+54%), Celebrity Cruises (+49%) and Princess Cruises (+137%) also advanced, signalling a slow but real diversification in French cruise passengers' preferences.

04. The star ships of 2025



The ranking of the most sought-after ships in 2025 is unsurprisingly dominated by MSC and Costa, which place 18 vessels in the top 20. Leading the pack: **MSC Splendida**, a Fantasia-class ship positioned in the Mediterranean departing from Marseille, followed by **Costa Toscana** and **Costa Fascinosa**.

This ranking is striking for what it reveals about French clientele. The most requested ships are not the newest or the largest. MSC Splendida, launched in 2009, outperforms far more modern vessels. The explanation is simple — it sails from Marseille, on short Mediterranean itineraries, at very competitive prices. **The departure port and the price matter more than the ship's novelty for French cruise passengers.**

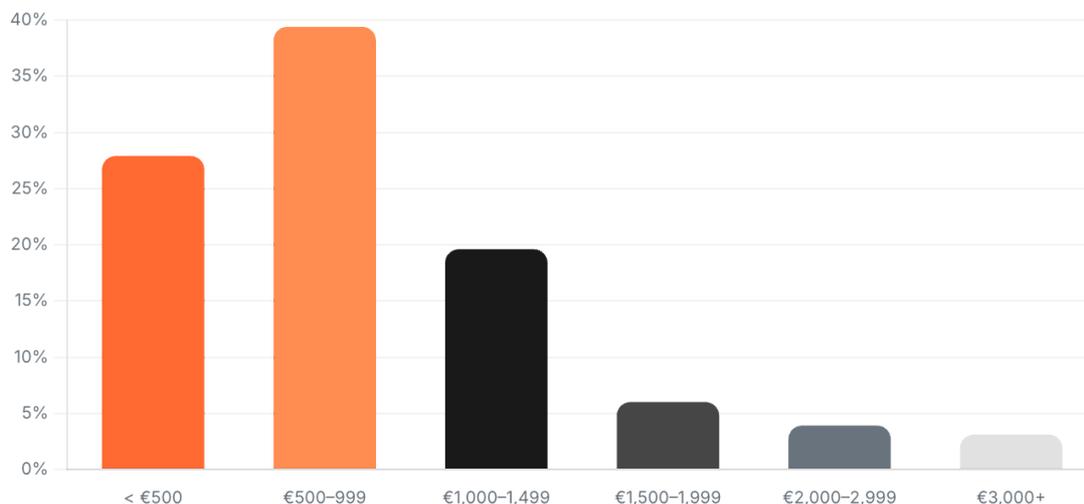
CFC's **Renaissance** stands out with the highest average inquiry price in the top 10 (around €1,080 per person), well above MSC and Costa ships that range between €540 and €760.

05. How much does a cruise cost in 2025?

This is probably the most important question in this study, and the numbers provide a clear answer: **the average cruise budget in 2025 stands at around €980 per person.** This figure is consistent between inquiry prices and actual bookings — which validates the reliability of our data.

Two thirds of inquiries (67.3%) are for cruises under €1,000 per person. More than a quarter (27.9%) are even for cruises under €500. In other words, an all-inclusive cruise — cabin, dining, entertainment, transport between multiple ports of call — is now available at the price of a holiday club stay.

PRICE RANGE BREAKDOWN 2025



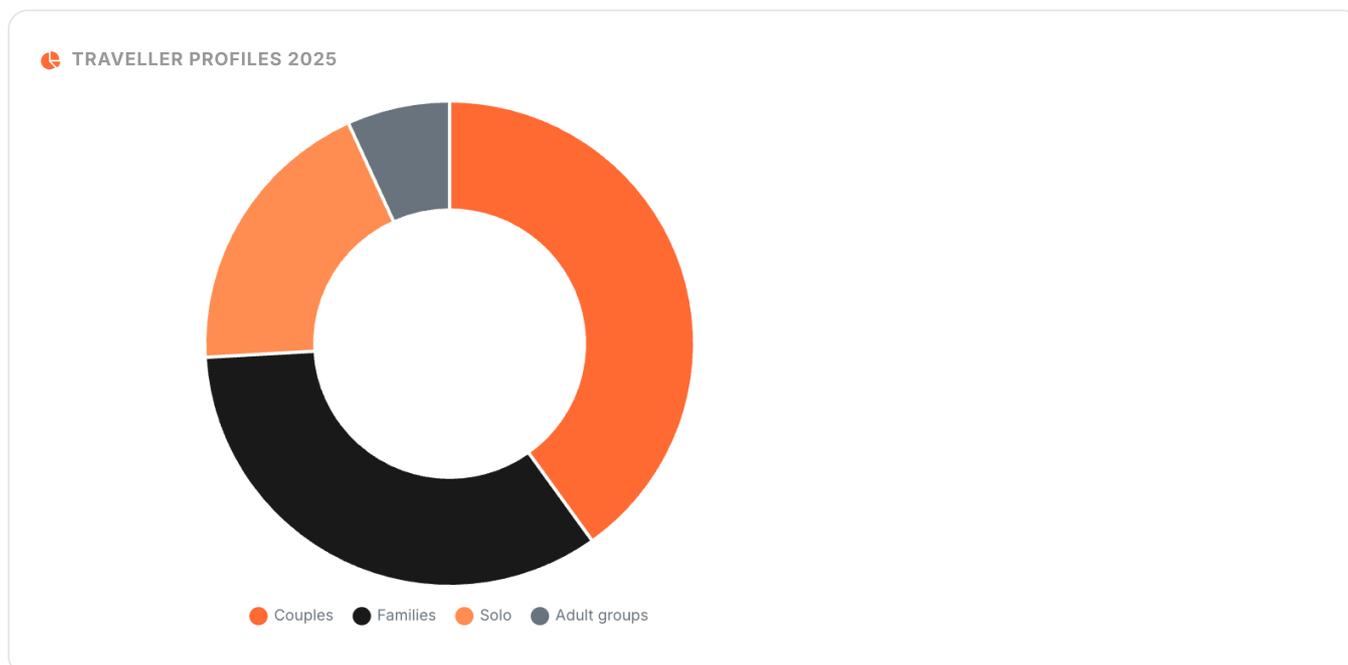
The core of the market (39.4%) falls between €500 and €999 per person — the classic one-week Mediterranean cruise departing from Marseille. The "under €500" segment (27.9%) corresponds to mini-cruises of 3 to 5 days or interior cabins in low season.

The premium segment (€1,500 and above) accounts for 13% of inquiries. It is a niche in volume, but a major niche in value. Cruises above €3,000 per person (3.1%) correspond to long-haul destinations — Tahiti (average price: €4,210), Antarctica (€5,820), Arctic (€4,650) — or luxury cruise lines.

Prices are changing, but not the way you'd think

The overall average price rose from €928 in 2024 to €985 in 2025, an increase of **+6%** — a moderate rise. But the average price per day jumped from €84 to €115, or **+37%**. This divergence is explained by a shortening of the average cruise duration requested, which fell from 13.9 to 11.1 days. In practice, French consumers are paying only marginally more overall, but they are choosing shorter, more intensive cruises.

06. Profile of the French cruise passenger



Cruising is not a retiree's holiday. The 2025 data proves it beyond doubt.

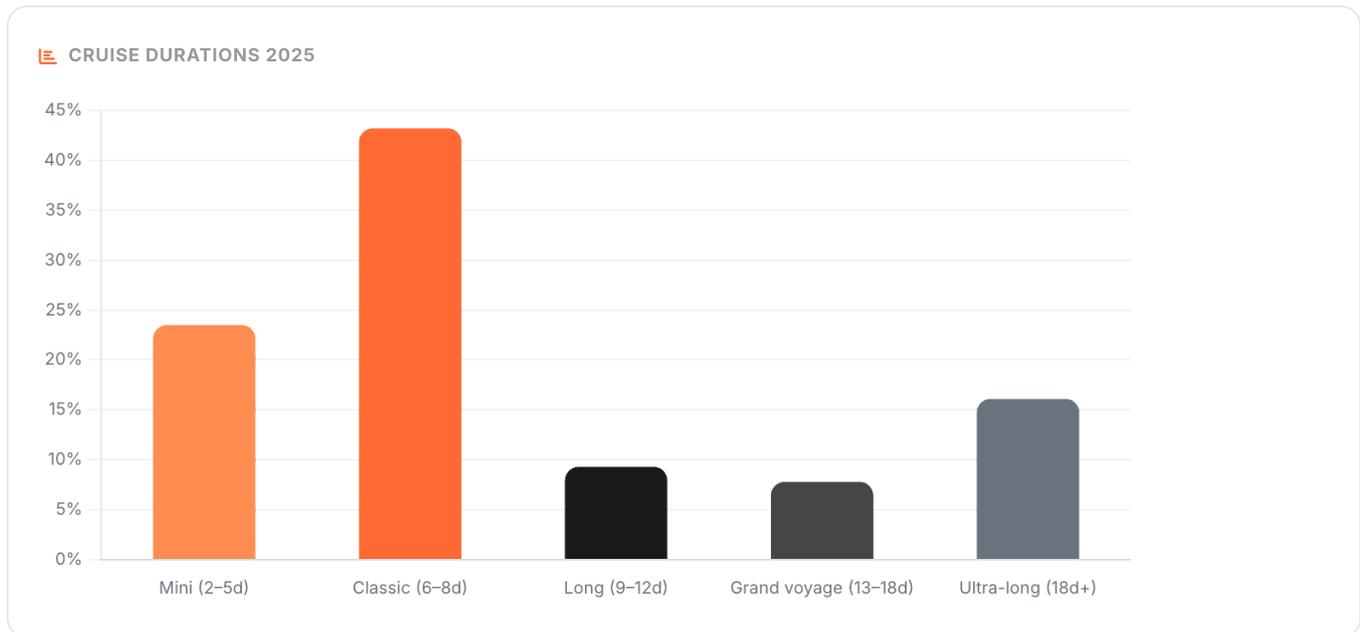
Couples remain the dominant profile (40.1% of inquiries). But the second-largest group is **families with children**, accounting for **34% of inquiries** — a remarkable figure. These families travel with an average of 1.8 children, and some with up to 6. The average family budget (€919 per person) is slightly lower than that of couples (€1,005), confirming that family cruising is positioned at accessible price points.

Solo travellers make up 19.1% of inquiries — a rapidly growing segment. **Adult groups without children** (3 or more people) account for 6.8% of inquiries — friends, extended families or corporate outings.

Families and couples don't dream of the same ports of call

Families over-index on Norwegian Fjords and Sardinia — nature-focused destinations. Couples dominate on Transatlantic crossings, the Danube and South America — longer, more contemplative itineraries. Solo travellers show a higher-than-average appetite for the Caribbean and Transatlantic routes.

07. How long do they sail for?



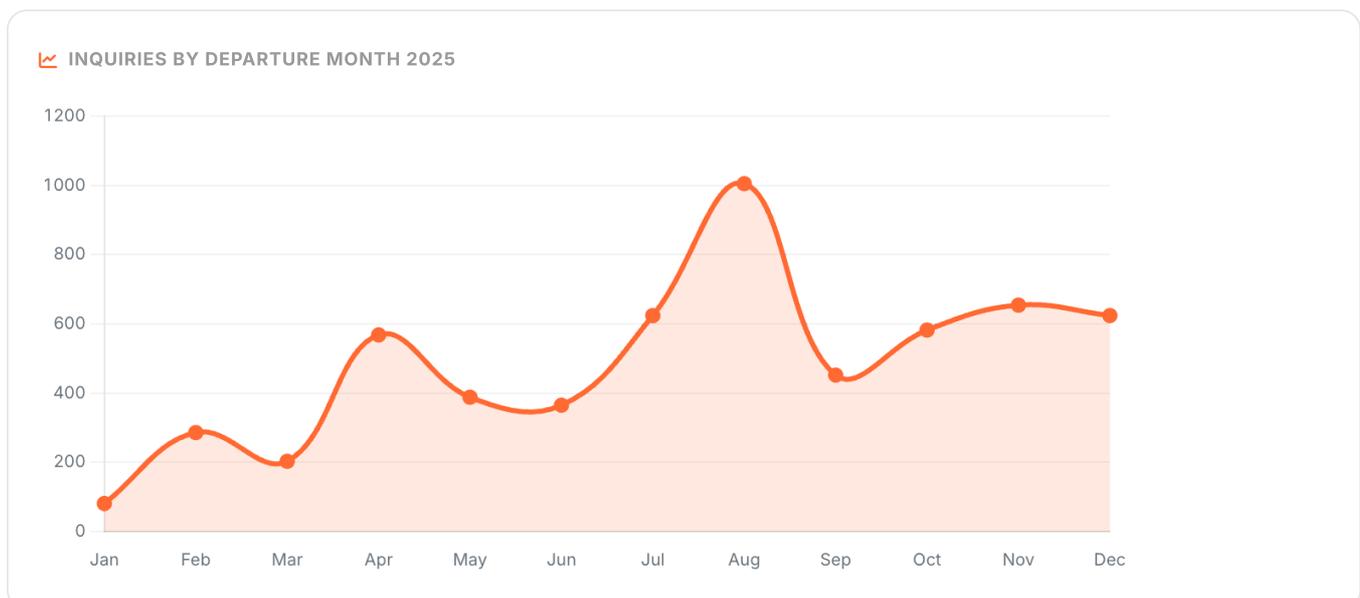
The **6-to-8-day cruise** is the dominant format, chosen by 43.2% of travellers. This is the "Mediterranean week" — the classic itinerary departing from Marseille. Its average price of €912 per person makes it the best trade-off between duration, discovery and budget.

Mini-cruises of 2 to 5 days attract 23.5% of inquiries. At an average price of €392, they represent the ideal entry point for first-timers or budget-conscious travellers.

The surprise comes from the **ultra-long** segment (18 days and more), which accounts for **16.1% of inquiries**. This high figure is partly explained by repositioning crossings and world cruises, whose average duration exceeds 145 days.

08. When and how do they book?

The most popular departure months



August dominates. With over 1,000 departure inquiries, August is the most sought-after period, far ahead of July and the autumn months. But demand never collapses: every month of the year registers at least 200 departure inquiries, proving that cruising is a four-season product.

Lead time: how far ahead do they book?

The **short term** (1 to 3 months before departure) slightly leads with 26.6% of inquiries, but the medium term and long term each account for around 21%. The **last-minute** segment (less than one month) attracts 19.1% of inquiries, with a significantly lower average price: **€688** versus €1,266 for bookings made 6 to 12 months out.

This price differential illustrates two coexisting strategies. Travellers who book early pay more but secure the best ships and the best cabins. Those who wait until the last minute benefit from reduced rates on remaining cabins — often interior ones, but at unbeatable prices.

09. A few fun facts to wrap up

💎 DID YOU KNOW?

The cheapest inquiry recorded in 2025 was for a one-day mini-cruise aboard MSC Virtuosa in Northern Europe: . Yes, €29. The price of a restaurant meal — to step aboard a cruise ship.

At the other end of the spectrum, one traveller expressed interest in a 1,538-day cruise — more than four years at sea aboard the Crown Princess. Four years sailing the oceans, waking up in a different port every morning. Some people dream of it.

And among confirmed bookings, a group of — a hip-hop dance association — embarked together on a Costa ship in the Mediterranean from Marseille. Proof that cruising is no longer just an intimate holiday: it is also a collective, festive, multi-generational way to travel.

10. What this barometer reveals

I publish this study because I am convinced that the French cruise market suffers from a lack of publicly available data. Figures from professional organisations, tour operator studies, cruise line reports do exist — but they are rarely accessible to the general public.

With okcroisiere, I have a unique observatory: several thousand French consumers who, every year, express precisely what they want — which destination, which ship, which budget, which duration, how many passengers. These are not survey responses; they are concrete actions by consumers who compare options and are about to book.

If I had to sum up 2025 in one sentence: cruising in France has left its niche to become a mainstream holiday, and this is only the beginning.

What the 2025 data reveals is a cruise industry in transition. **More accessible** — 67% of inquiries under €1,000, full board included. **More family-oriented** — 34% of families with children, far from the cliché of cruises being for retirees. **Shorter** — the 6-to-8-day week dominates. And paradoxically **more diverse** in its destinations: French travellers are increasingly venturing to Alaska, the Fjords, Transatlantic crossings and Antarctica. The MSC-Costa duopoly remains overwhelming, but Anglo-Saxon cruise lines are gaining ground. Disney is surging. The luxury segment is stirring.



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French entrepreneur, former Product Manager at Expedia Group (2011–2016). Over 20 years of experience in the travel and cruise industry. Founder of okcroisiere.fr, an independent comparison site listing 343 ships, 43 cruise lines and more than 11,000 itineraries.