

J.D. POWER

MARKET INSIGHTS



MARINE
2023 YEAR-END

MARKET INSIGHTS

MARINE
2023 YEAR-END

MARINE MARKET INDUSTRY OVERVIEW

Most segments of the marine market returned to fairly typical conditions in 2023, with supply increasing and equity and financing more of a challenge.

Looking at individual segments, the most recent 10 model years of used outboard boat values brought 4.3% less money in the November-December period of 2023 compared to September-October, and 9.3% less in calendar-year 2023 compared to 2022. Stern drives brought 8.2% less money in November-December compared to September-October, and 17.1% less in 2023 compared to 2022. Inboards brought 8.7% less money in November-December than September-October, and 6.9% less in 2023 than 2022. Personal watercraft brought 5.3% less in November-December than September-October, and 15.6% less in 2023 than 2022.

Despite the ongoing market correction, outboards and inboards are still bringing strong money in historical terms, performing better than 2021 if not 2022. Stern drives are now below 2021 pricing levels on their way back to pre-pandemic pricing, and personal watercraft are performing similarly. Expect the correction to continue in 2024 as headwinds increase.

MARINE VALUES

AVERAGE RETAIL VALUE BY CATEGORY – LAST 10 MODEL YEARS

OUTBOARD BOATS



STERN DRIVE BOATS



MARINE VALUES

AVERAGE RETAIL VALUE BY CATEGORY – LAST 10 MODEL YEARS

INBOARD BOATS



PERSONAL WATERCRAFT



MARINE VALUES VS. TRAFFIC

AVERAGE RETAIL VALUE AND TRAFFIC VIEWS BY CATEGORY

OUTBOARD BOATS



STERN DRIVE BOATS



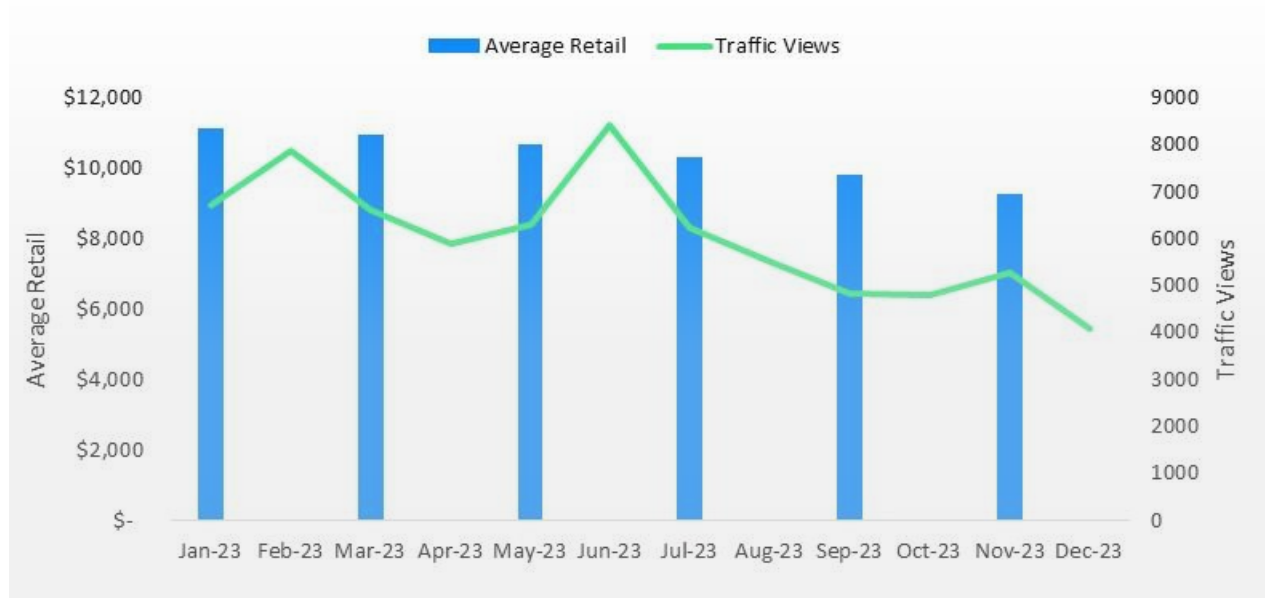
MARINE VALUES VS. TRAFFIC

AVERAGE RETAIL VALUE AND TRAFFIC VIEWS BY CATEGORY

INBOARD BOATS

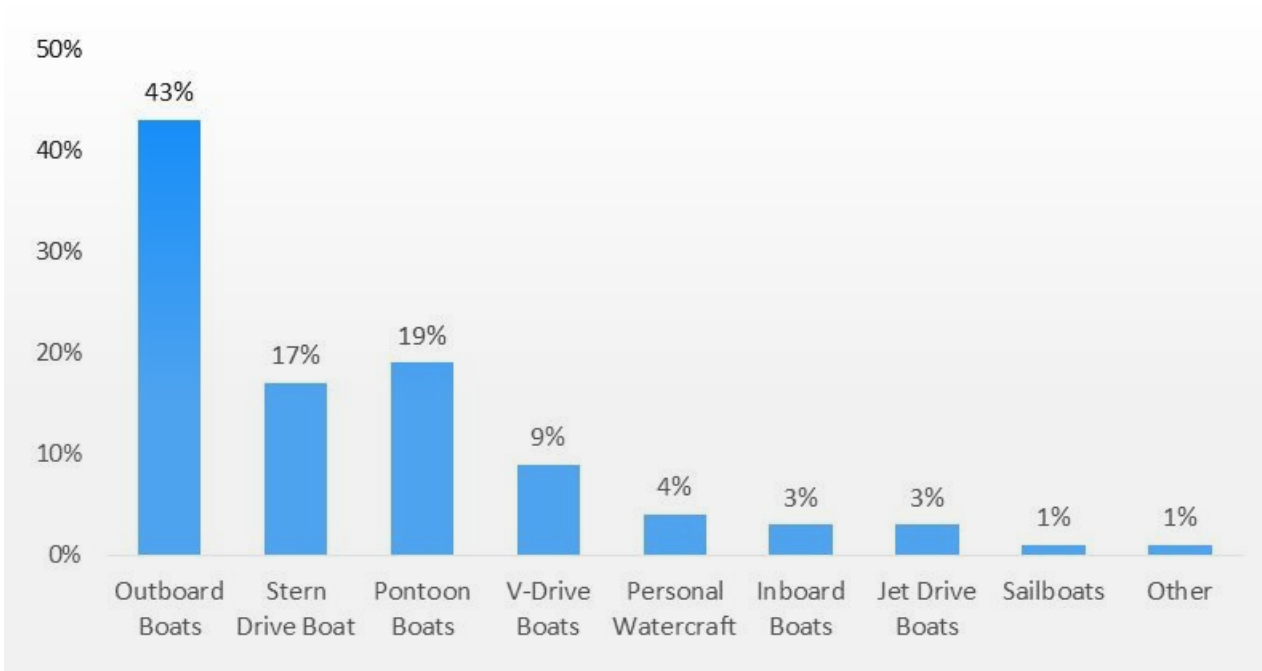


PERSONAL WATERCRAFT



MARINE CATEGORIES

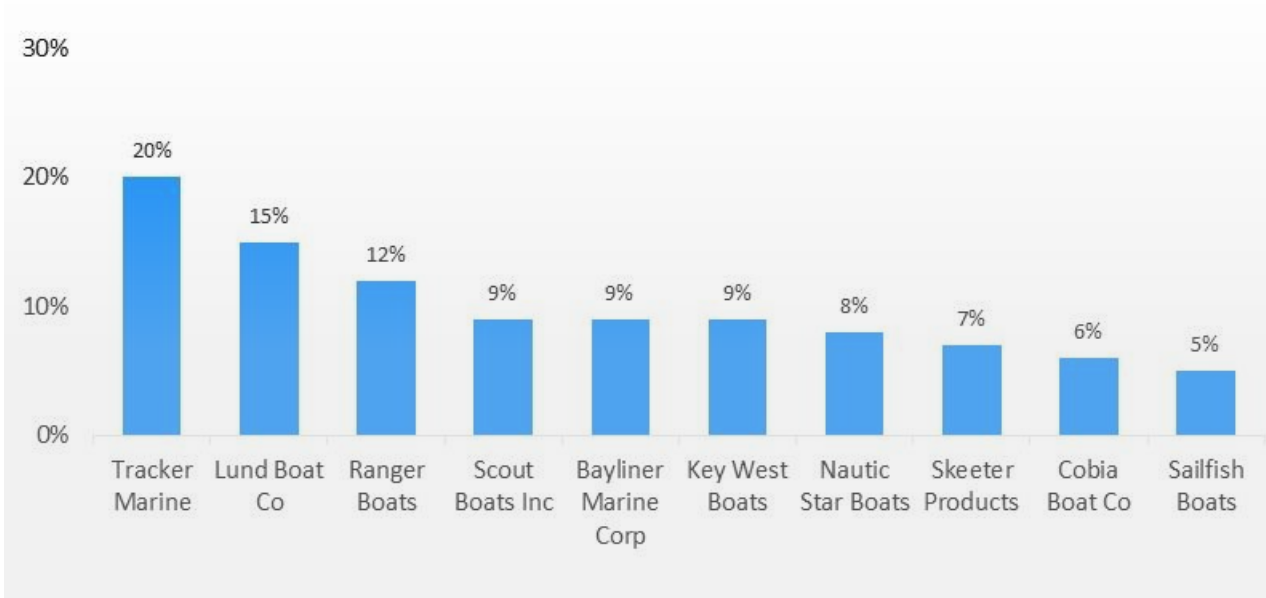
VIEWS IN 2023



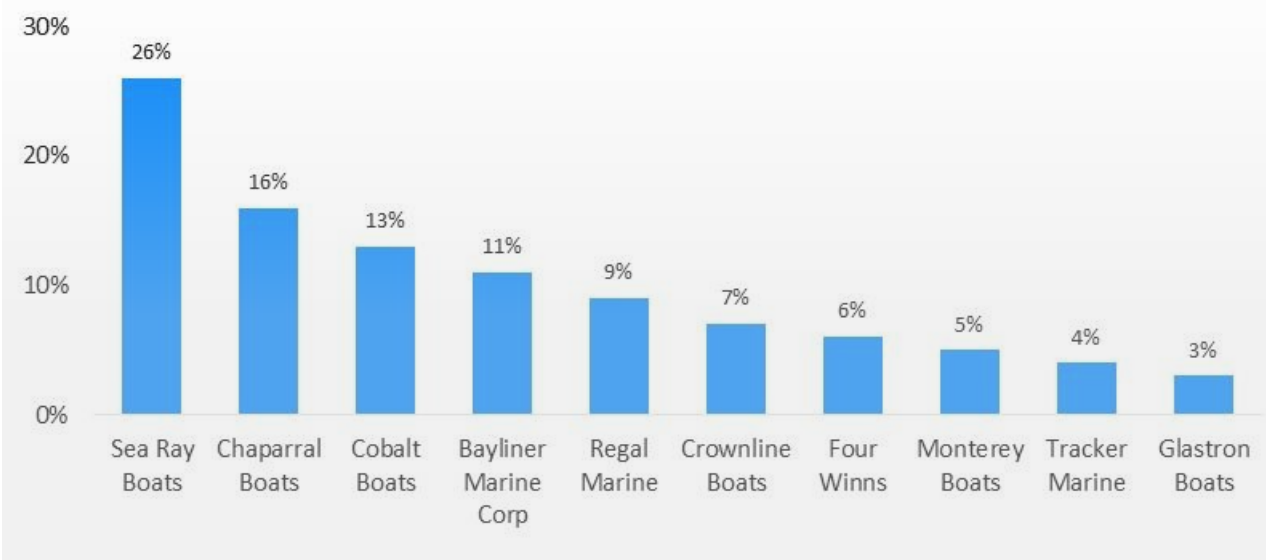
POWER BOAT BRANDS

TOP RESEARCHED BRANDS IN 2023

OUTBOARD BOATS



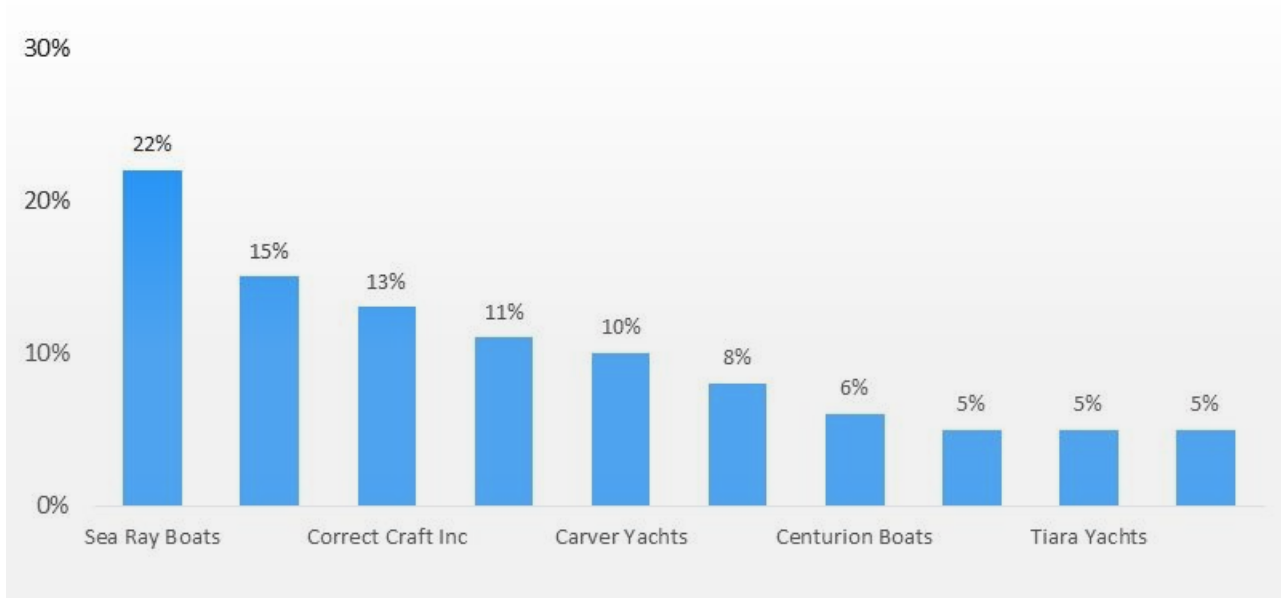
STERN DRIVE BOATS



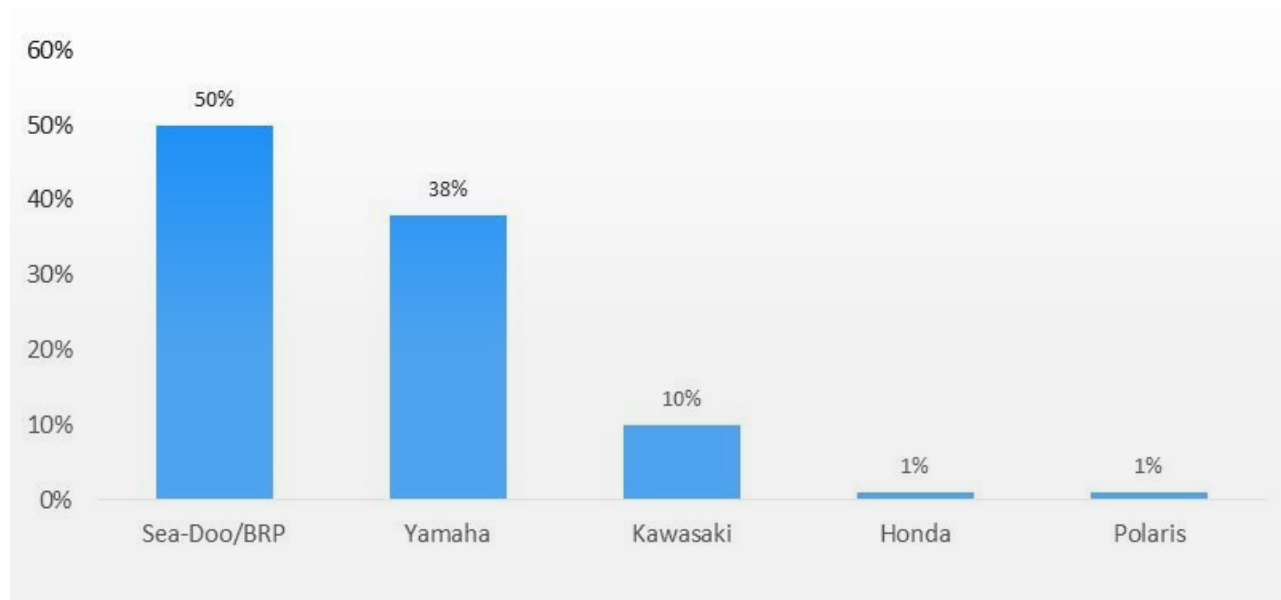
MARINE BRANDS

TOP RESEARCHED BRANDS IN 2023

INBOARD BOATS



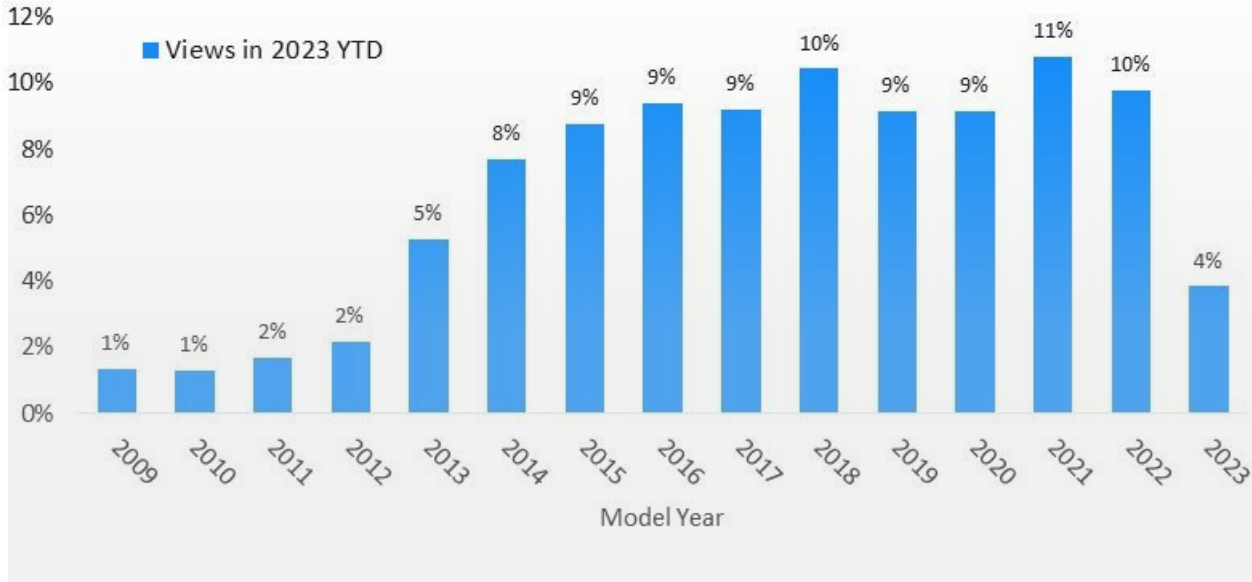
PERSONAL WATERCRAFT BRANDS



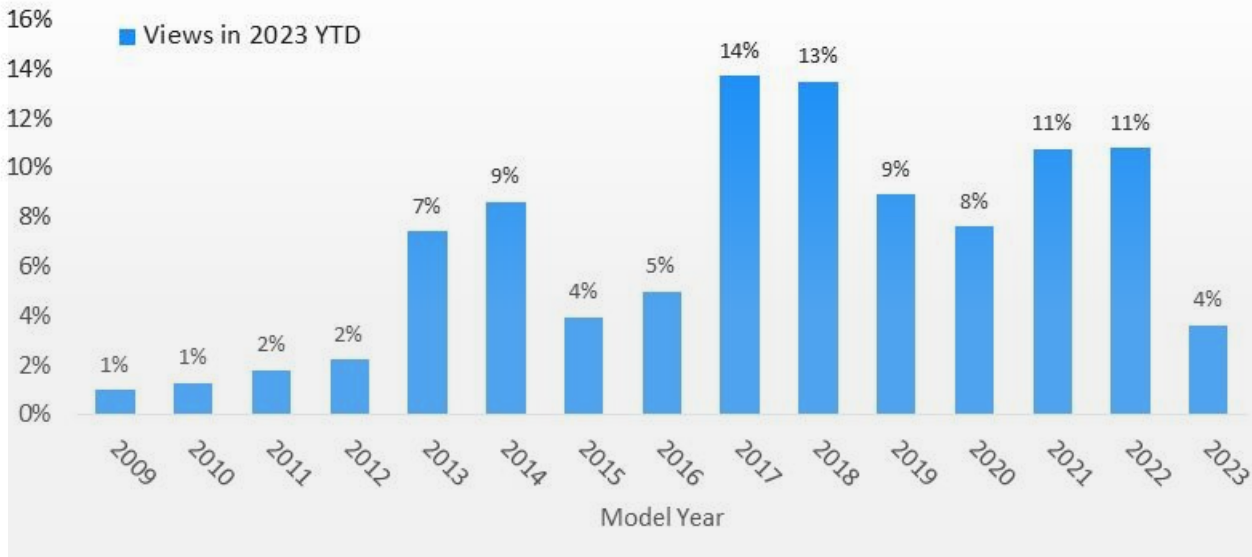
MODEL YEARS

TOP RESEARCHED MODEL YEARS BY CATEGORY

OUTBOARD BOATS

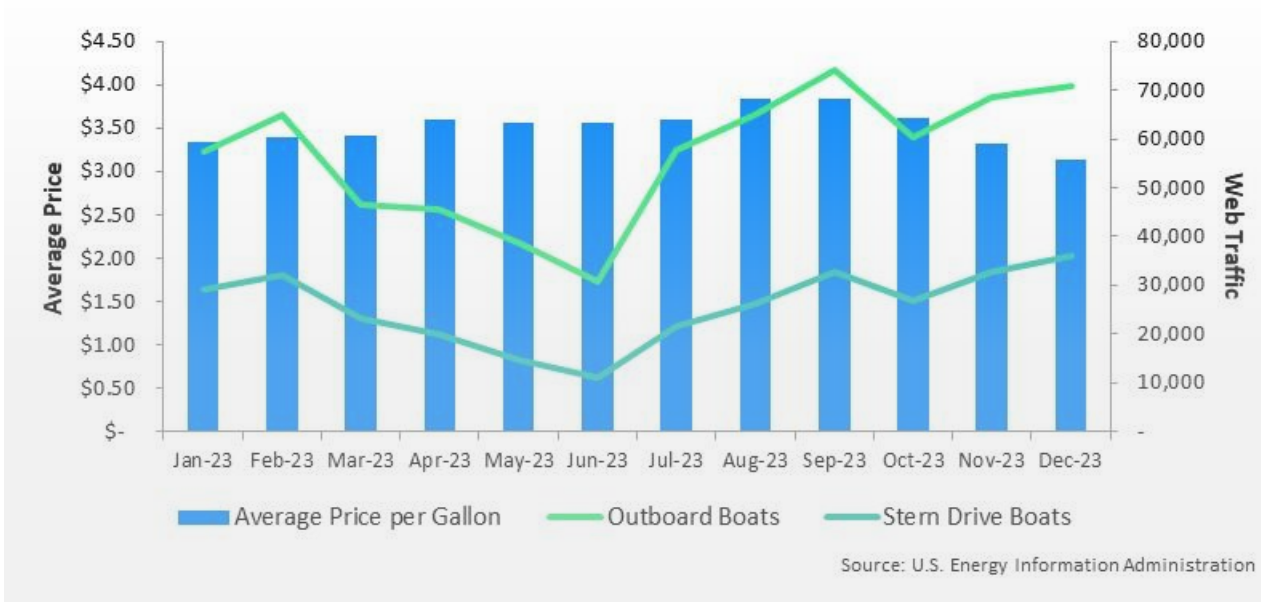


PONTOON BOATS



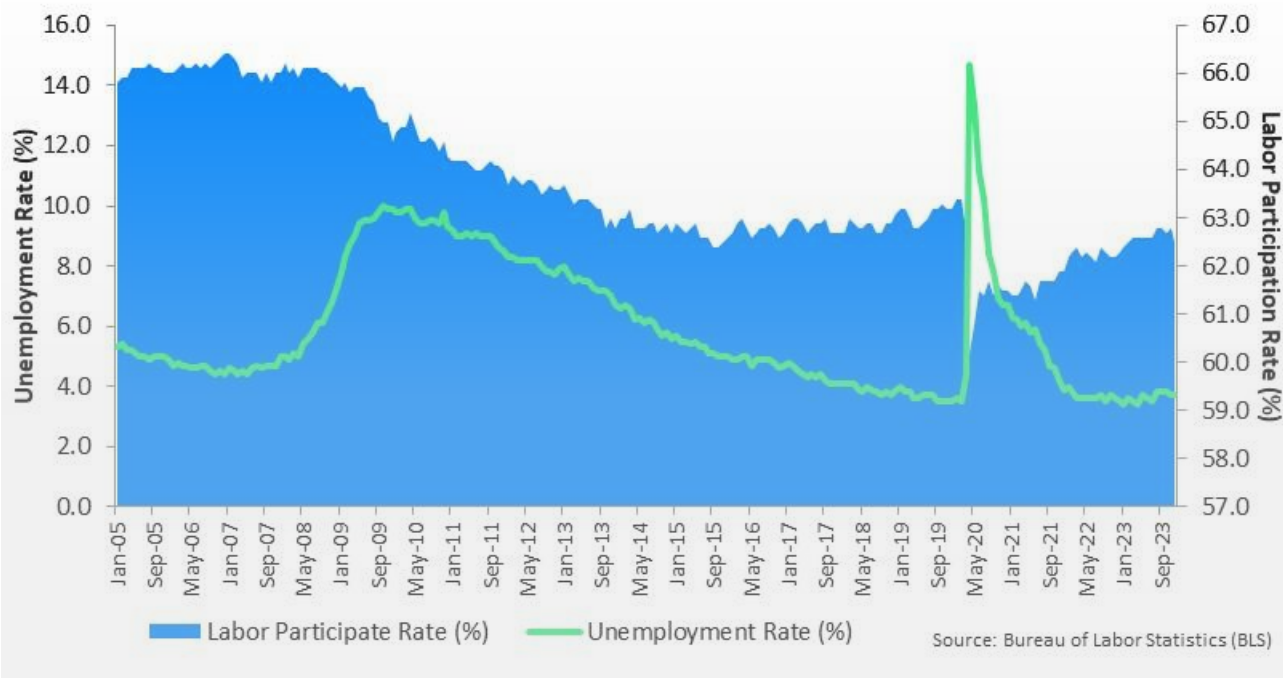
FUEL PRICE DATA

REGULAR GRADE GASOLINE PRICES VS. COMMERCIAL TRAFFIC BY CATEGORY



ECONOMIC DATA

UNEMPLOYMENT & LABOR PARTICIPATION RATE (SEASONALLY ADJUSTED)



J.D. POWER

MARKET INSIGHTS

MARINE
2023 YEAR-END

DISCLAIMER

J.D. Power makes no representations about future performance or results based on the data and the contents available in this report ("Market Insights"). Market Insights is provided for informational purposes only and is provided AS IS without warranty or guarantee of any kind. By accessing Market Insights via email or the NADAguides.com website, you agree not to reprint, reproduce, or distribute Market Insights without the express written permission of J.D. Power.

J.D. POWER SPECIALTY VEHICLES

J.D. Power is the largest publisher of the most market-reflective vehicle pricing and information available for new and used cars, classic cars, motorcycles, boats, RVs and manufactured homes, offers in-depth shopping and research tools including a broad range of data, products and service and informational articles as well as tips and advice. J.D. Power also produces electronic products, mobile applications, raw data, web services, web-syndicated products and print guidebooks.