

**J.D. POWER**

# **MARKET INSIGHTS**



MARINE  
Q1 2024

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## **MARINE MARKET INDUSTRY OVERVIEW**

The Marine market is performing relatively well in early 2024, with upward movement in our values undoing most of the depreciation in the second half of 2023.

Looking at individual segments, the most recent 10 model years of used outboard boat values brought 8.1% more money in the March-April period than January-February, and 6.3% less than the first four months of 2023. Stern drives brought 8.2% more in the March-April period than January-February, and 14.7% less than the first four months of 2023. Inboards brought 2.6% more in the March-April period than January-February, and 17.8% less than the first four months of 2023. Personal watercraft brought 10.5% more in the March-April period than January-February, and 17.7% less than the first four months of 2023.

The 2024 market opened up on relatively solid footing, with traditional seasonality returning. We are probably at peak interest rates, so the remaining headwinds are negative equity and supply of new boats/watercraft in selected segments. With these factors in mind, early 2024 has unfolded somewhat more positively than we had predicted.

## 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

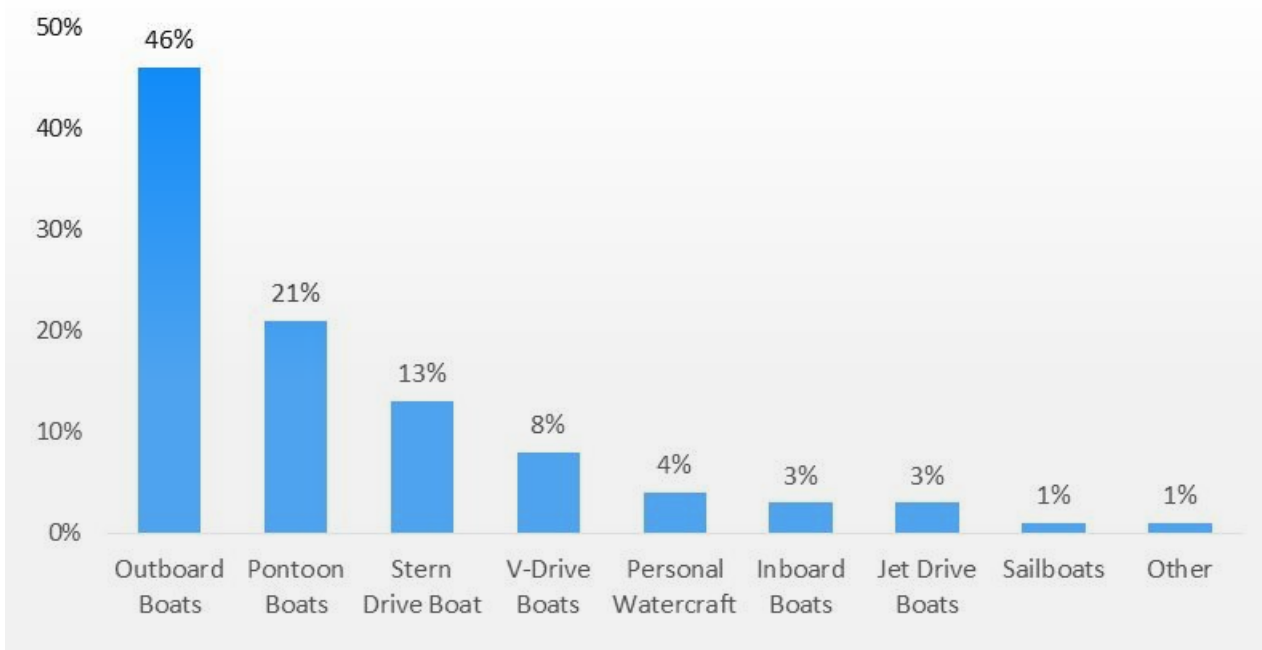


PERSONAL WATERCRAFT



## MARINE CATEGORIES

VIEWS IN 2024 Q1

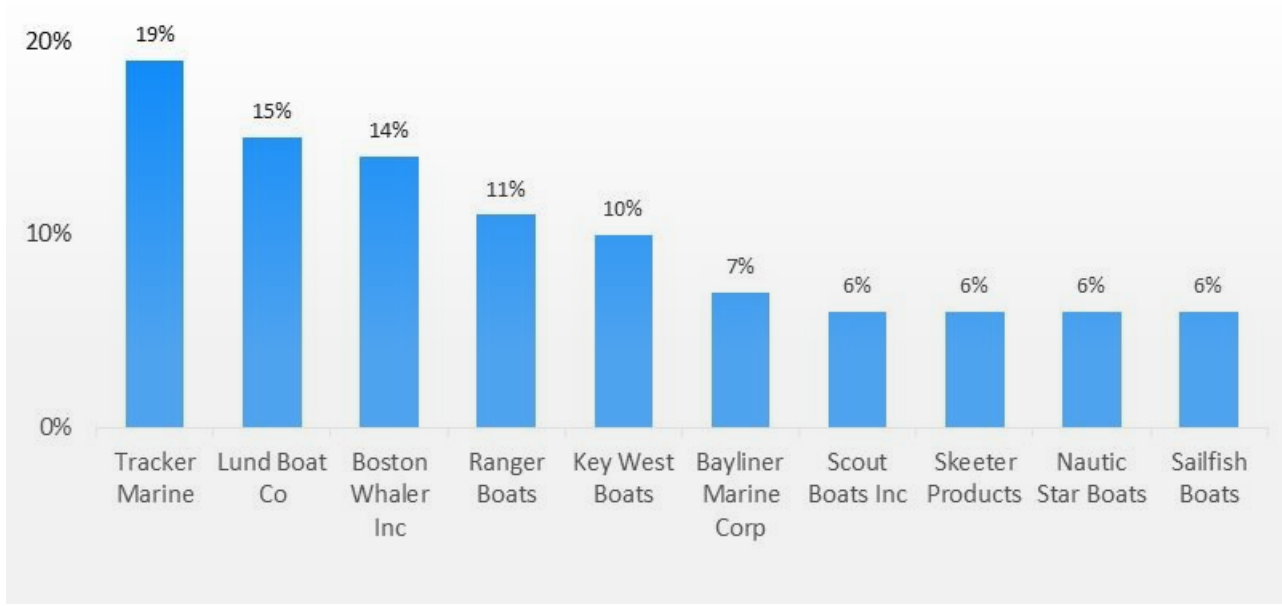




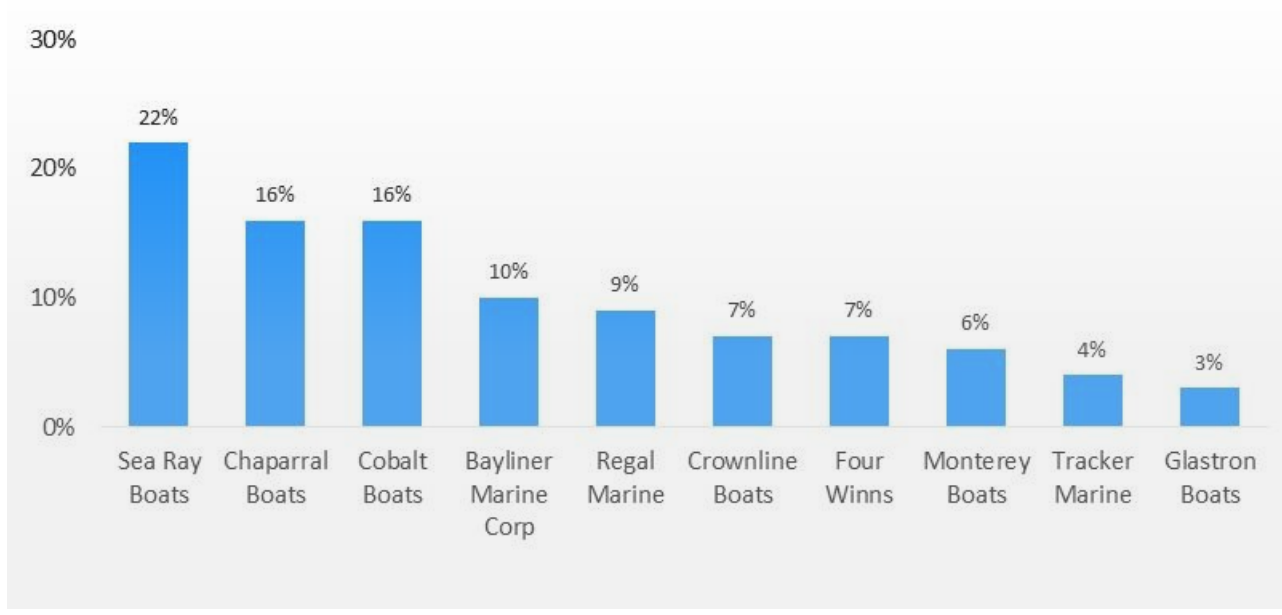
## POWER BOAT BRANDS

TOP RESEARCHED BRANDS IN 2024 Q1

OUTBOARD BOATS



STERN DRIVE BOATS

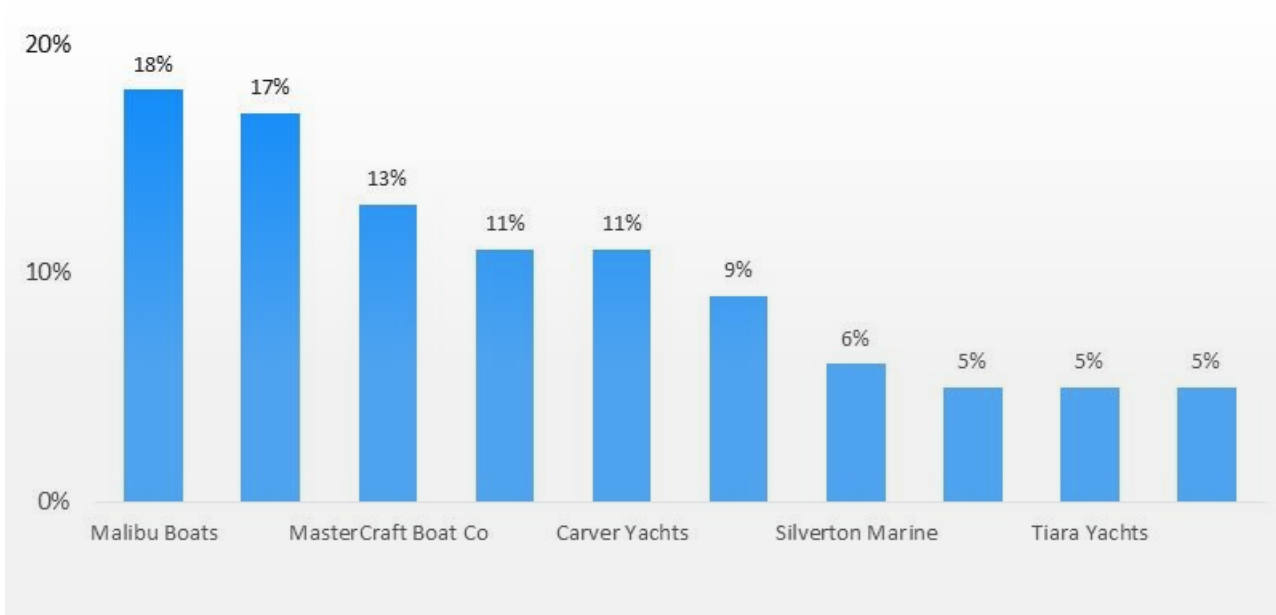




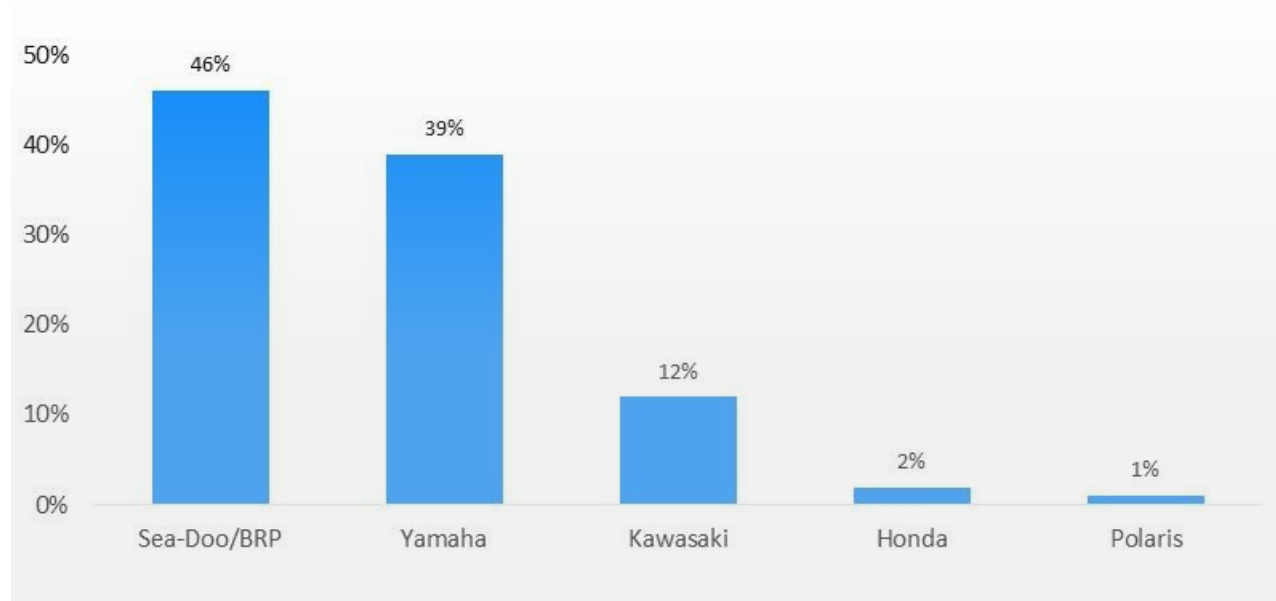
## MARINE BRANDS

TOP RESEARCHED BRANDS IN 2024 Q1

INBOARD BOATS



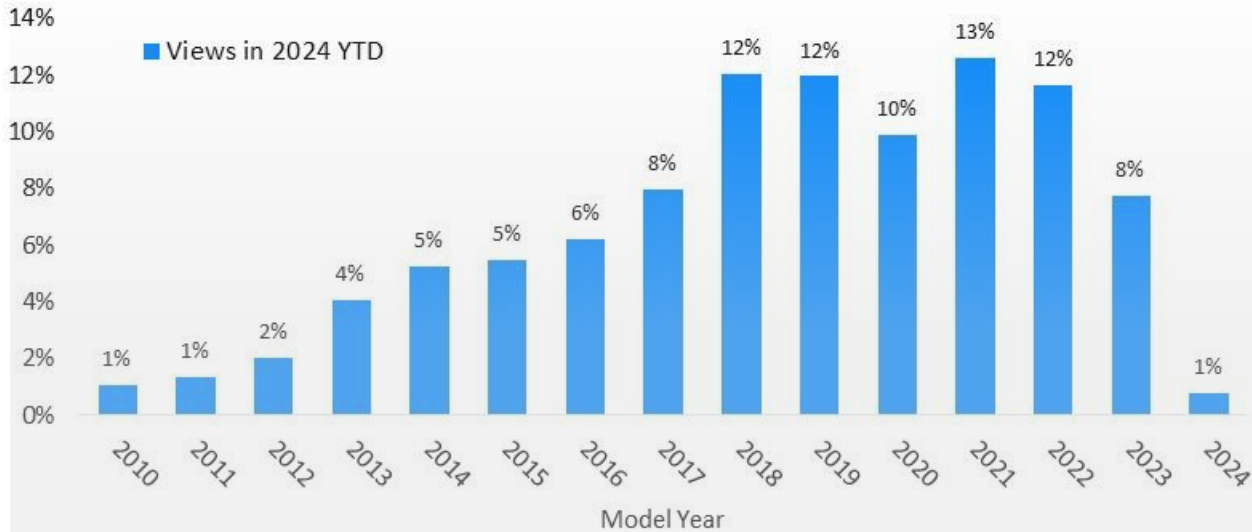
PERSONAL WATERCRAFT BRANDS



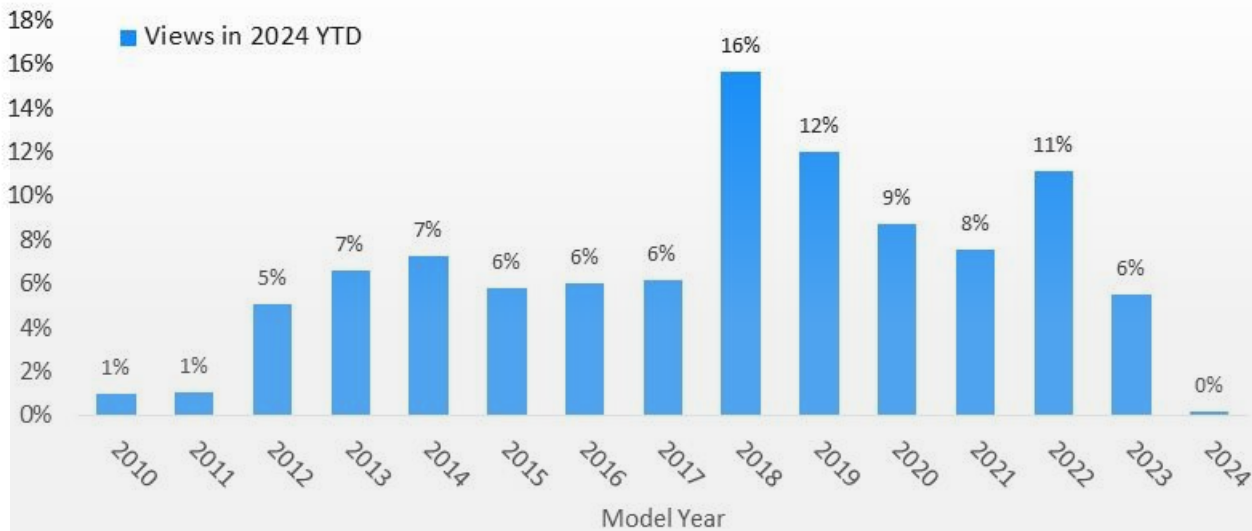
## MODEL YEARS

TOP RESEARCHED MODEL YEARS BY CATEGORY

OUTBOARD BOATS

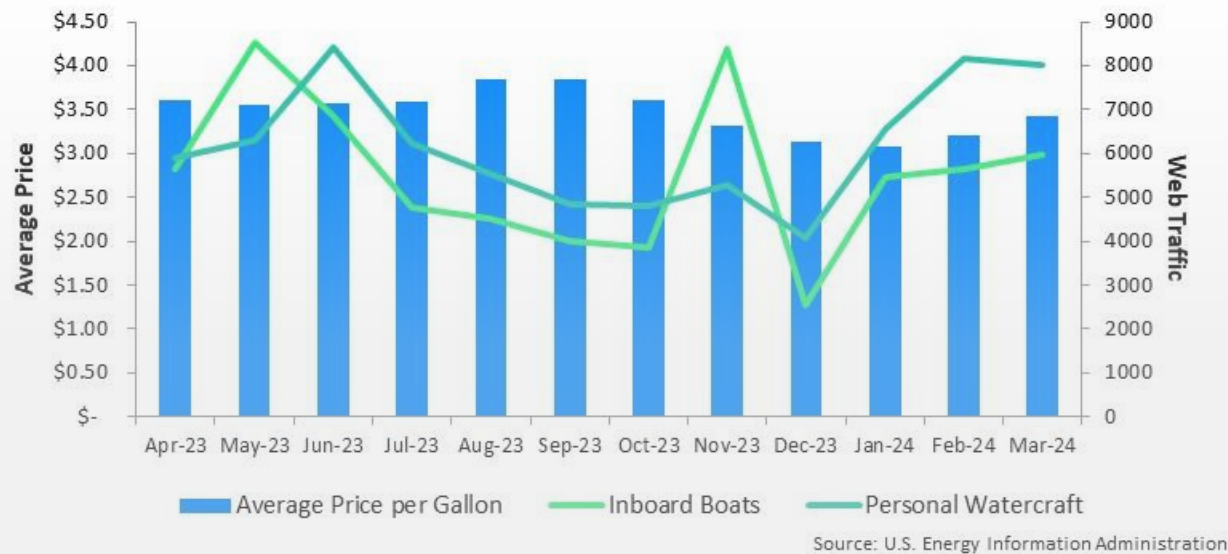
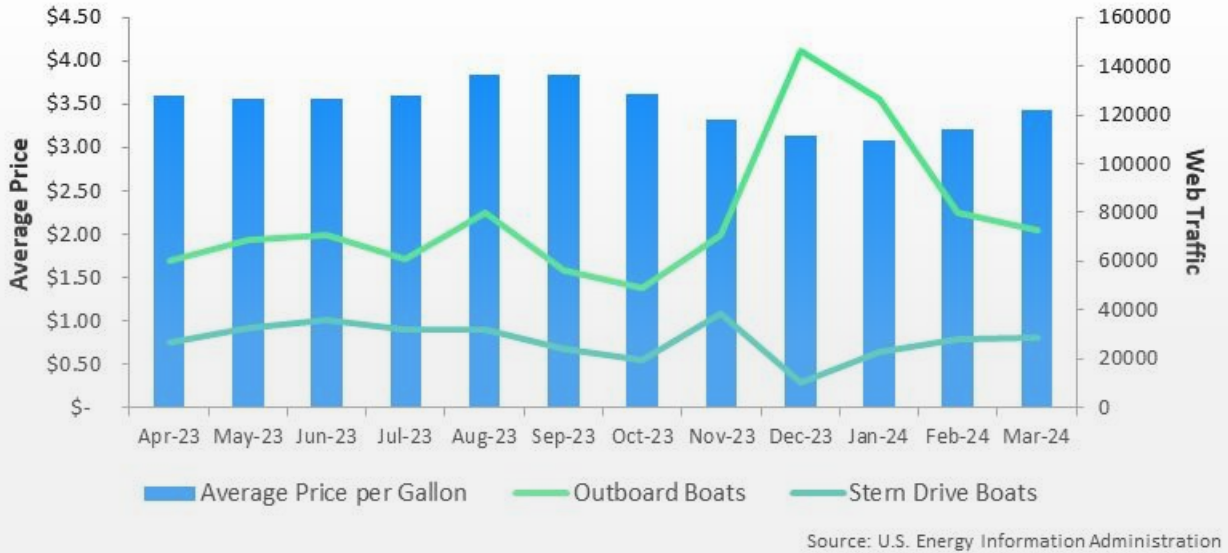


PONTOON BOATS



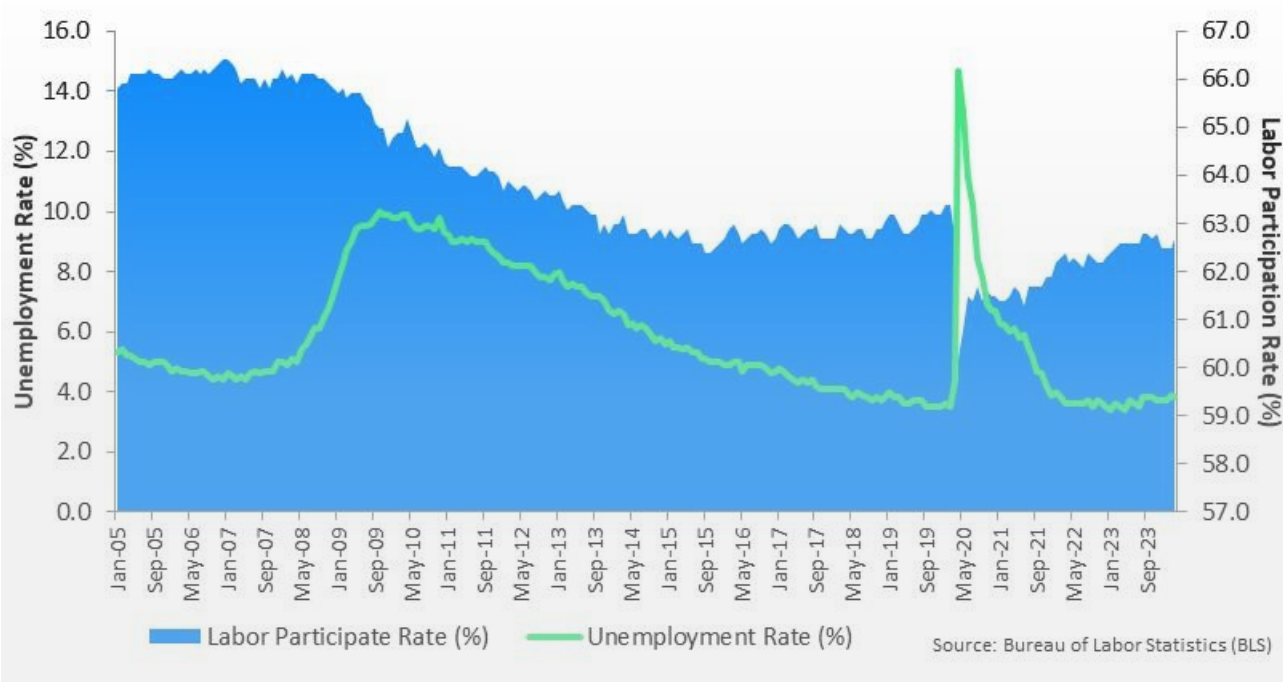
## FUEL PRICE DATA

REGULAR GRADE GASOLINE PRICES VS. COMMERCIAL TRAFFIC BY CATEGORY



## ECONOMIC DATA

UNEMPLOYMENT & LABOR PARTICIPATION RATE (SEASONALLY ADJUSTED)



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