

**J.D. POWER**

# **MARKET INSIGHTS**



MARINE  
Q2 2024

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## **MARINE MARKET INDUSTRY OVERVIEW**

Traditional seasonality was evident in the Marine market going into peak season. Selling prices are for the most part lower than the previous two years, but all segments increased at the end of the 2<sup>nd</sup> quarter.

Looking at individual segments, the most recent 10 model years of used outboard boat values brought 2.6% more money in the May-June period than March-April and 4.5% less than the first half of 2023. Stern drives brought 1.0% more in the May-June period than March-April, and 13.0% less than the first half of 2023. Inboards brought 0.8% more in the May-June period than March-April, and 17.3% less than the first half of 2023. Personal watercraft brought 1.9% more in the May-June period than March-April, and 14.7% less than the first half of 2023.

Negative equity, supply, and a difficult finance environment are placing downward pressure on market conditions, but pricing is currently holding up. We will continue to track sales data and make changes as needed.

## 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

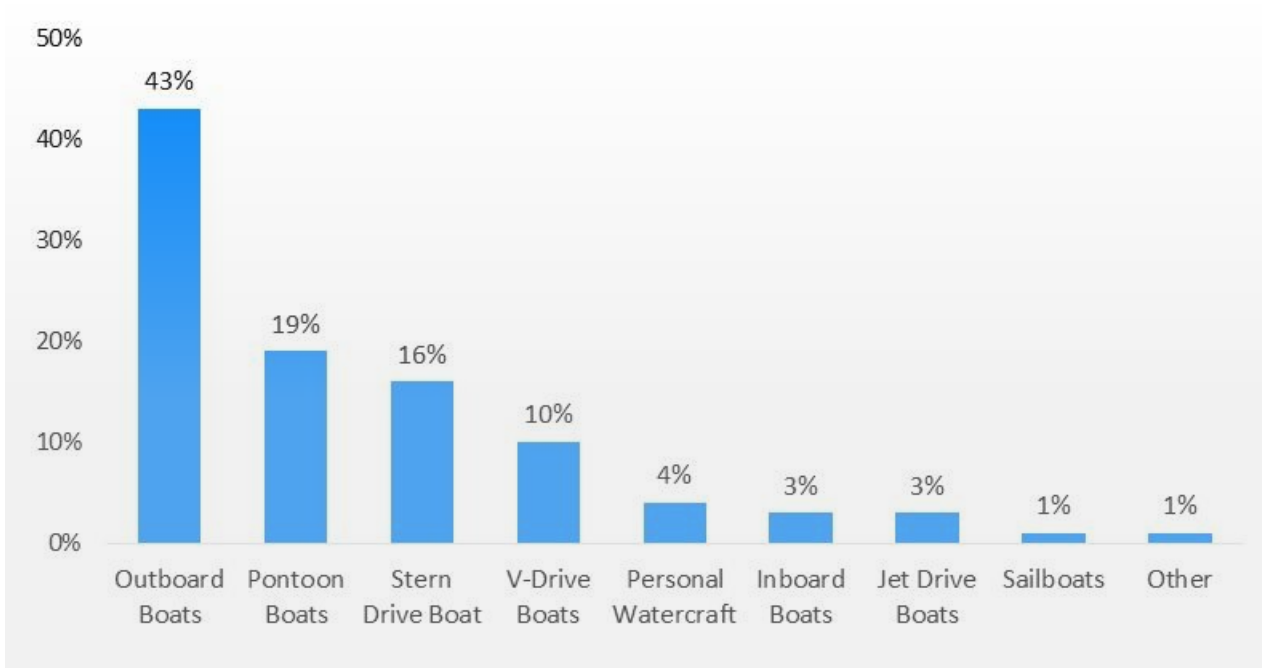


PERSONAL WATERCRAFT



## MARINE CATEGORIES

VIEWS IN 2024 YTD

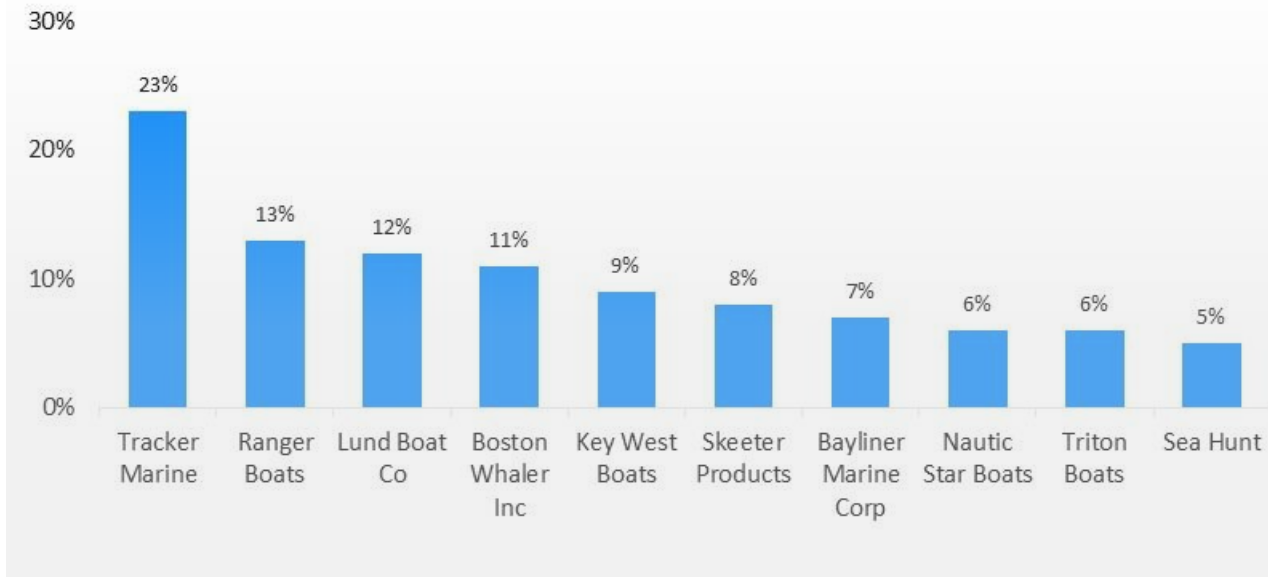




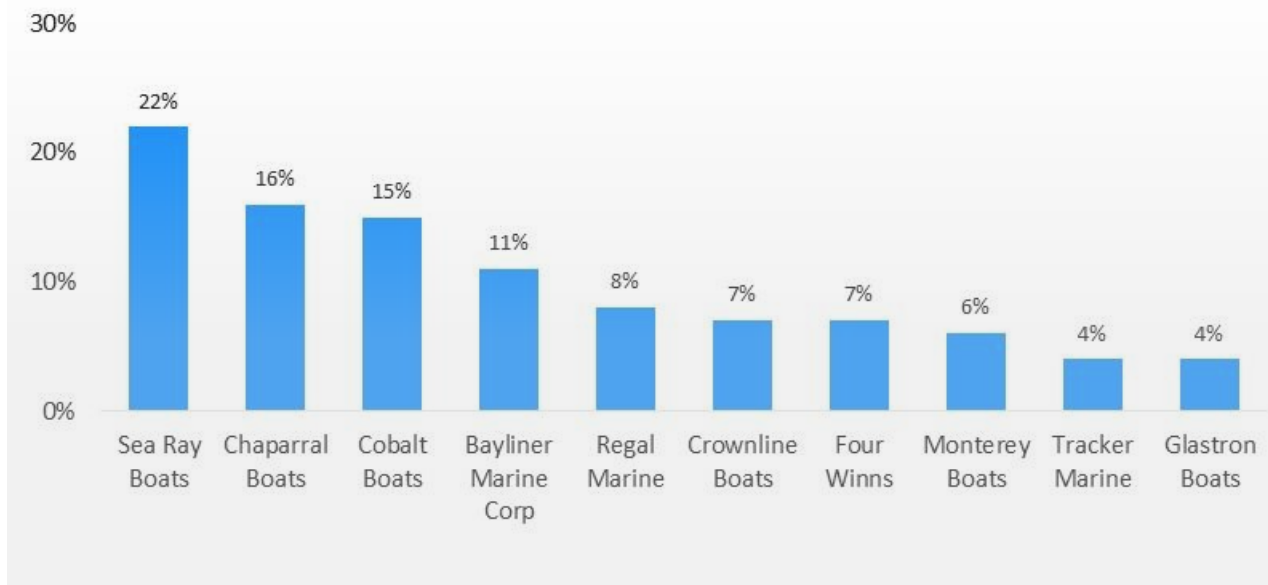
## POWER BOAT BRANDS

TOP RESEARCHED BRANDS IN 2024 YTD

OUTBOARD BOATS



STERN DRIVE BOATS

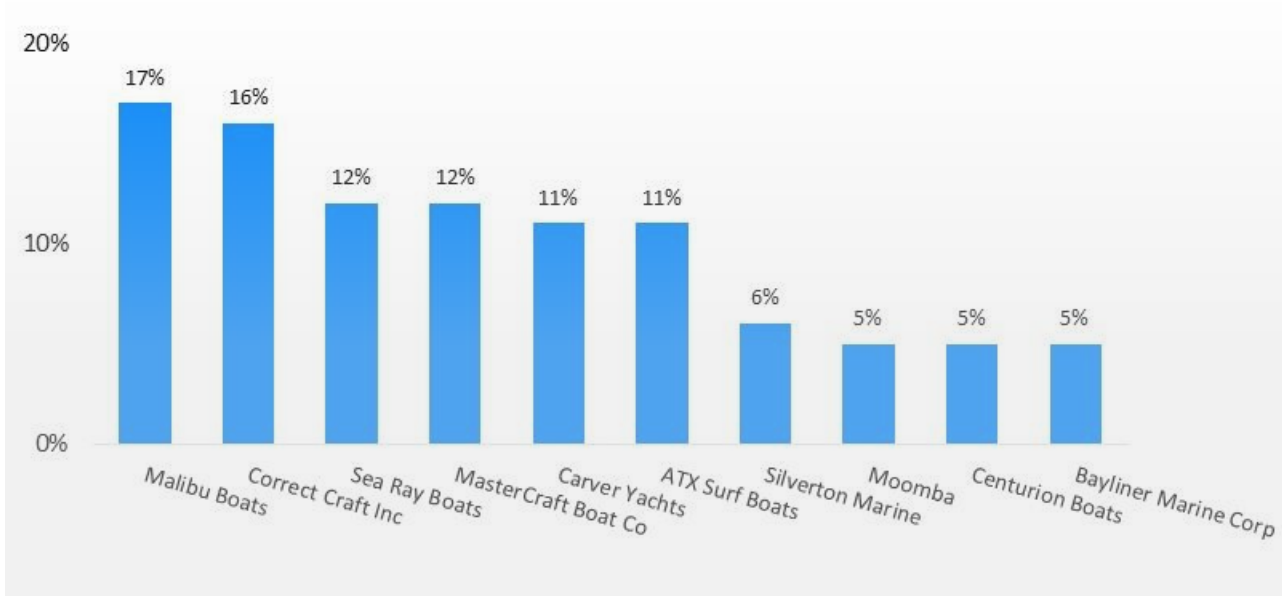




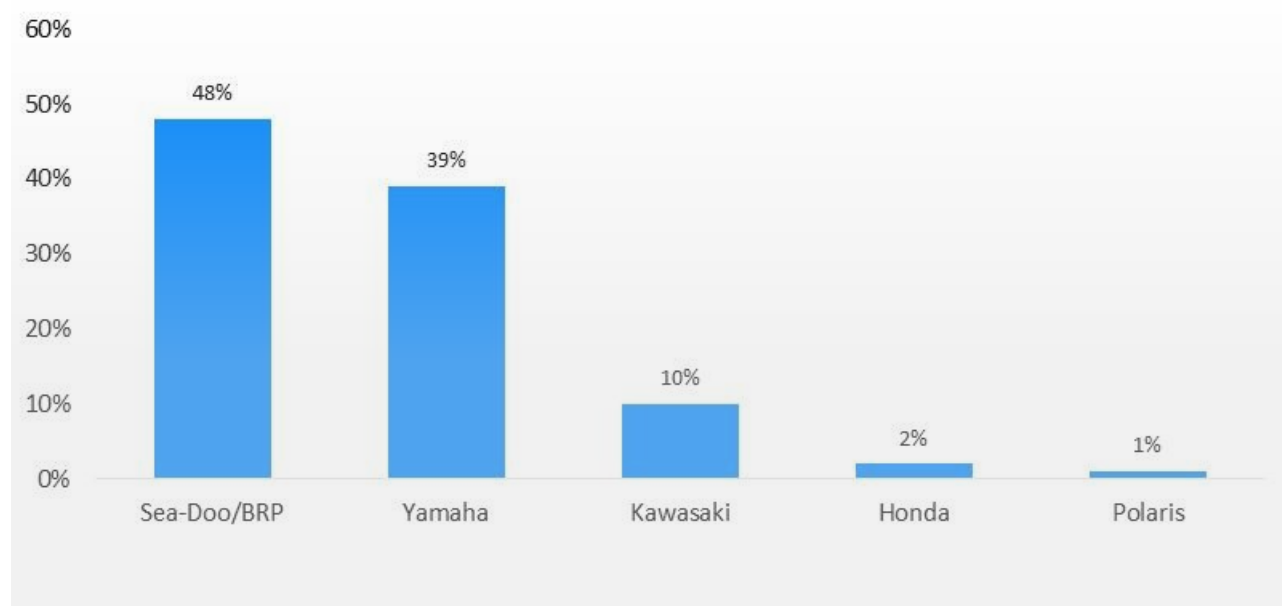
## MARINE BRANDS

TOP RESEARCHED BRANDS IN 2024 YTD

INBOARD BOATS



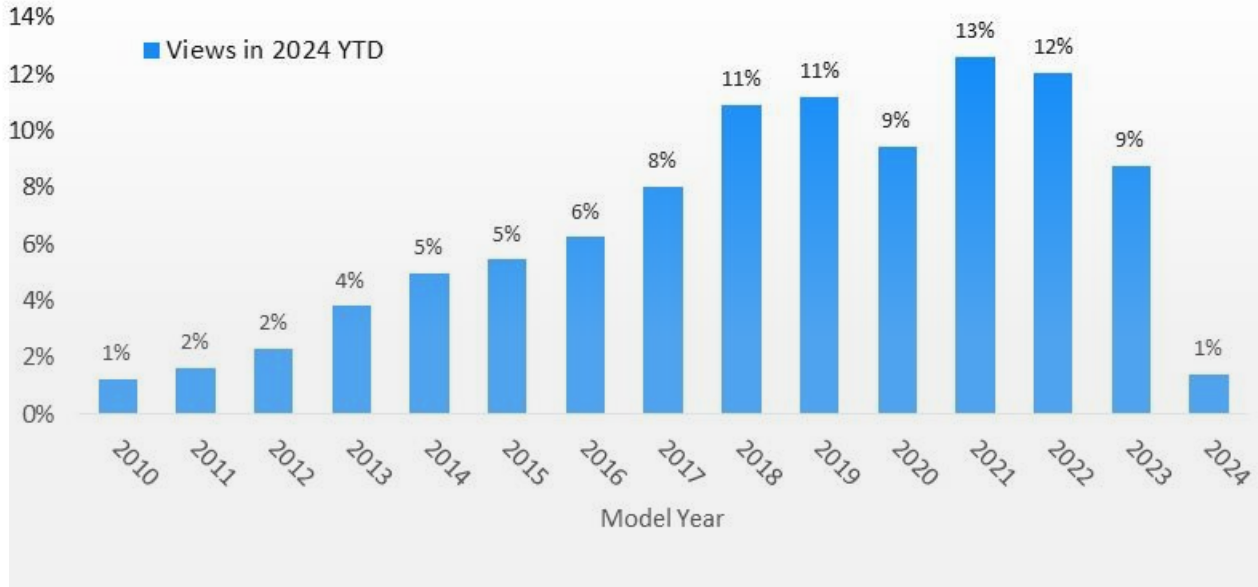
PERSONAL WATERCRAFT BRANDS



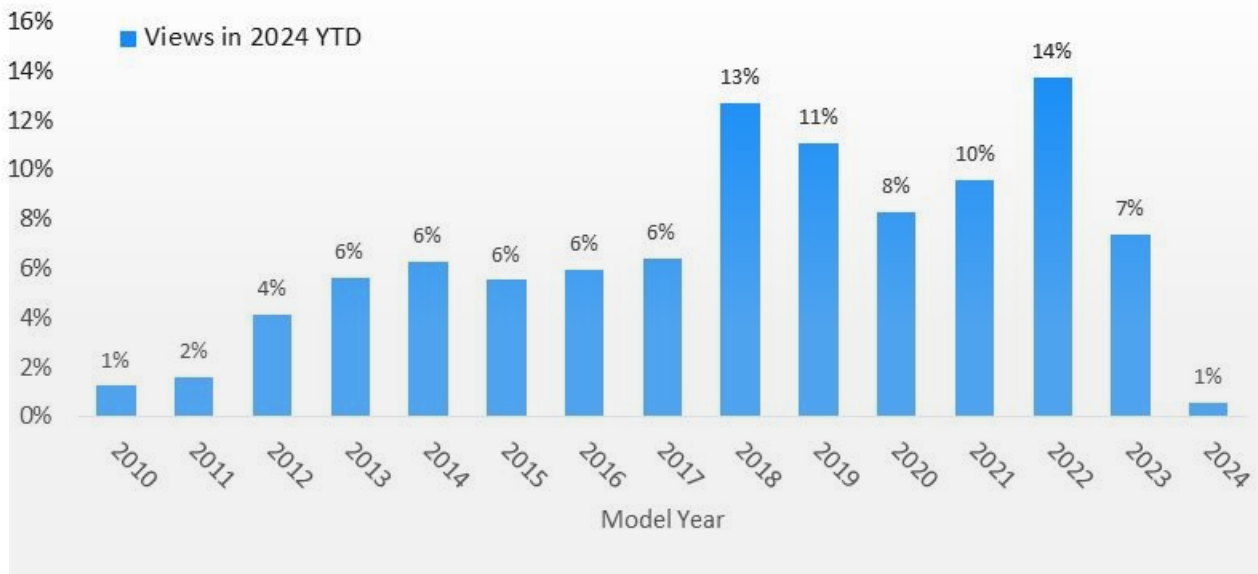
## MODEL YEARS

TOP RESEARCHED MODEL YEARS BY CATEGORY

OUTBOARD BOATS

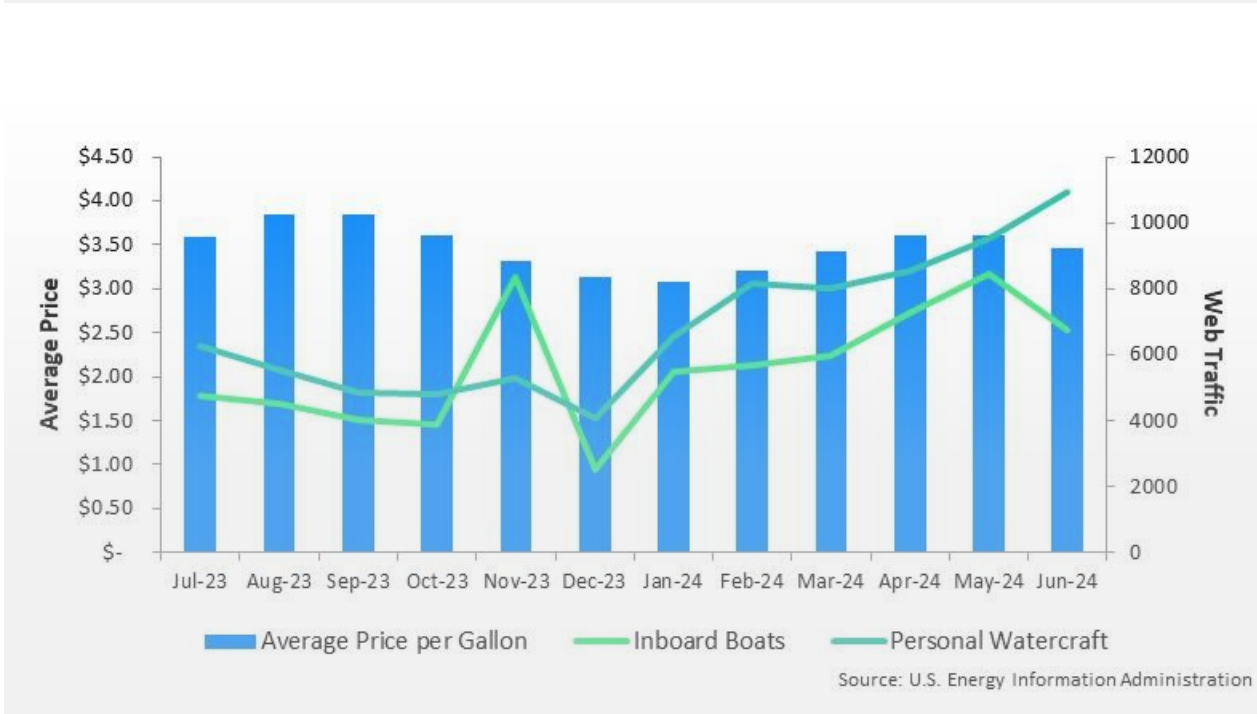
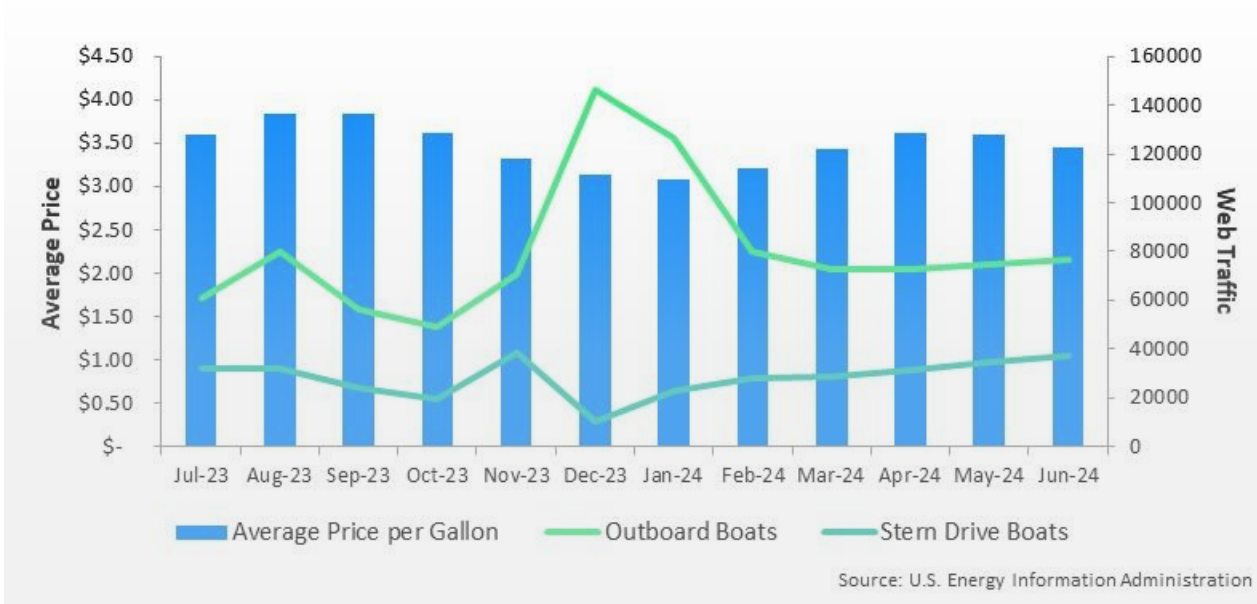


PONTOON BOATS



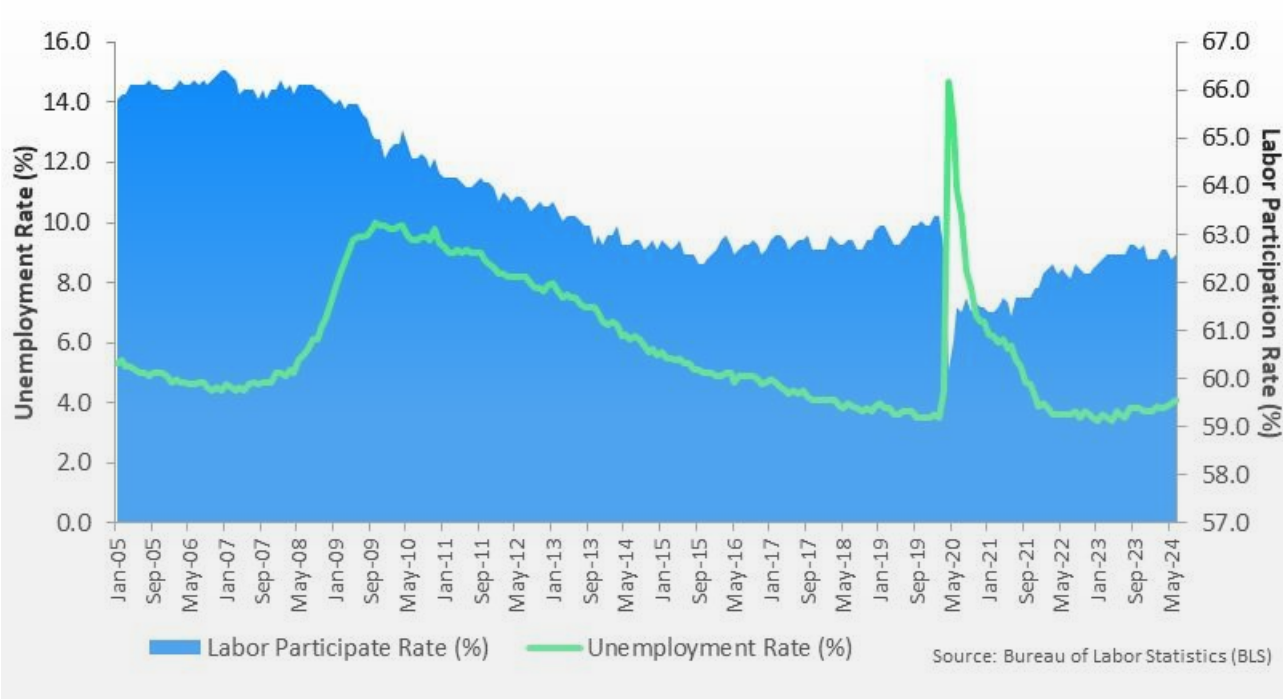
## FUEL PRICE DATA

REGULAR GRADE GASOLINE PRICES VS. COMMERCIAL TRAFFIC BY CATEGORY



## ECONOMIC DATA

UNEMPLOYMENT & LABOR PARTICIPATION RATE (SEASONALLY ADJUSTED)



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