

J.D. POWER

MARKET INSIGHTS



MARINE
2024 YEAR-END

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MARINE MARKET INDUSTRY OVERVIEW

Wrapping up 2024, the year had its challenges with high interest rates, political uncertainty, and elevated inventory levels. Values showed a seasonal decrease for the winter months.

Looking at individual segments, the most recent 10 model years of used outboard boat values brought 3.2% less money in the November-December period than September-October and 2.5% more year-over-year. Stern drives brought 4.6% less in the November-December period than September-December and 3.8% less year-over-year. Inboards brought 3.3% less in the November-December period than September-October, and 7.2% less year-over-year. Personal watercraft brought 2.6% less in the November-December period than September-October, and .25% less year-over-year

Dealers are increasing discounts to help with high inventory levels. Moving into 2025, dealers are optimistic for the upcoming selling season and overall economic stability.

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



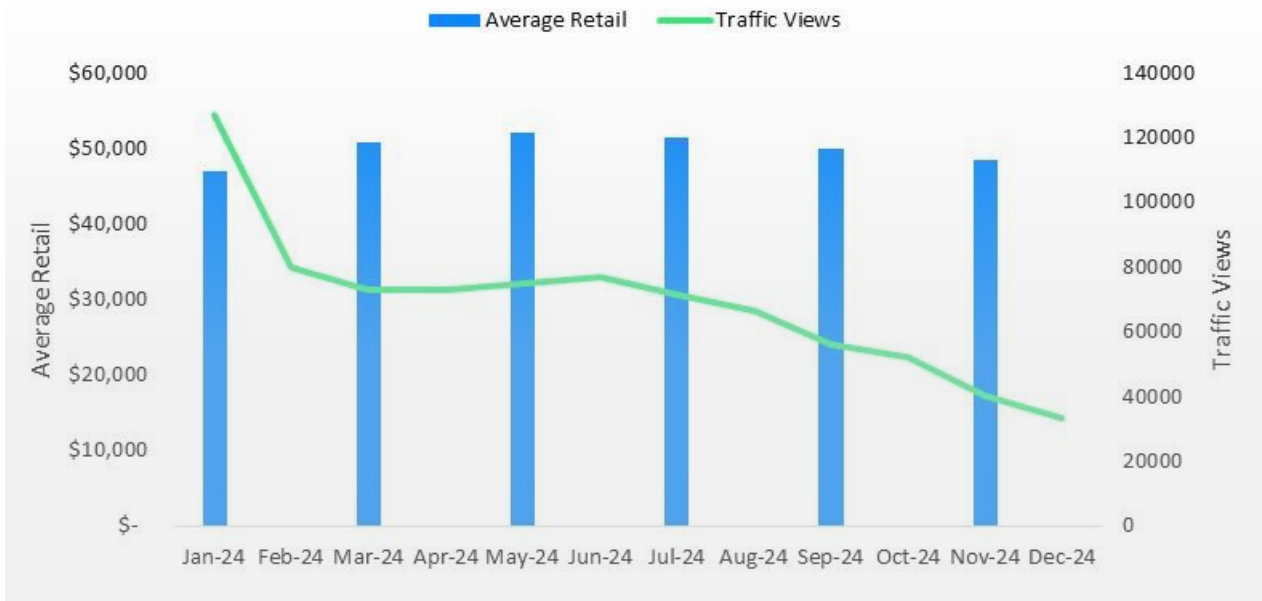
PERSONAL WATERCRAFT



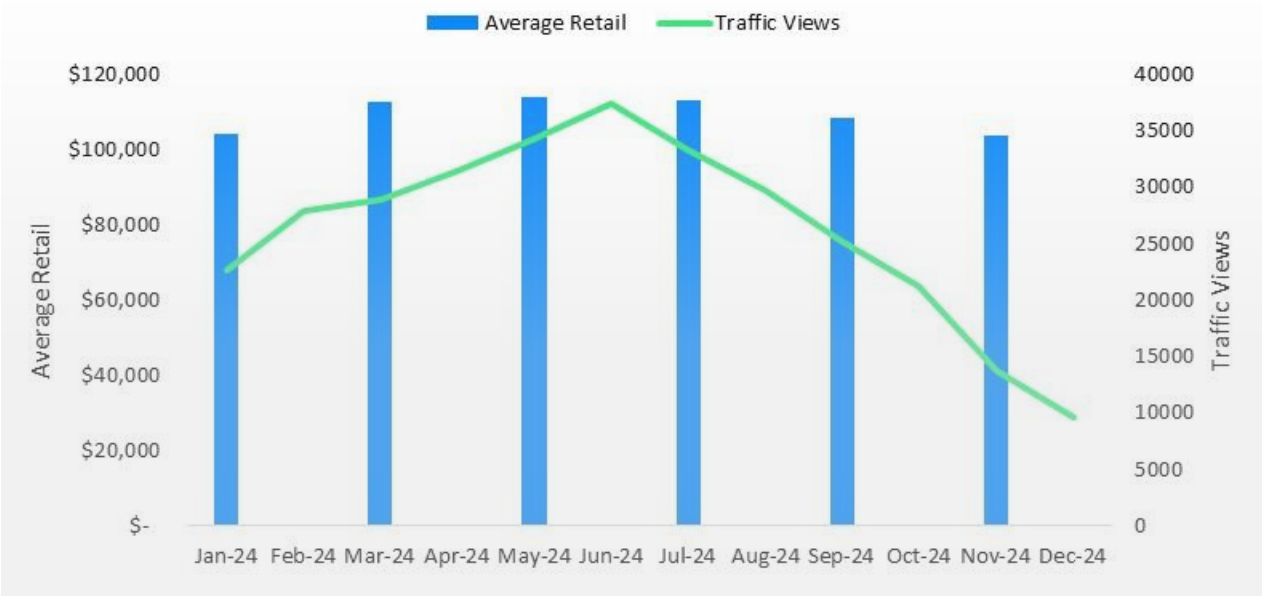
MARINE VALUES VS. TRAFFIC

AVERAGE RETAIL VALUE AND TRAFFIC VIEWS BY CATEGORY

OUTBOARD BOATS



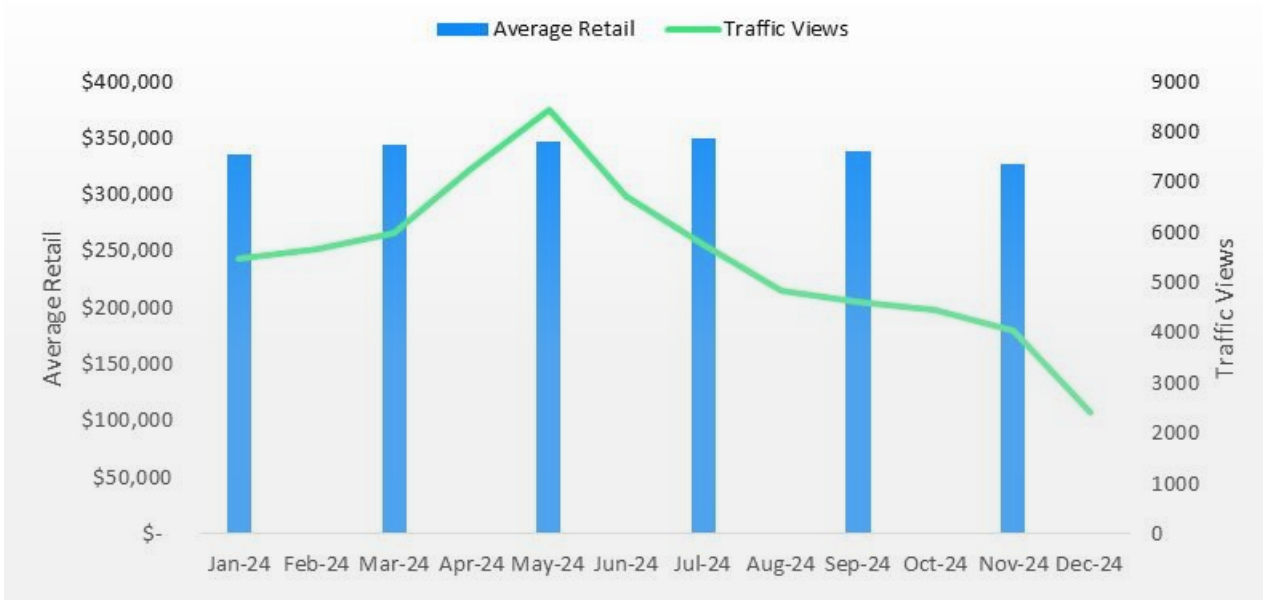
STERN DRIVE BOATS



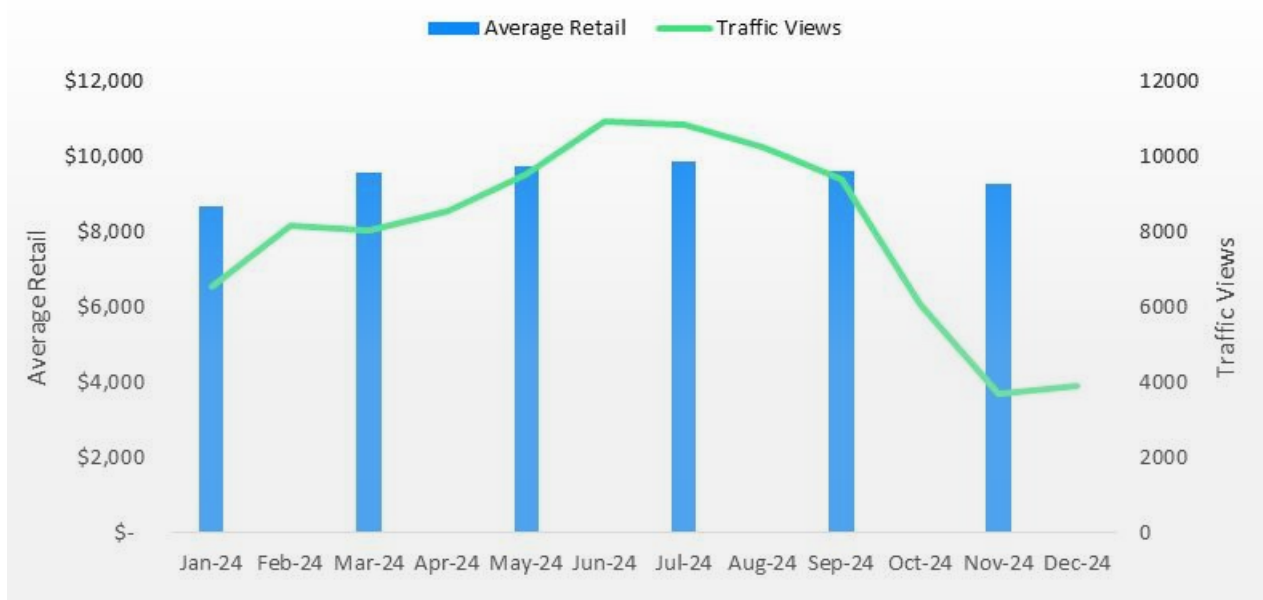
MARINE VALUES VS. TRAFFIC

AVERAGE RETAIL VALUE AND TRAFFIC VIEWS BY CATEGORY

INBOARD BOATS

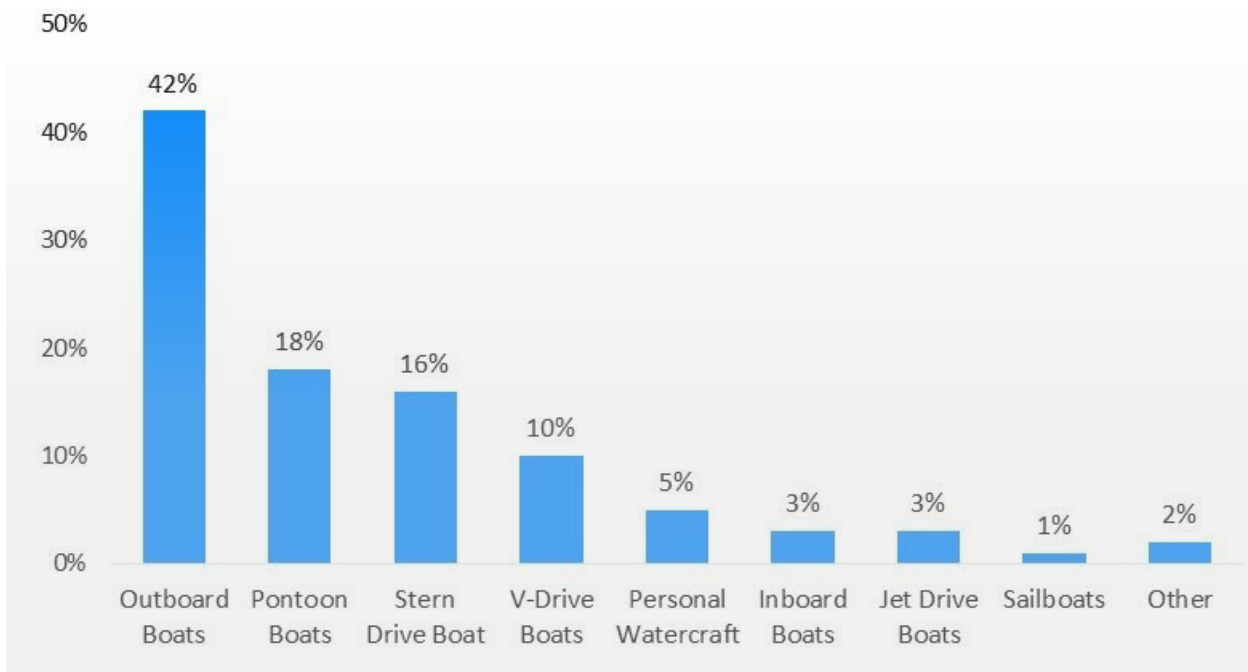


PERSONAL WATERCRAFT



MARINE CATEGORIES

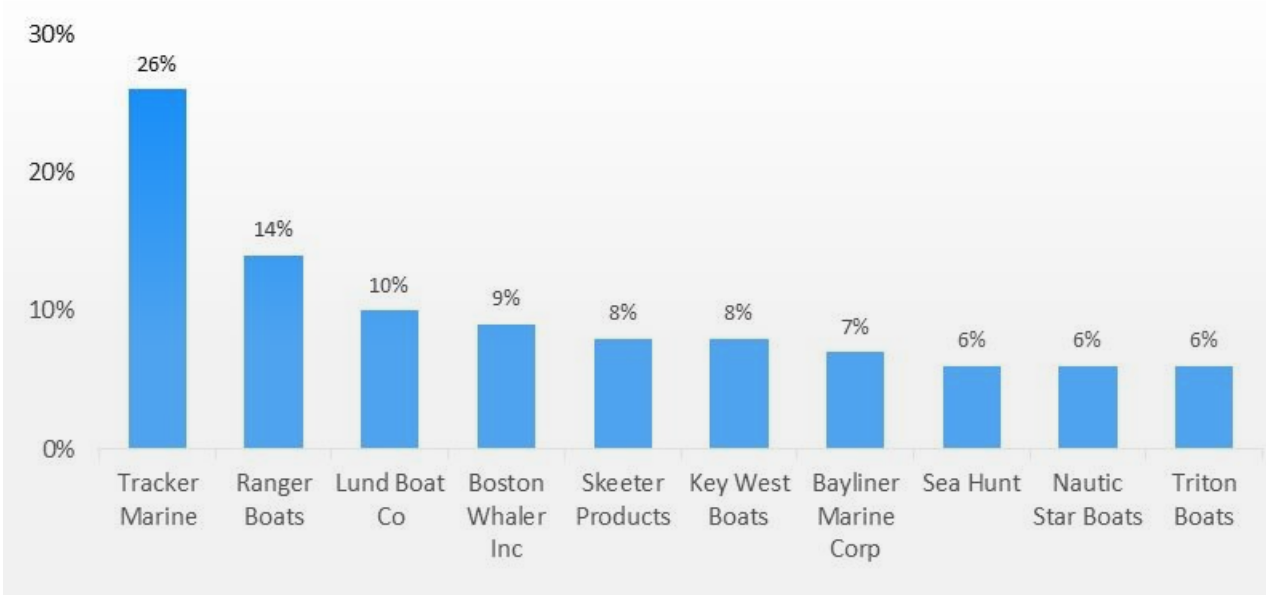
VIEWS IN 2024



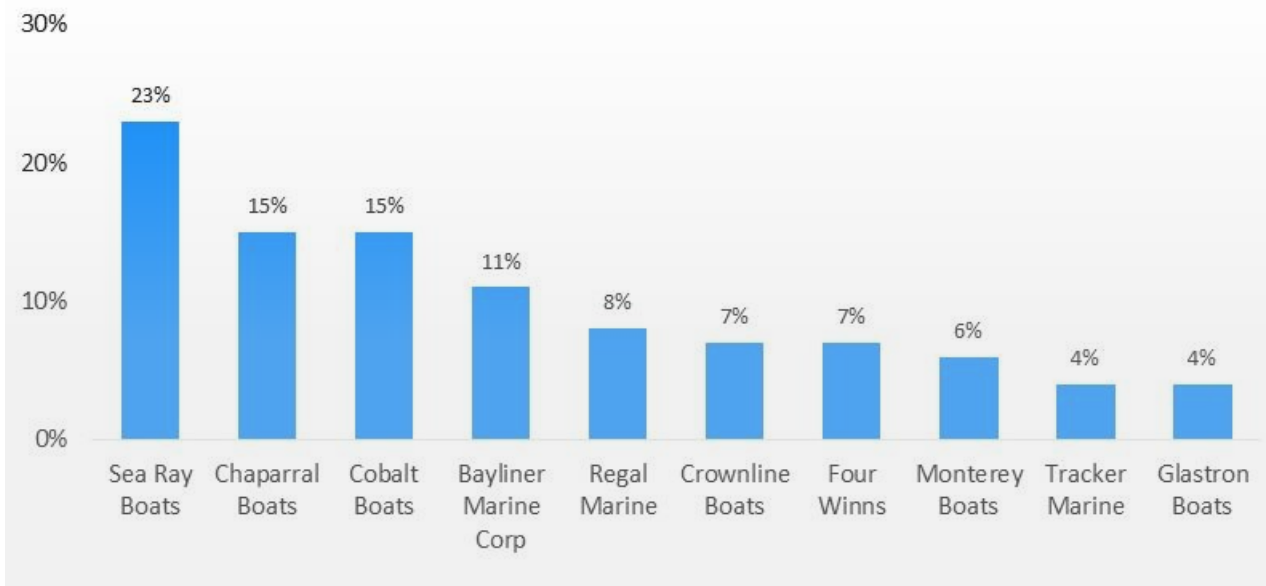
POWER BOAT BRANDS

TOP RESEARCHED BRANDS IN 2024

OUTBOARD BOATS



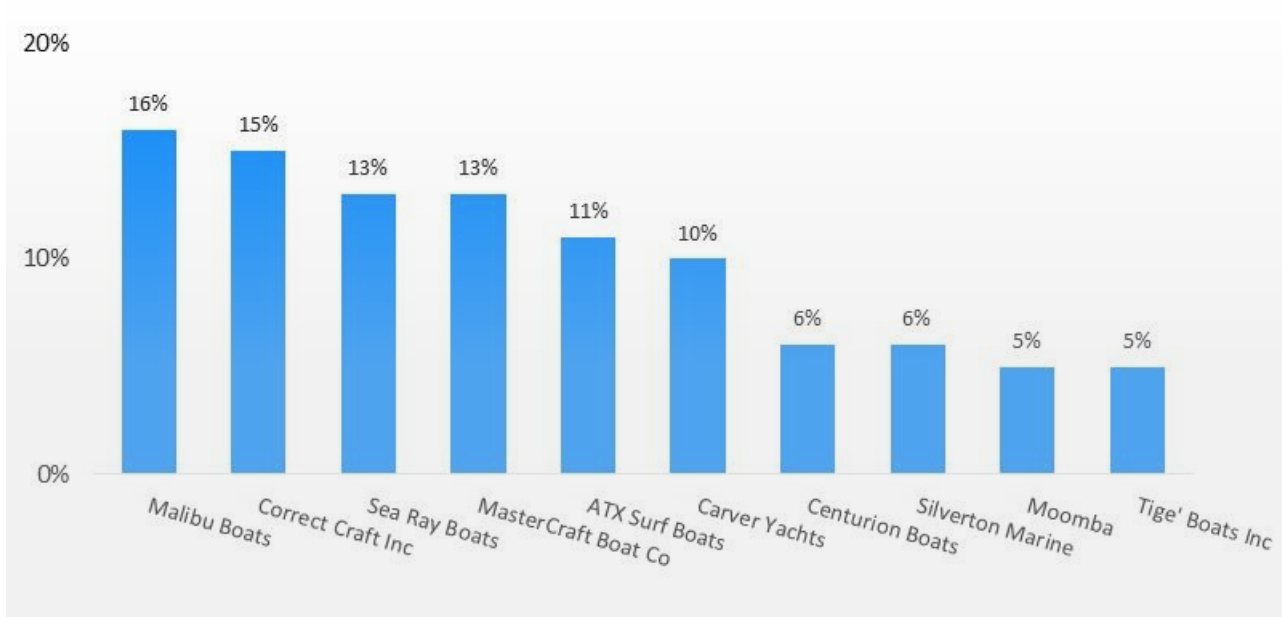
STERN DRIVE BOATS



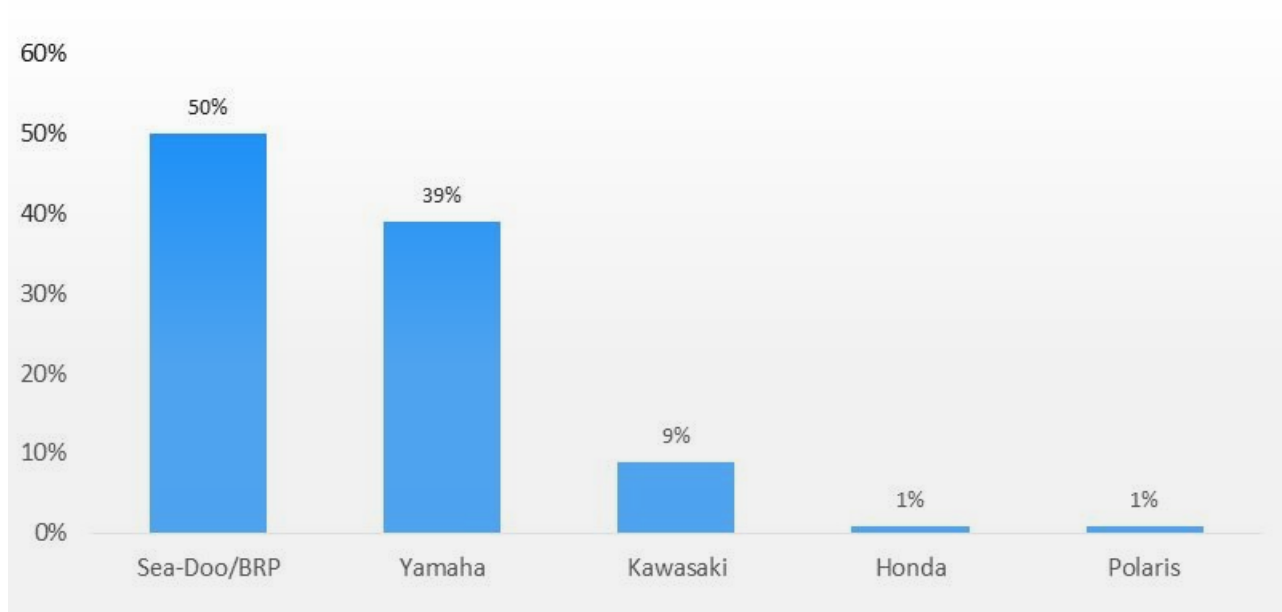
MARINE BRANDS

TOP RESEARCHED BRANDS IN 2024

INBOARD BOATS



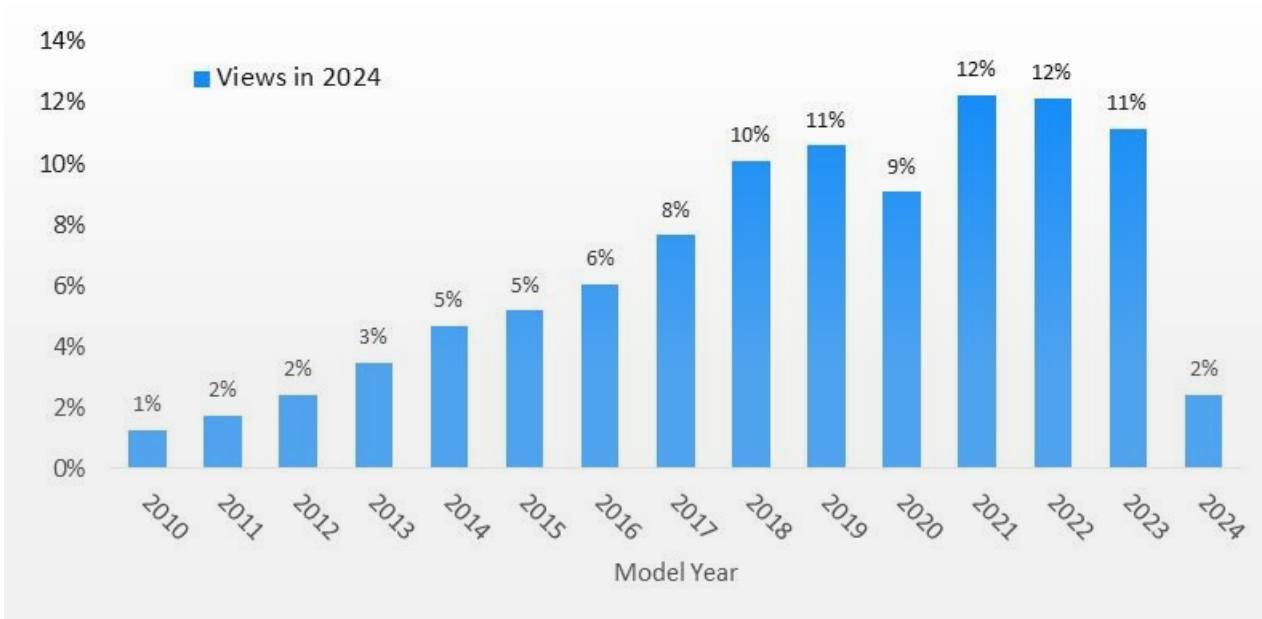
PERSONAL WATERCRAFT BRANDS



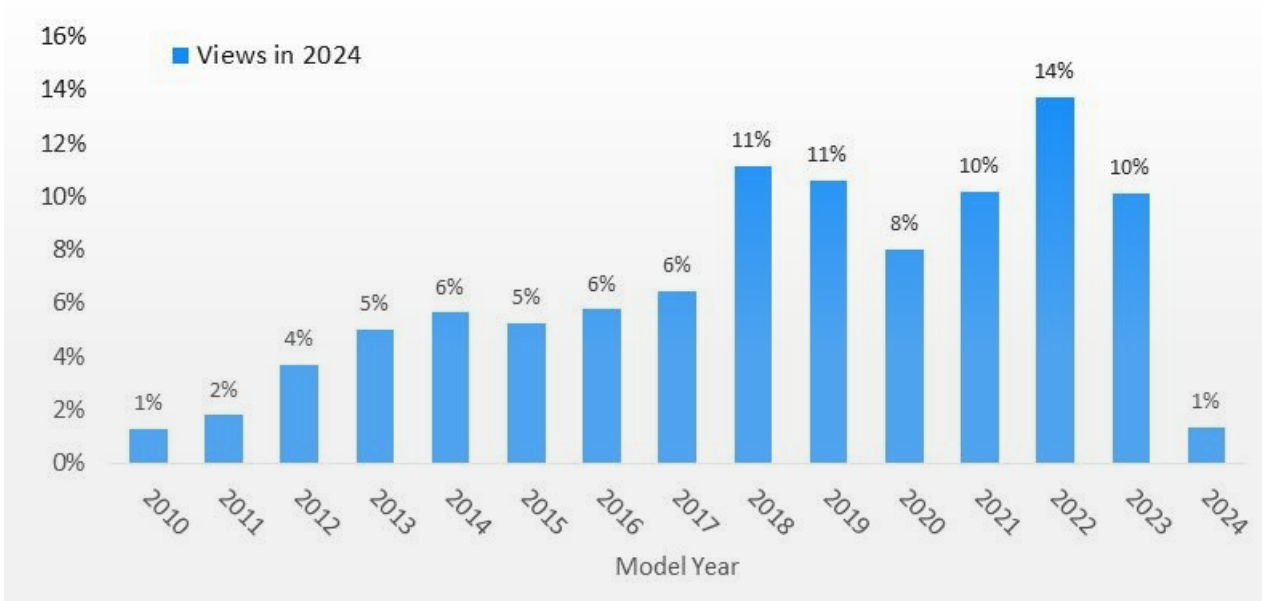
MODEL YEARS

TOP RESEARCHED MODEL YEARS BY CATEGORY

OUTBOARD BOATS

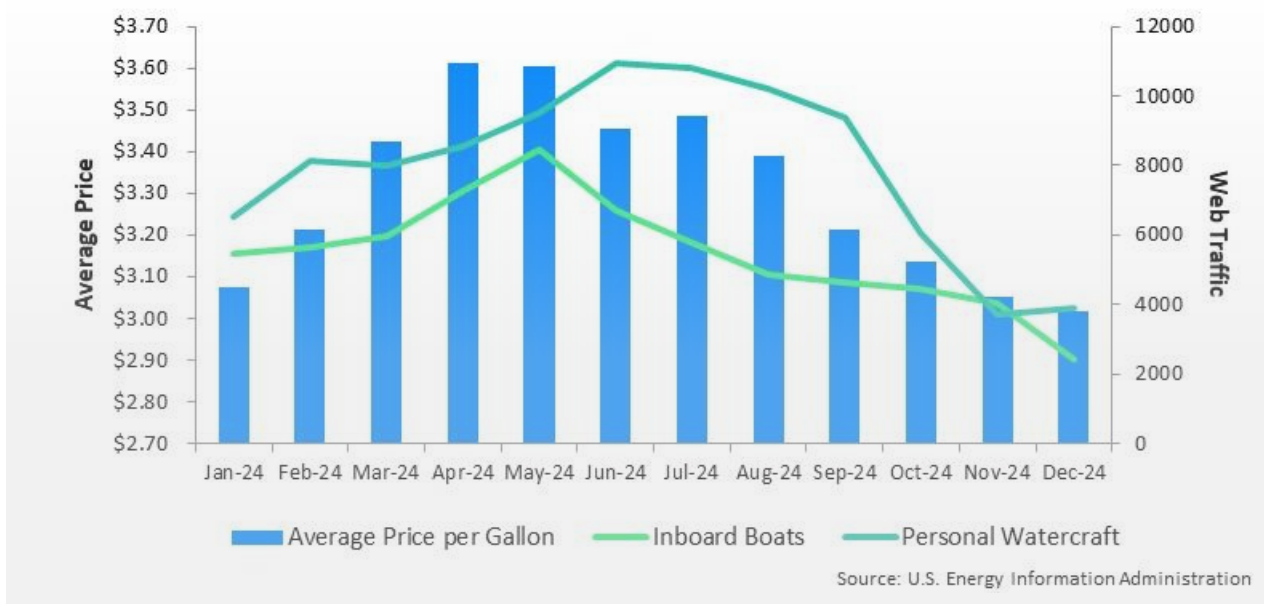


PONTOON BOATS



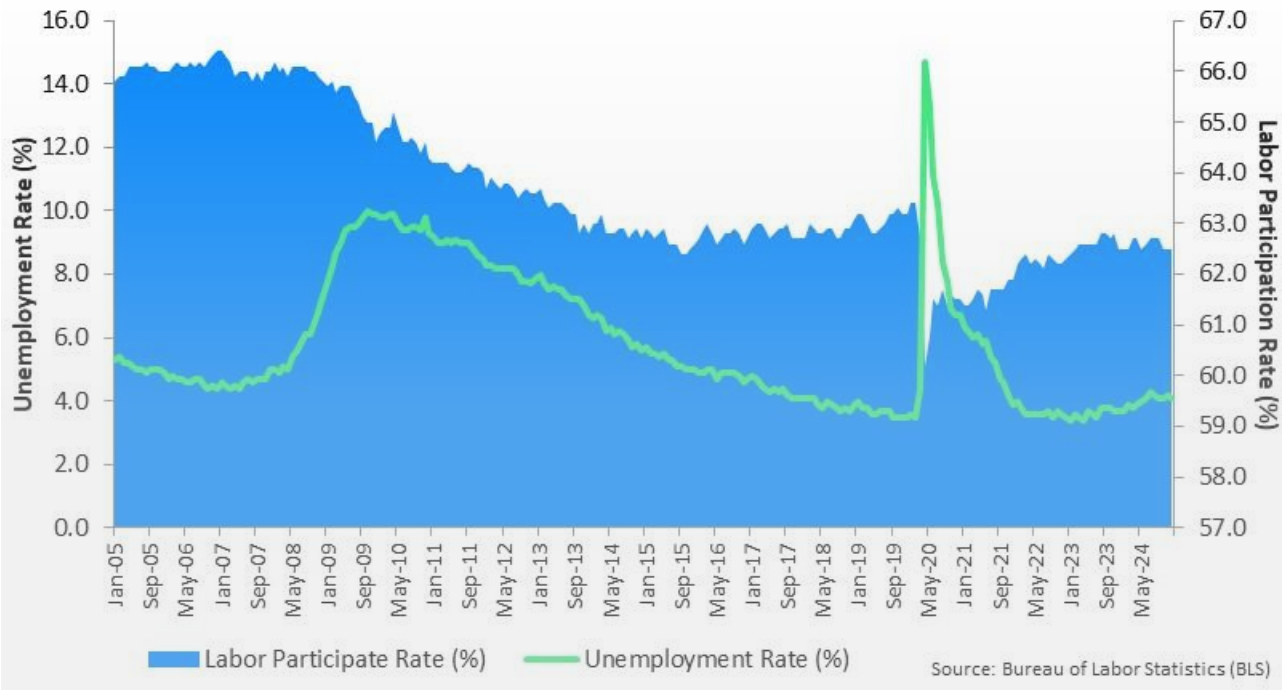
FUEL PRICE DATA

REGULAR GRADE GASOLINE PRICES VS. COMMERCIAL TRAFFIC BY CATEGORY



ECONOMIC DATA

UNEMPLOYMENT & LABOR PARTICIPATION RATE (SEASONALLY ADJUSTED)



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