

Market Insights

MARINE
3RD Quarter 2020

Marine Market Industry Overview

We mentioned last quarter that “the Marine industry will be well-positioned to benefit from changes in recreational habits” assuming layoffs remained under control. Happily, that was indeed the case, and values for all segments of boats and watercraft are substantially higher than last year.

Looking at individual segments, inboards continue to impress, bringing a whopping 21.7% more value than this time last year. Stern drives also performed well, showing no seasonal decline heading into the Fall, with values 10.4% higher year-over-year. Outboards followed a similar pattern and are running 8.6% ahead of 2019. The personal watercraft segment was very healthy, with values increasing going into the fall and running 7.6% higher than last year.

The marine industry continues to benefit from customers shifting their discretionary income from vacations to other forms of entertainment. Getting out on the water with selected friends and family will continue to be a low-risk, high-fun way to spend leisure time.

Marine Values

Average Retail Value by Category – Values for the Last 10 Model Years

Outboard Boats



Stern Drive Boats



Marine Values

Average Retail Value by Category – Values for the Last 10 Model Years

Inboard Boats



Personal Watercraft



Marine Values vs. Traffic

Average Retail Value and Traffic View by Category

Outboard Boats



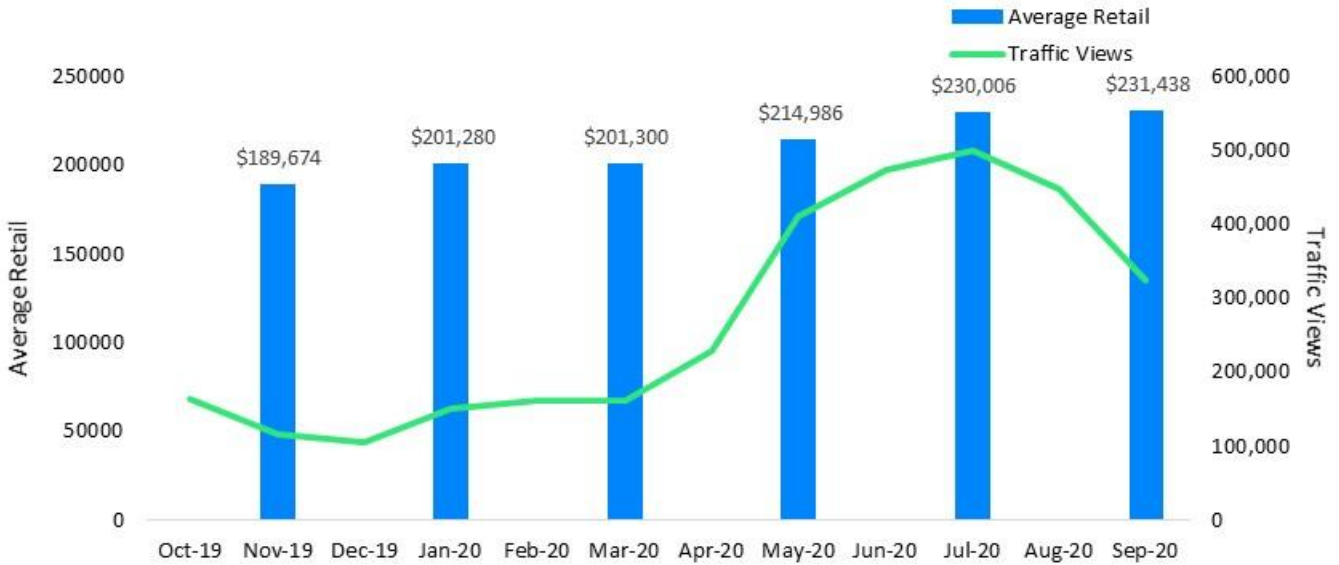
Stern Drive Boats



Marine Values vs. Traffic

Average Retail Value and Traffic View by Category

Inboard Boats

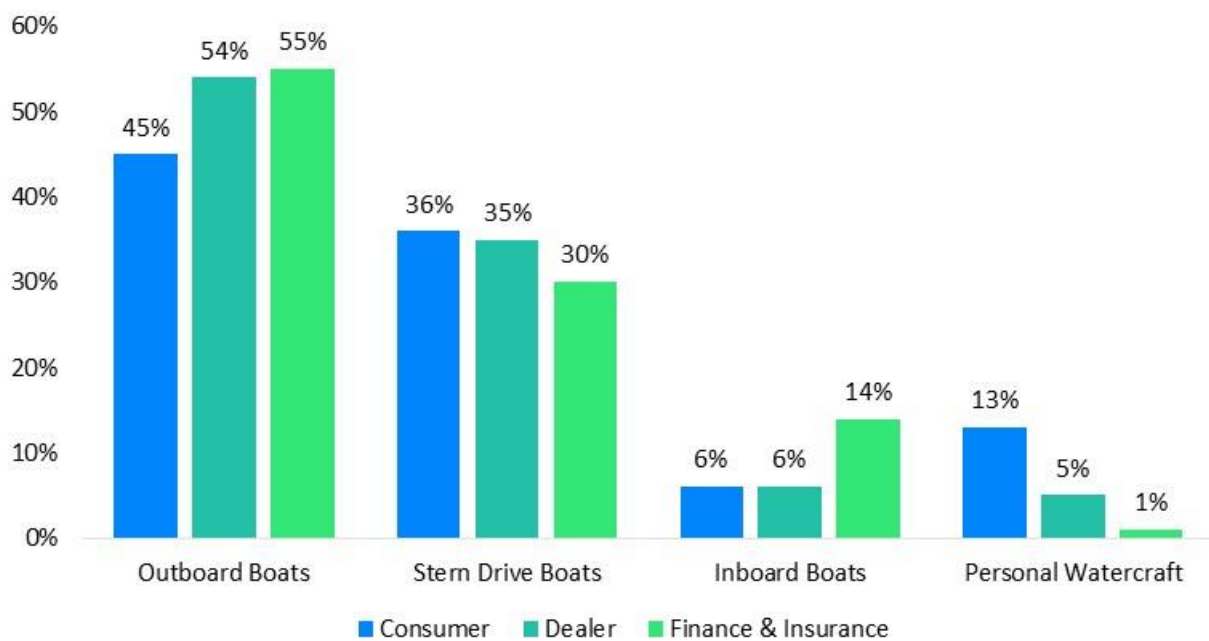


Personal Watercraft



Marine Categories

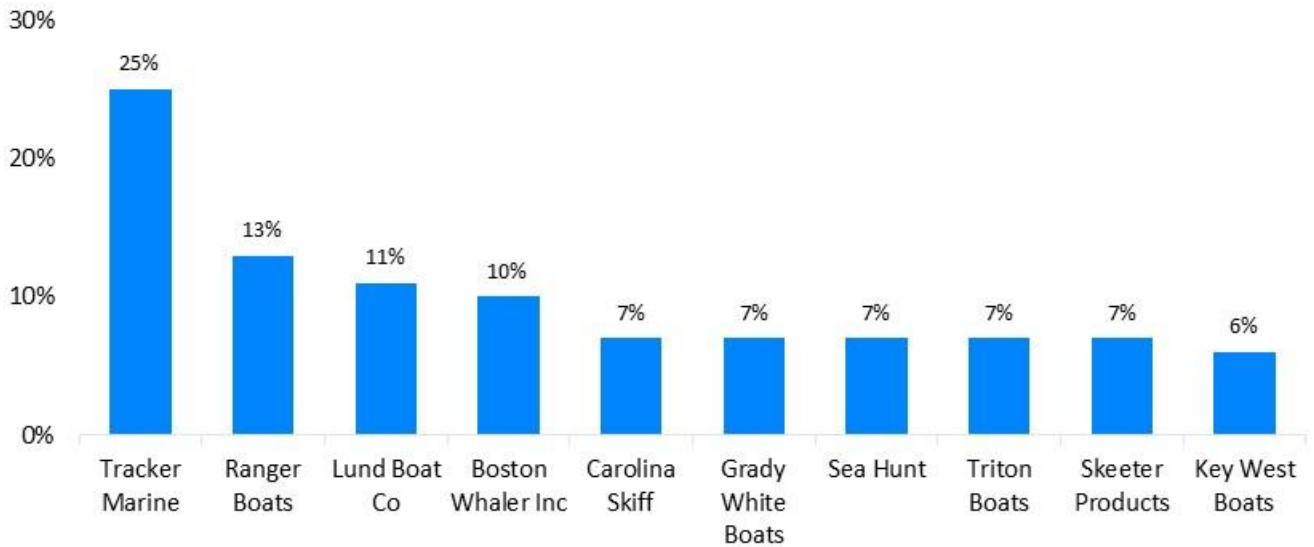
Views Among Consumers, Dealers, and Finance & Insurance Institutions
in 2020 Q1-Q3



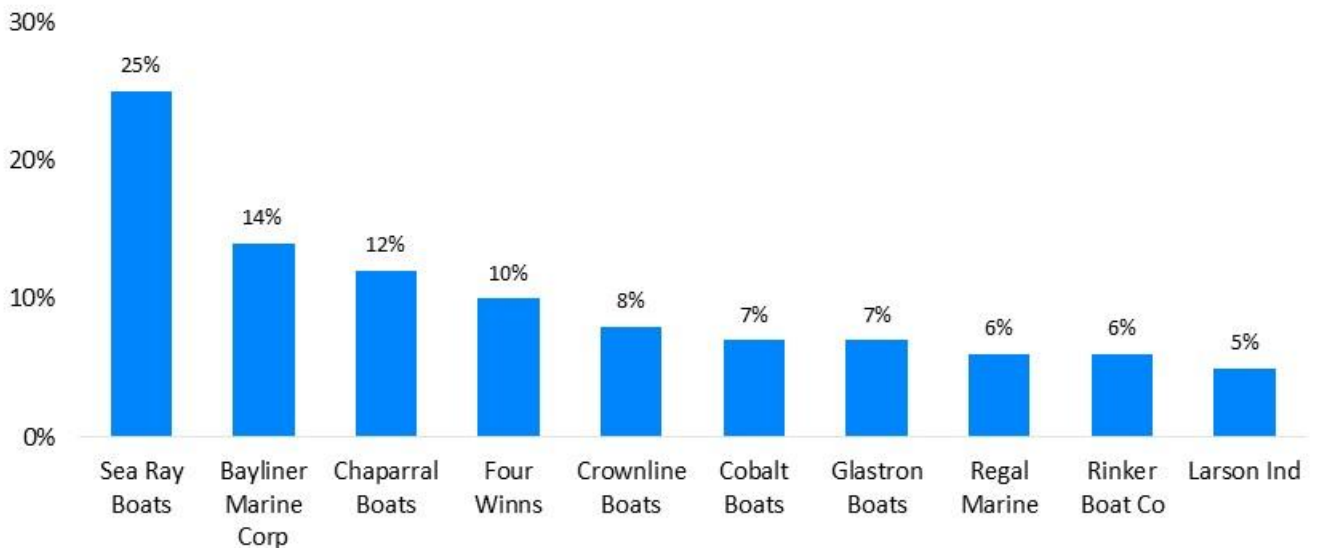
Power Boat Brands

Top Researched Brands in 2020 Q1-Q3

Outboard Brands



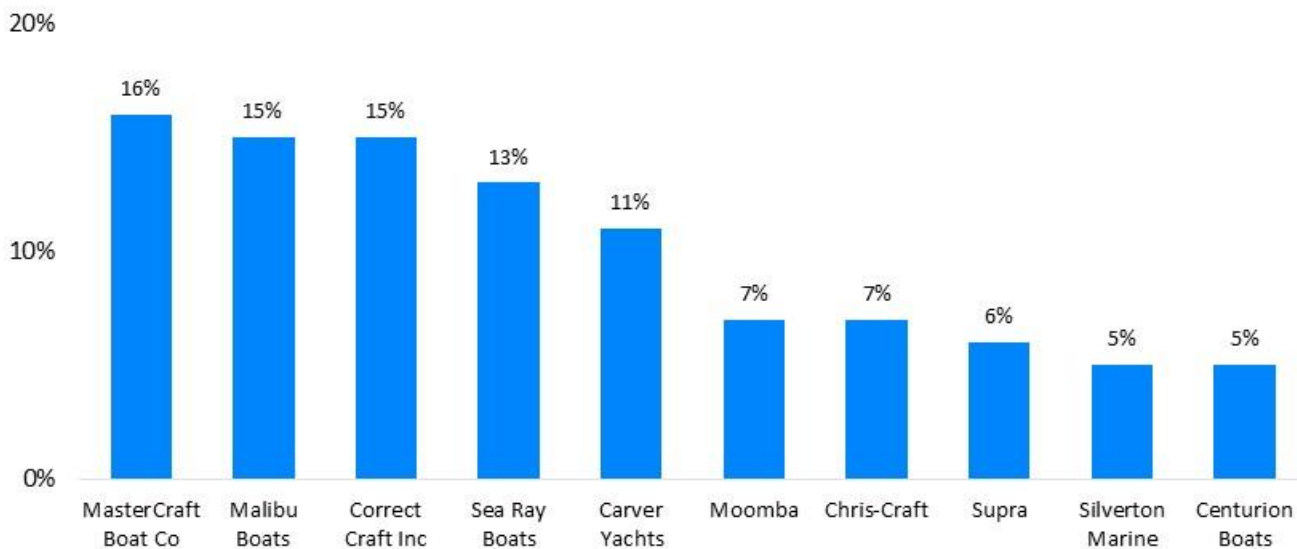
Stern Drive Brands



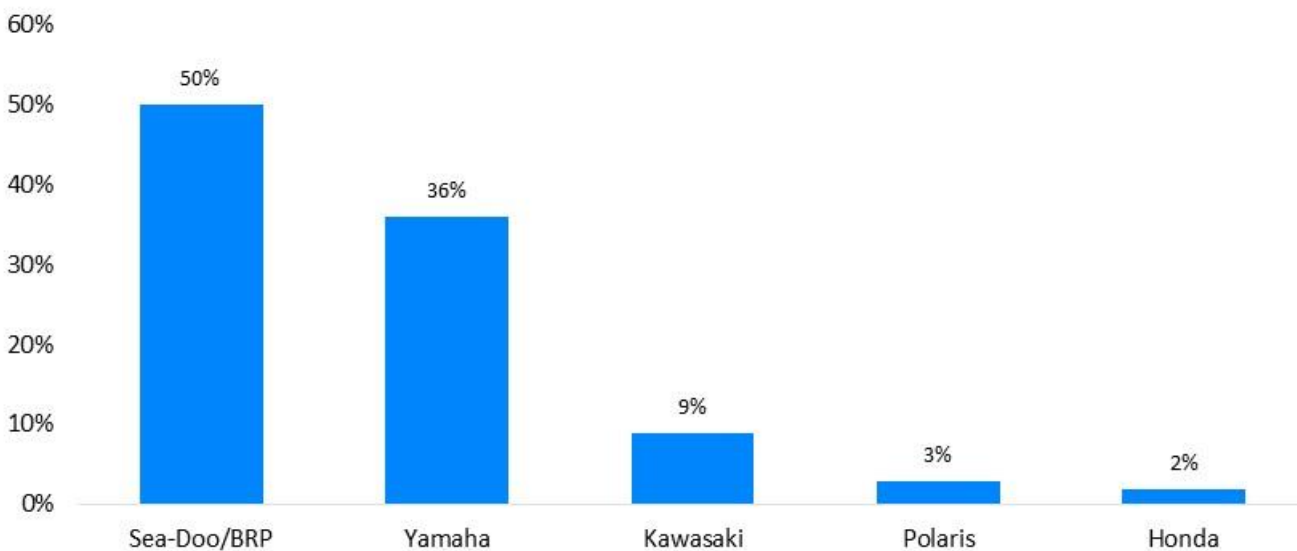
Marine Brands

Top Researched Brands in 2020 Q1-Q3

Inboard Brands



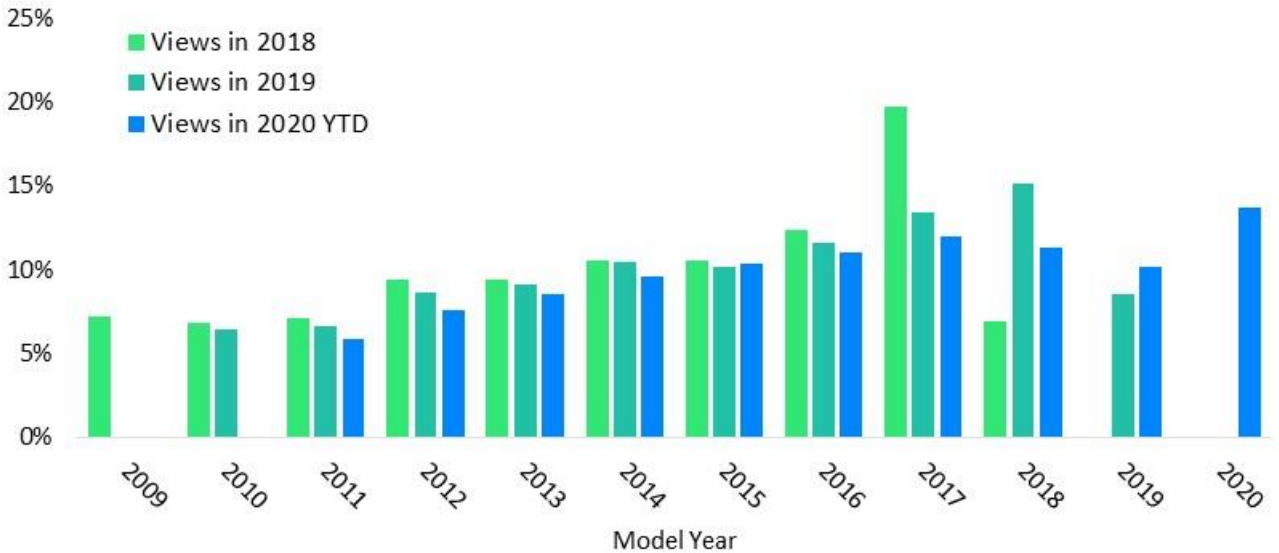
Personal Watercraft Brands



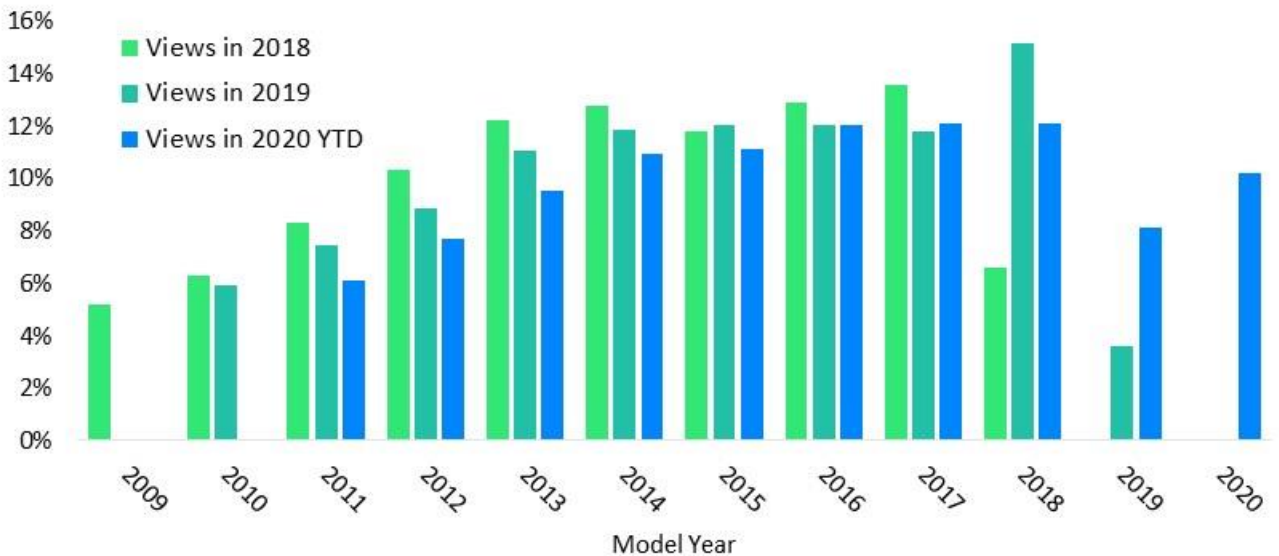
Model Years

Top Researched Model Years by Category

Outboard Boats



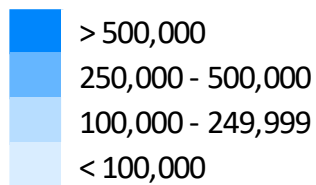
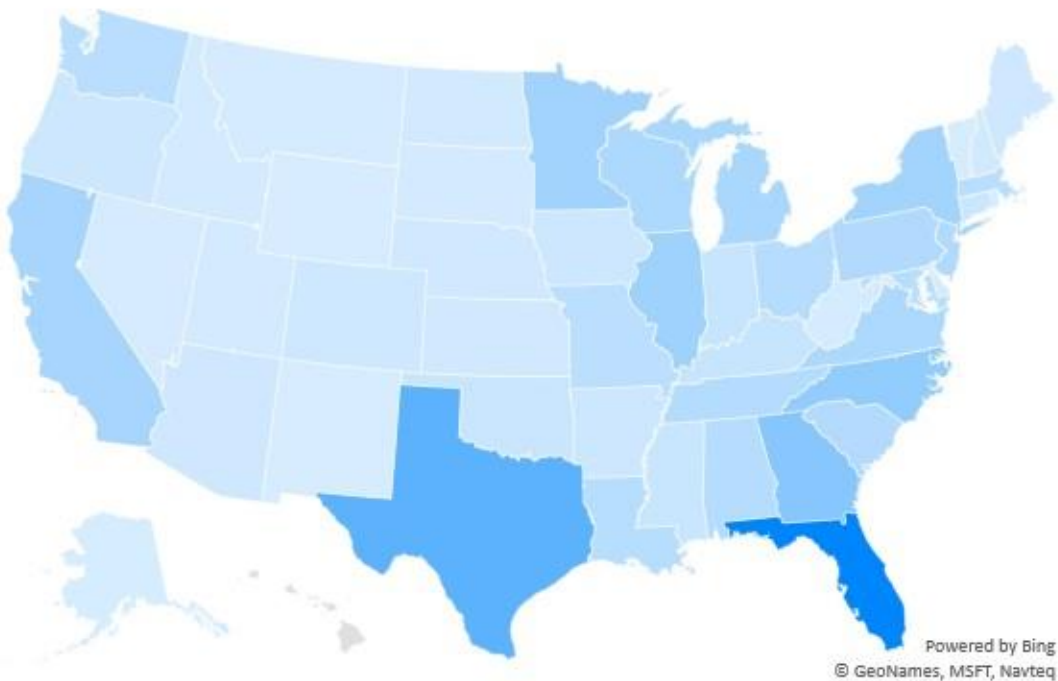
Pontoon Boats



Web Traffic by State

Traffic by State in 2020 Q1-Q3

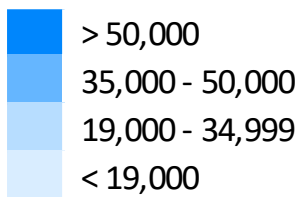
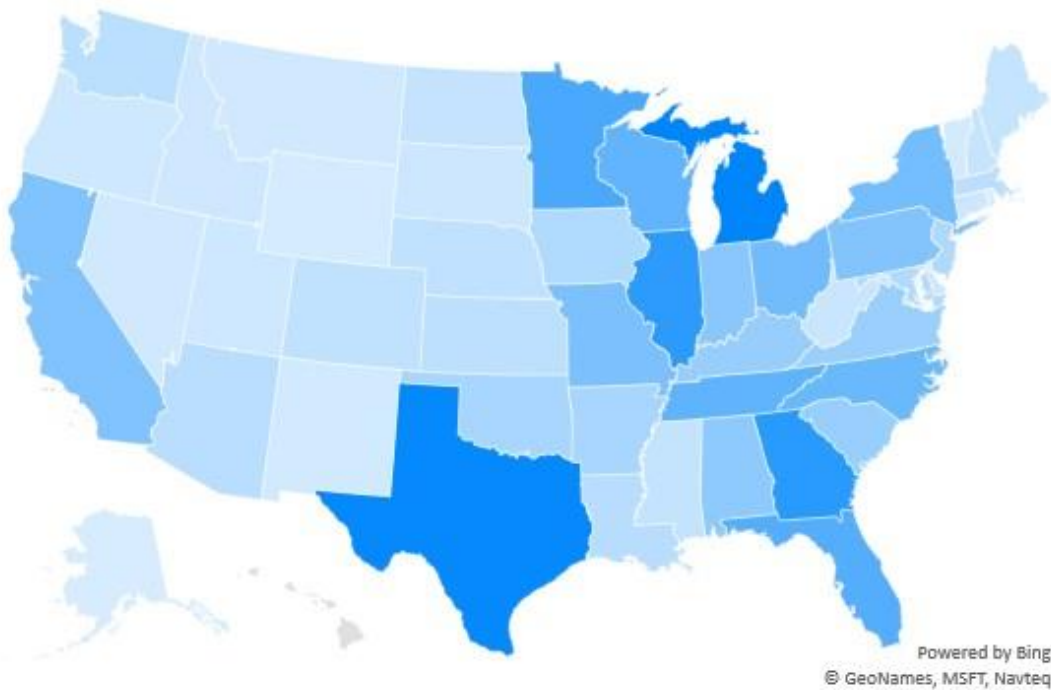
Outboard Boats



Web Traffic by State

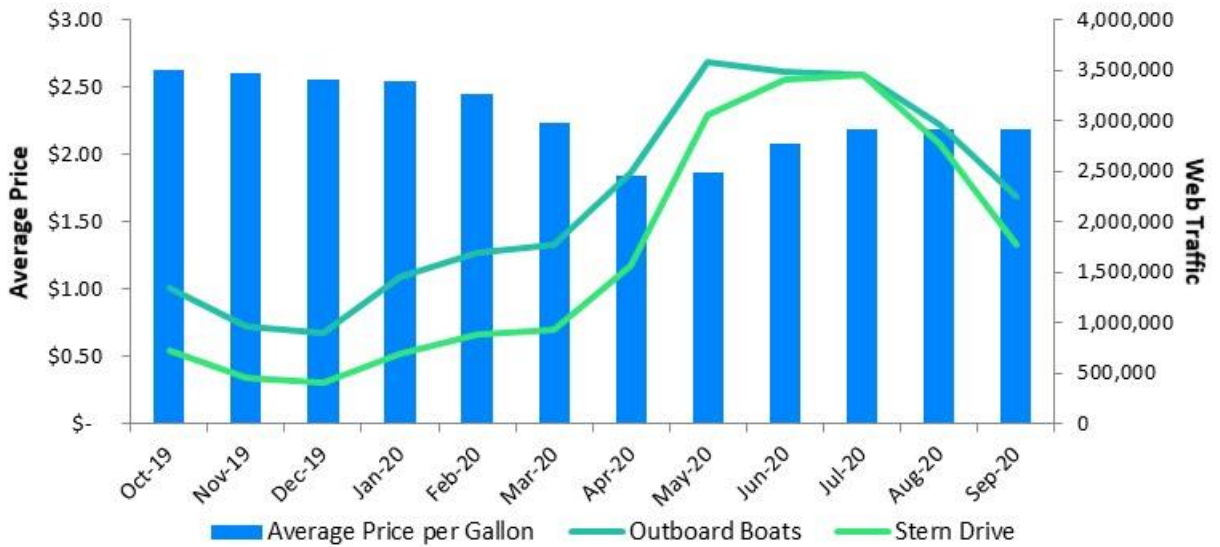
Traffic by State in 2020 Q1-Q3

Pontoon Boats

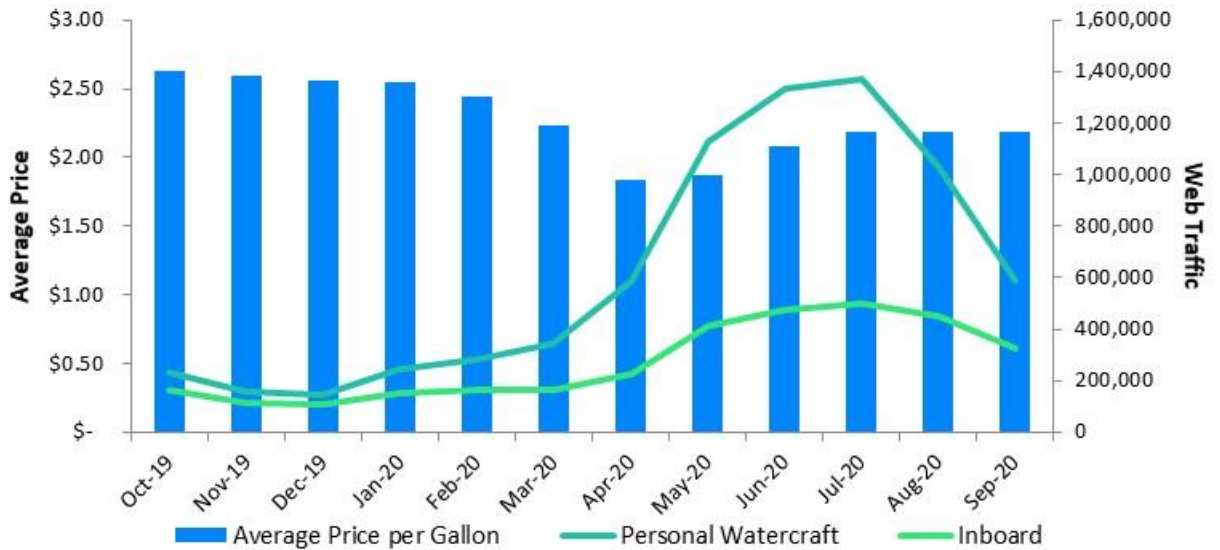


Fuel Price Data

Regular Grade Gasoline Prices vs. Consumer Traffic by Category



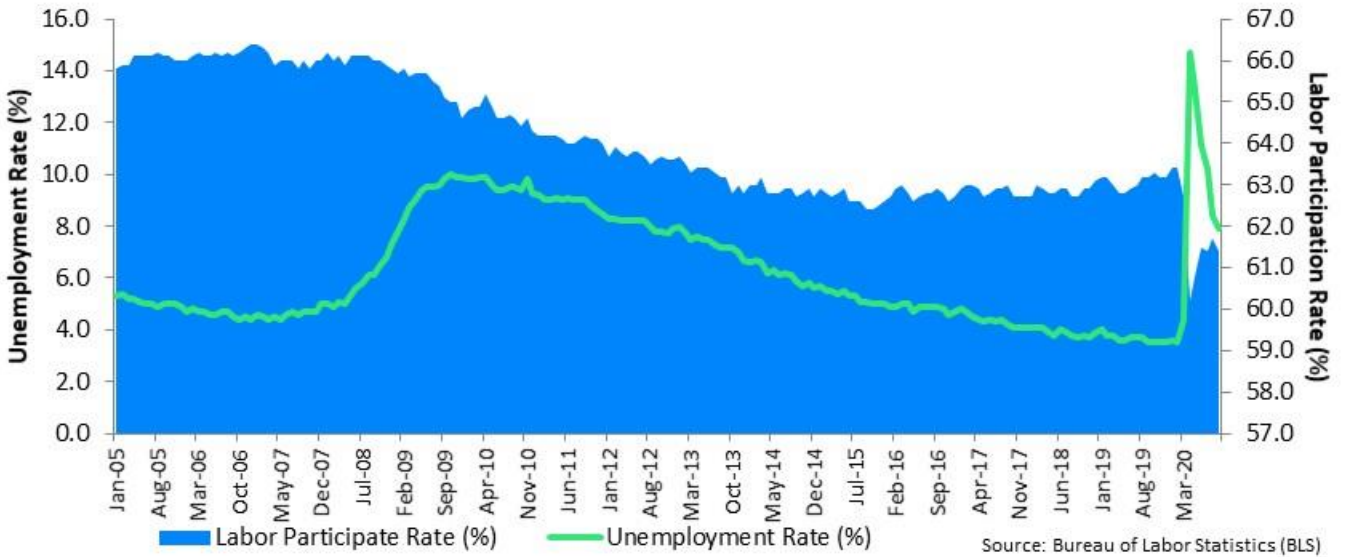
Source: U.S. Energy Information Administration



Source: U.S. Energy Information Administration

Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



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