

Market Insights

MARINE
2021 Year-End Review



Marine Market Industry Overview

Values in all segments of the marine industry increased throughout 2021, making the year a high-water mark in recent history.

Looking at individual segments, the most recent 10 model years of used outboard boat values averaged 30.9% higher in calendar-year 2021 vs. 2020, and 39.6% higher than 2019. Stern drives performed just as well, averaging 26.8% higher values in 2021 vs. 2020, and 34.5% higher than 2019. Inboard values averaged 43% higher in 2021 than 2020, and a whopping 62.1% higher than 2019. Personal watercraft brought 21.1% more money year-over-year, and 28.4% more than 2019.

As we enter the spring selling season, buyers are still searching for scarce inventory and are accustomed to higher pricing. This seller's market should remain in place until the parts supply returns closer to normal and vacation travel becomes more viable.

Marine Values

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

Outboard Boats



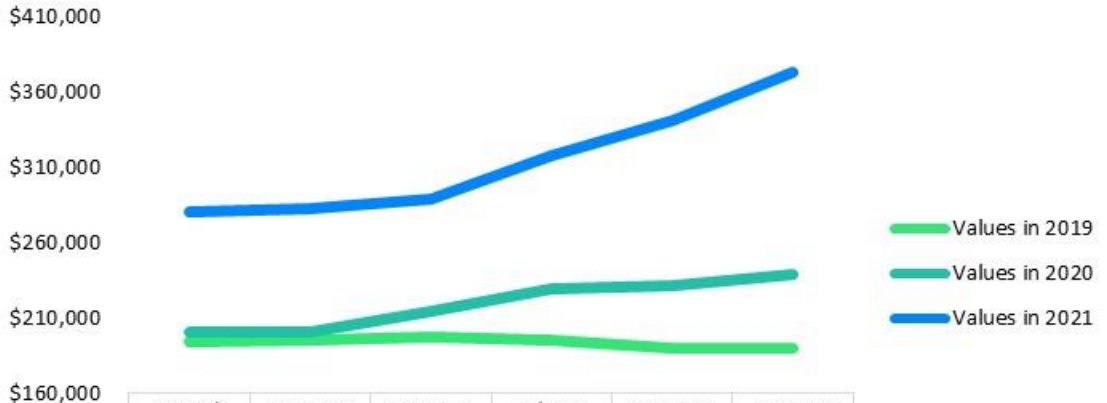
Stern Drive Boats



Marine Values

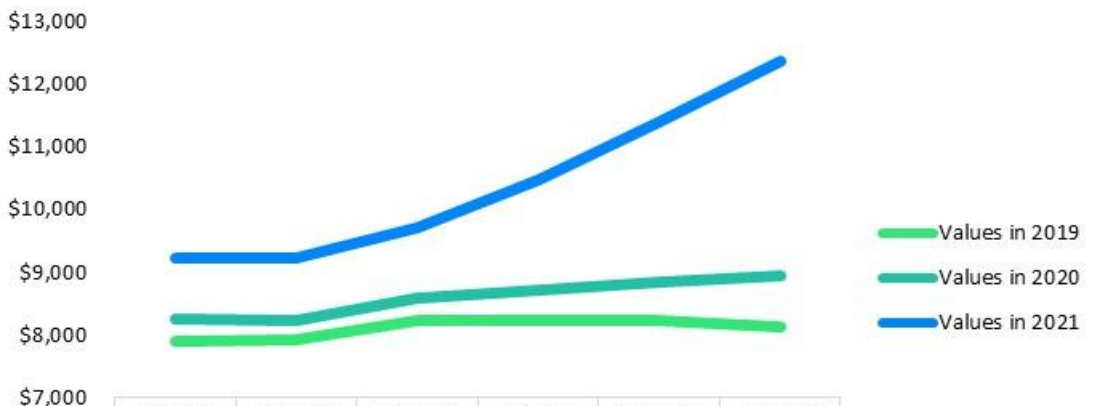
Average Retail Value by Category – Values for the Last 10 Model Years

Inboard Boats



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2019	\$194,202	\$195,652	\$197,681	\$195,502	\$190,203	\$189,674
Values in 2020	\$201,280	\$201,300	\$214,986	\$230,006	\$231,438	\$239,340
Values in 2021	\$280,603	\$282,584	\$288,949	\$318,083	\$341,378	\$373,287

Personal Watercraft



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2019	\$7,903	\$7,927	\$8,234	\$8,227	\$8,229	\$8,138
Values in 2020	\$8,253	\$8,234	\$8,587	\$8,720	\$8,855	\$8,946
Values in 2021	\$9,241	\$9,232	\$9,712	\$10,483	\$11,415	\$12,385

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

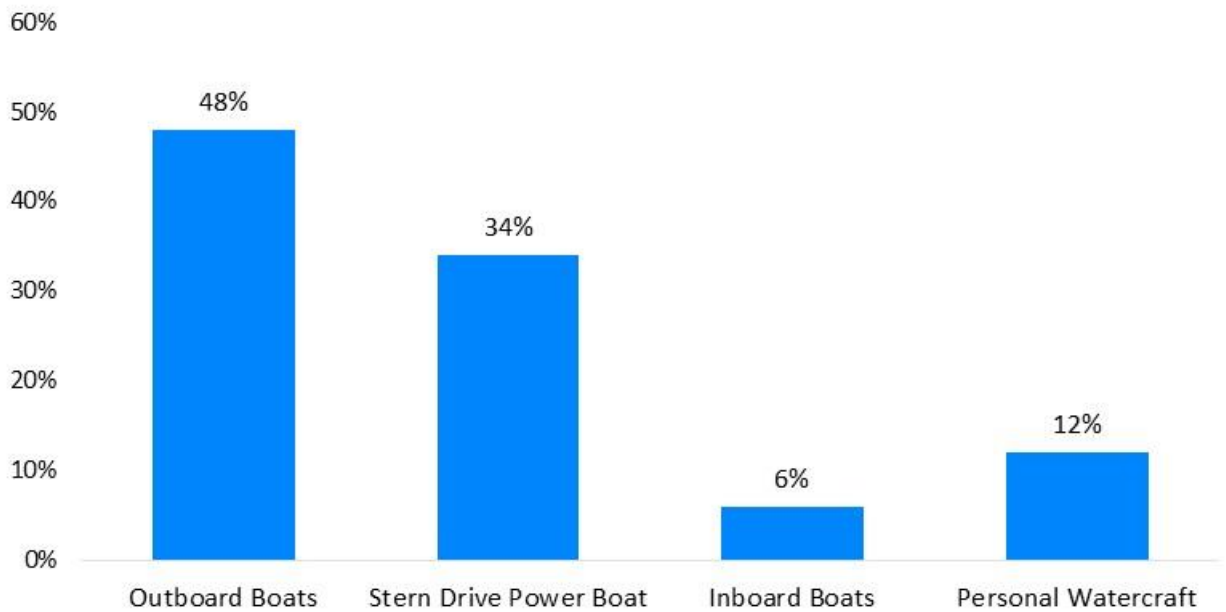


Personal Watercraft



Marine Categories

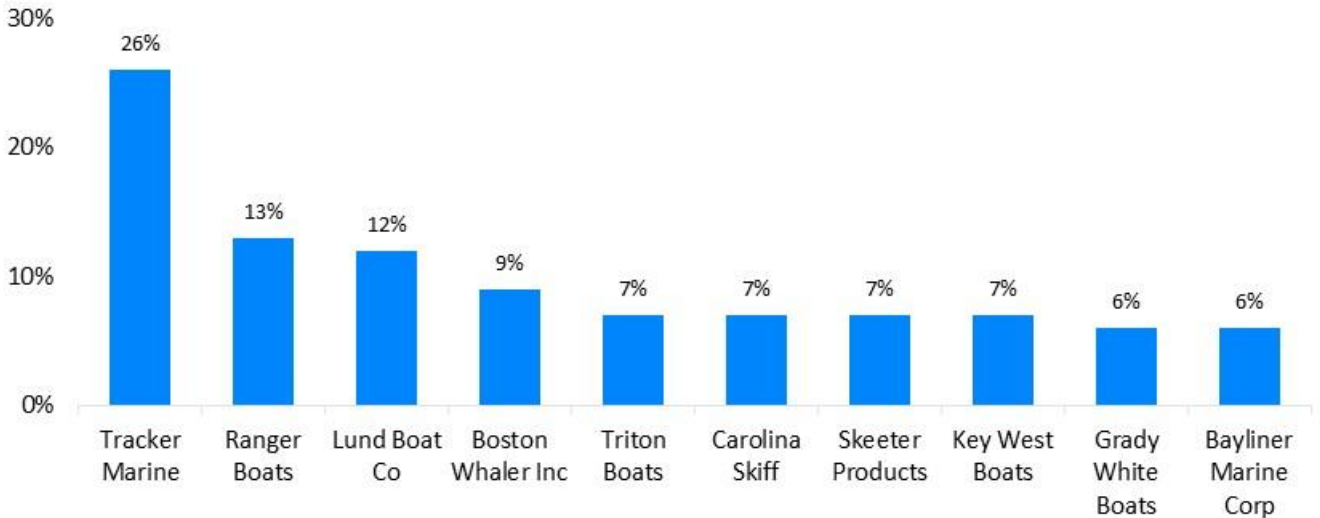
Views in 2021



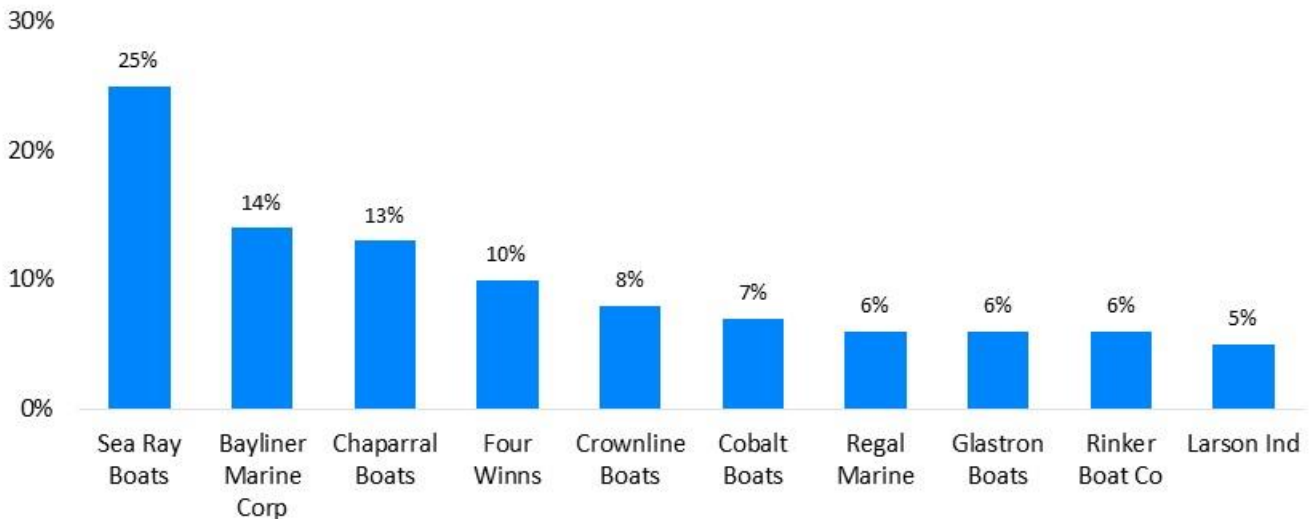
Power Boat Brands

Top Researched Brands in 2021

Outboard Brands



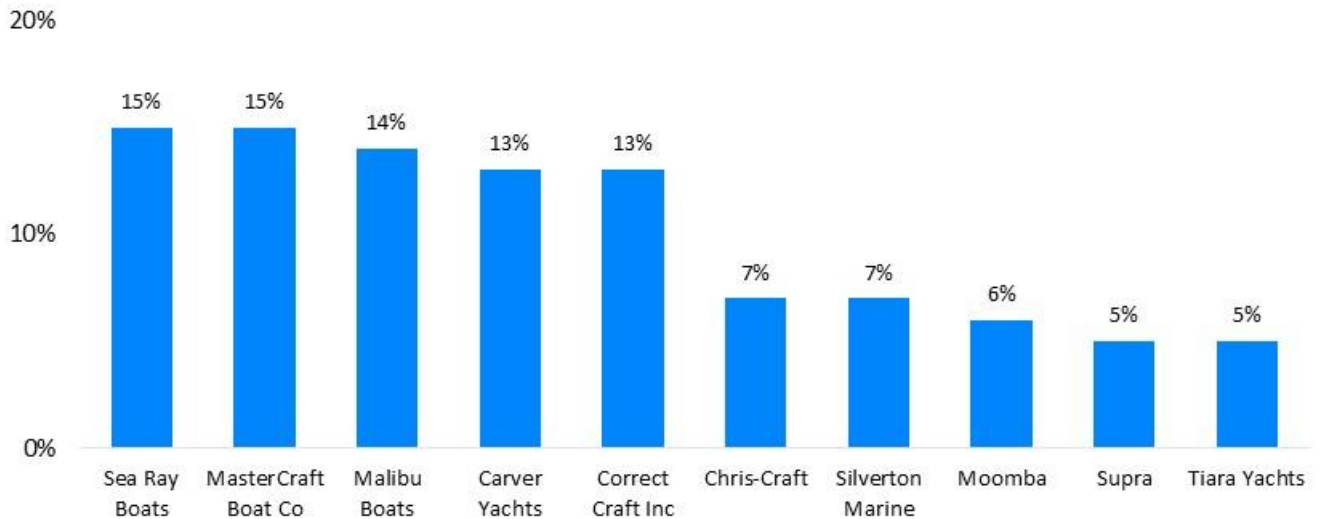
Stern Drive Brands



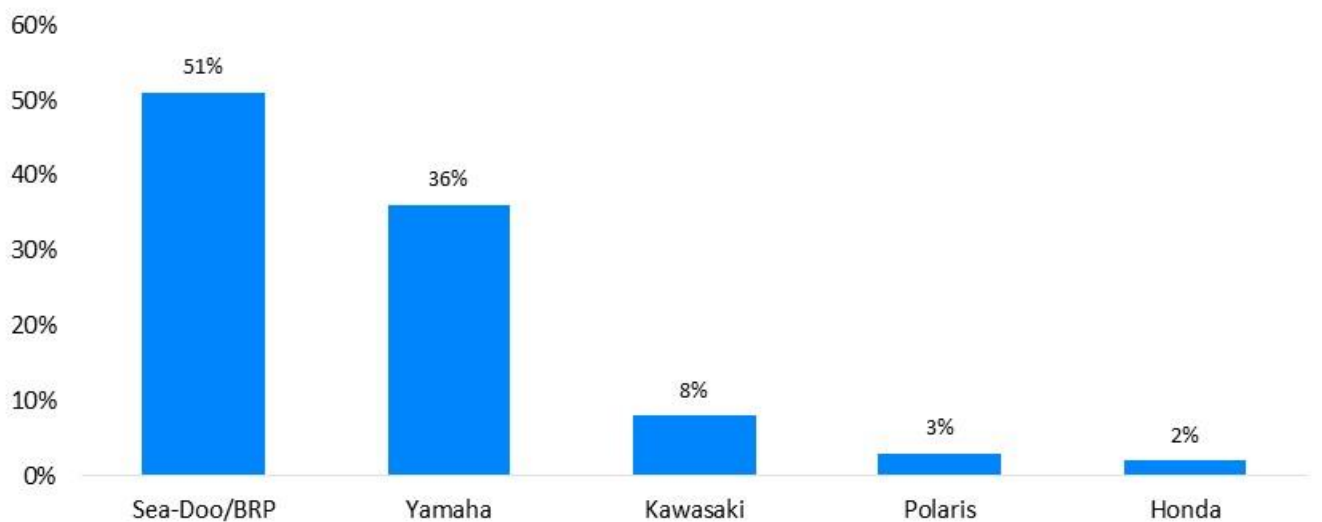
Marine Brands

Top Researched Brands in 2021

Inboard Brands



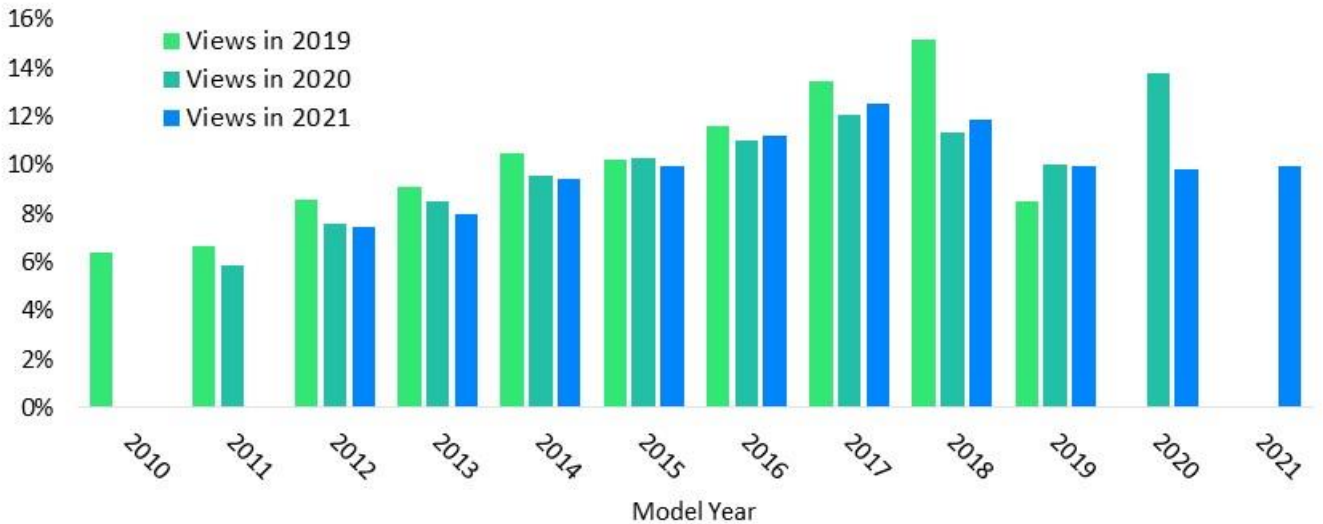
Personal Watercraft Brands



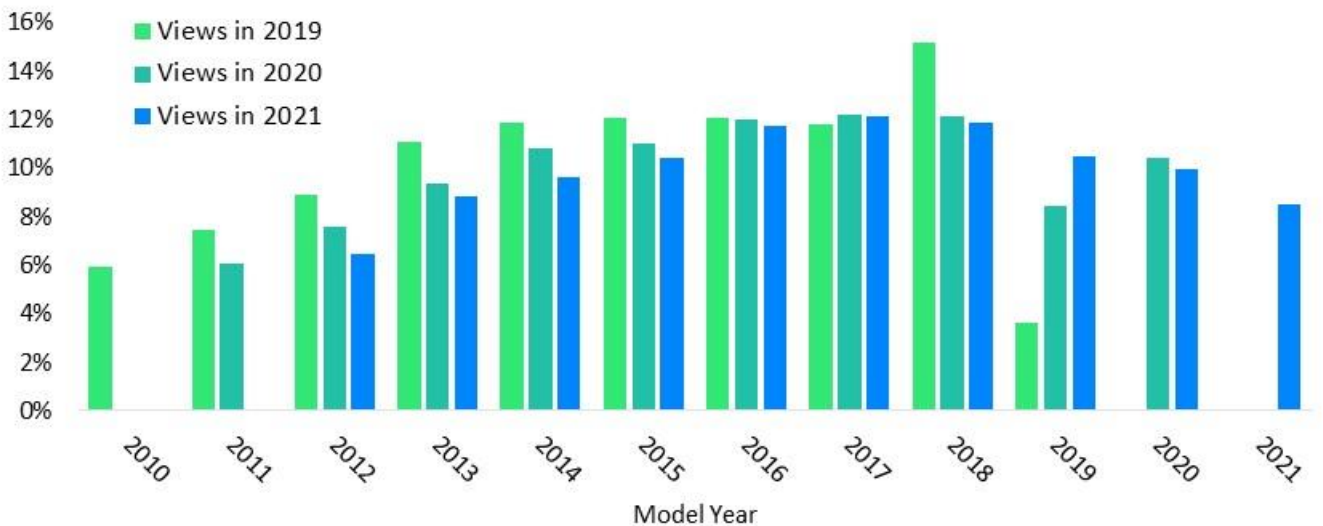
Model Years

Top Researched Model Years by Category

Outboard Boats



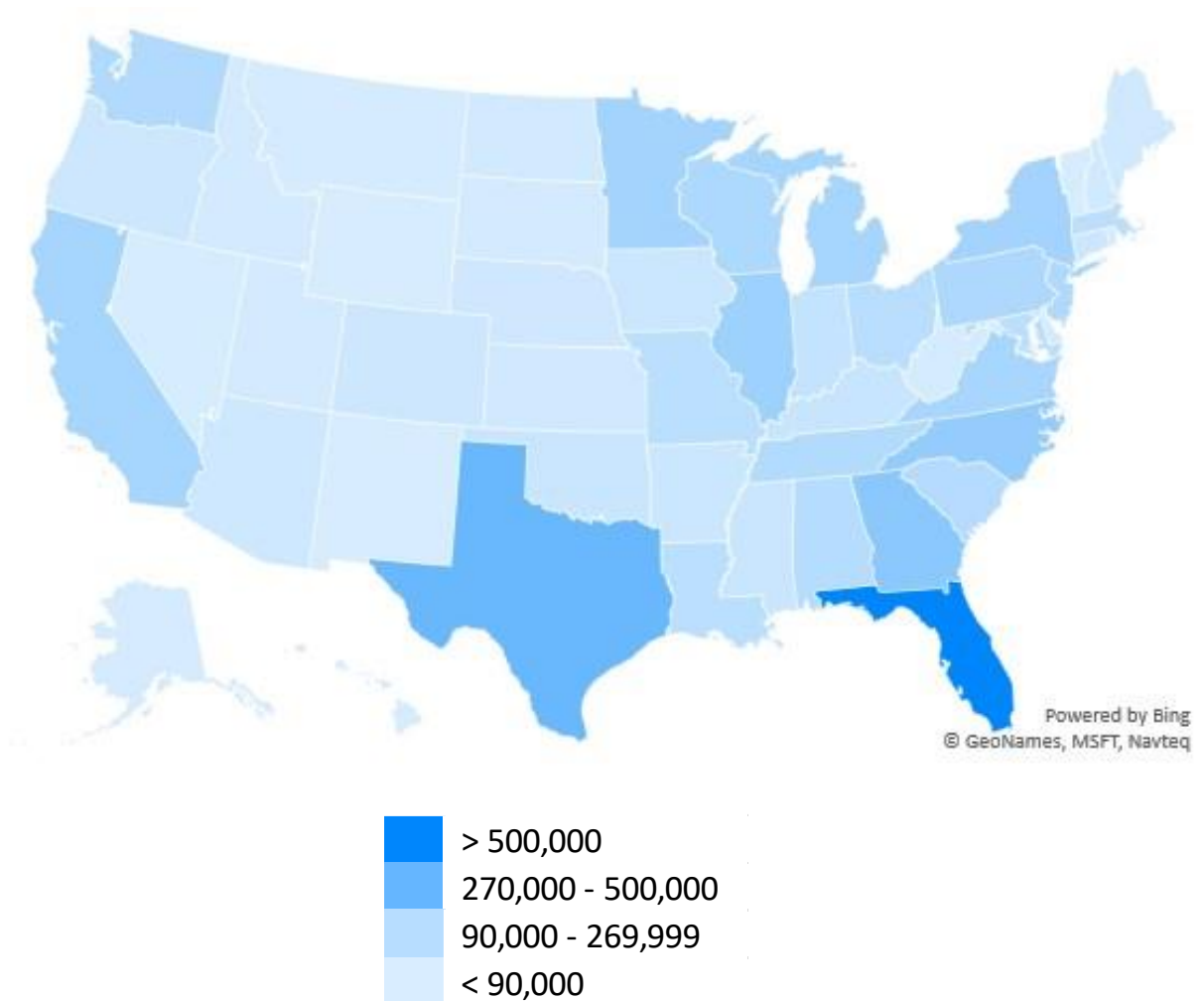
Pontoon Boats



Web Traffic by State

Traffic by State in 2021

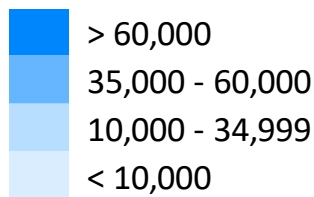
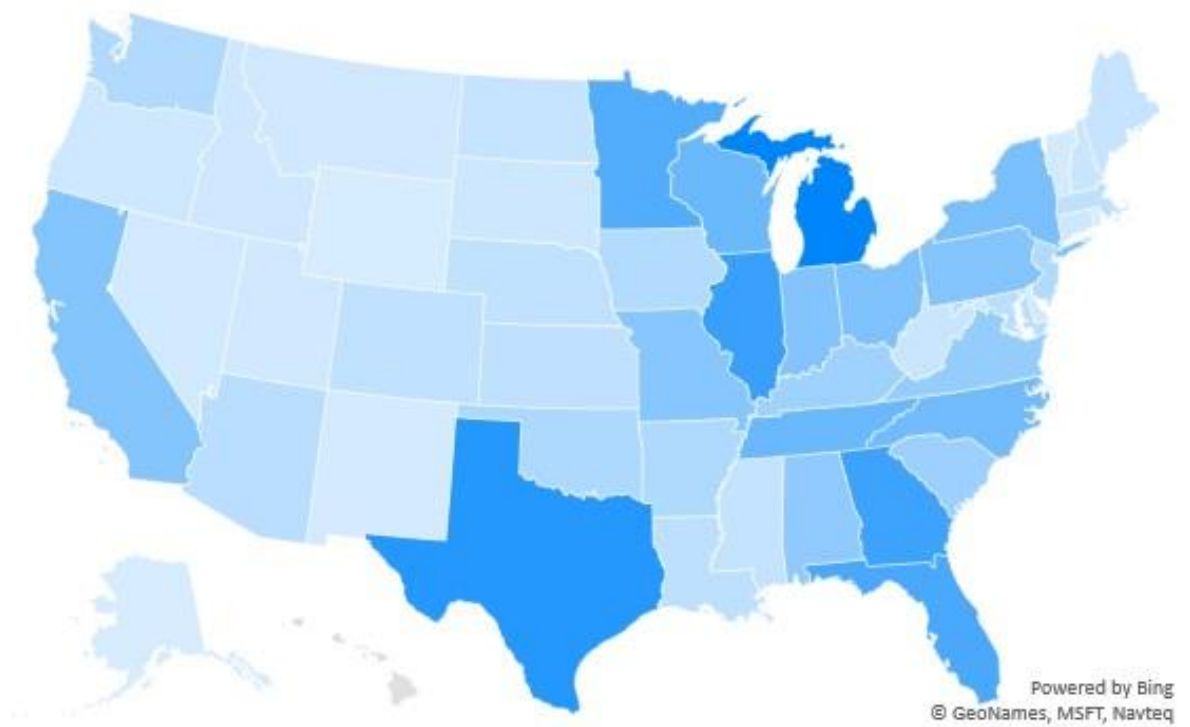
Outboard Boats



Web Traffic by State

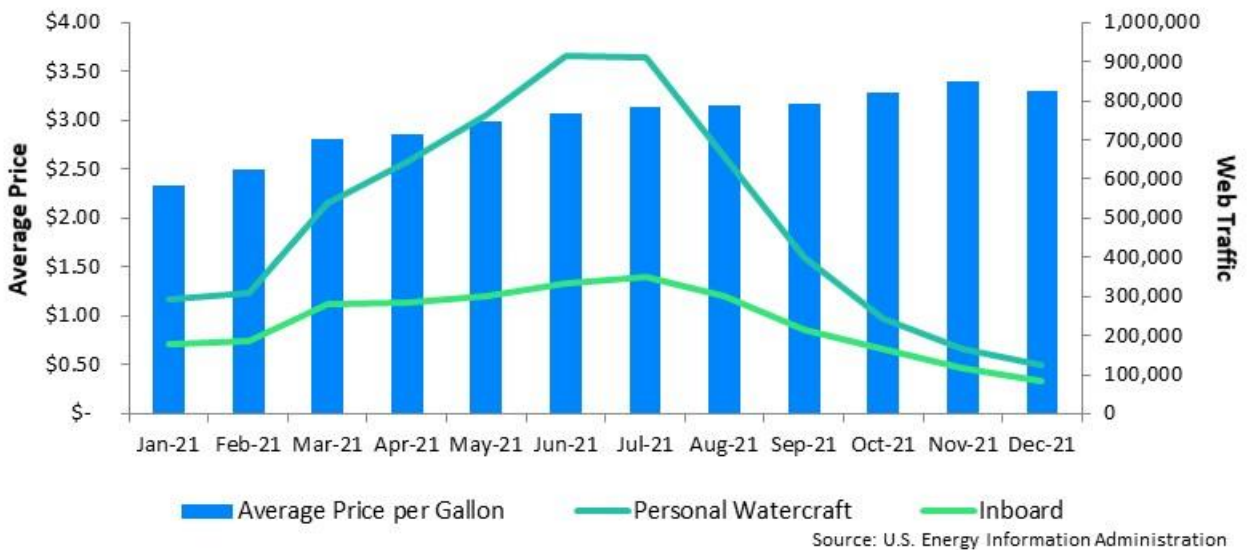
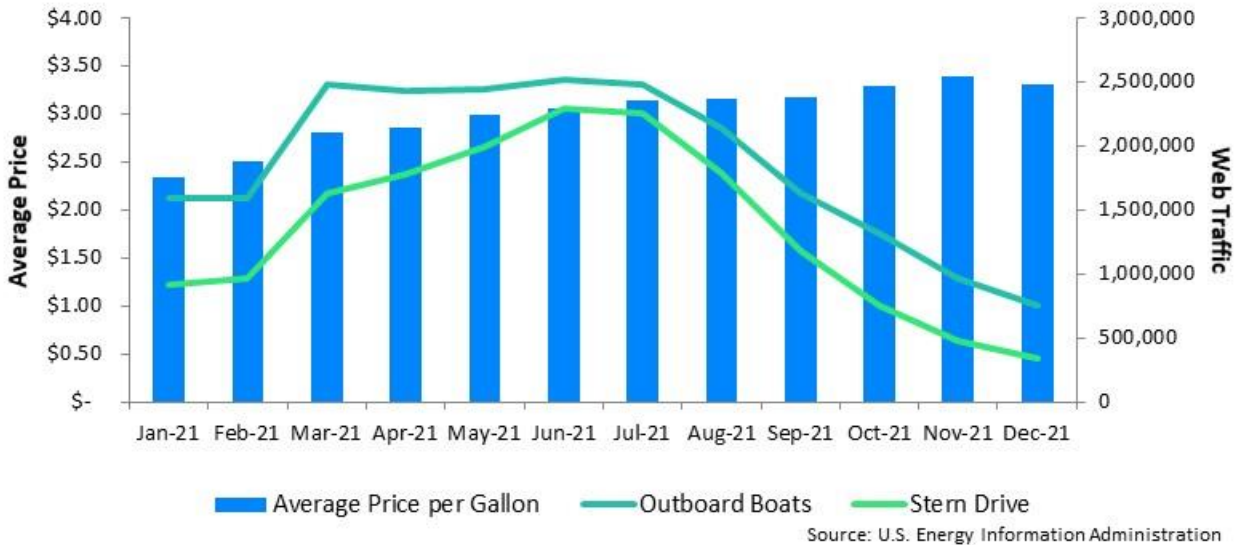
Traffic by State in 2021

Pontoon Boats



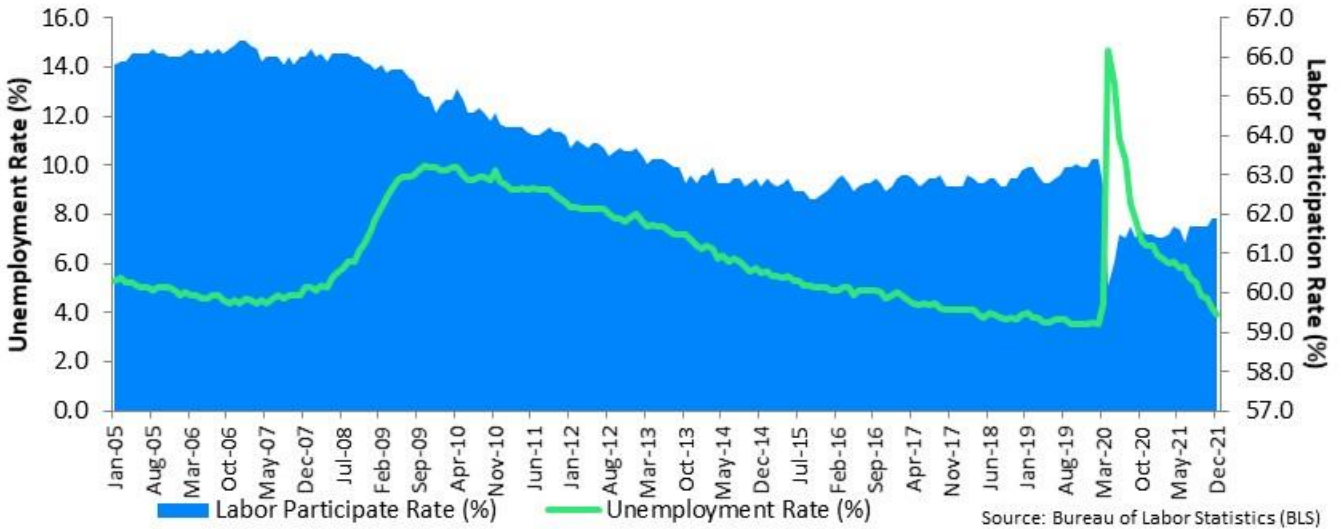
Fuel Price Data

Regular Grade Gasoline Prices vs. Consumer Traffic by Category



Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



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(800) 966-6232

Fax (714) 556-8715