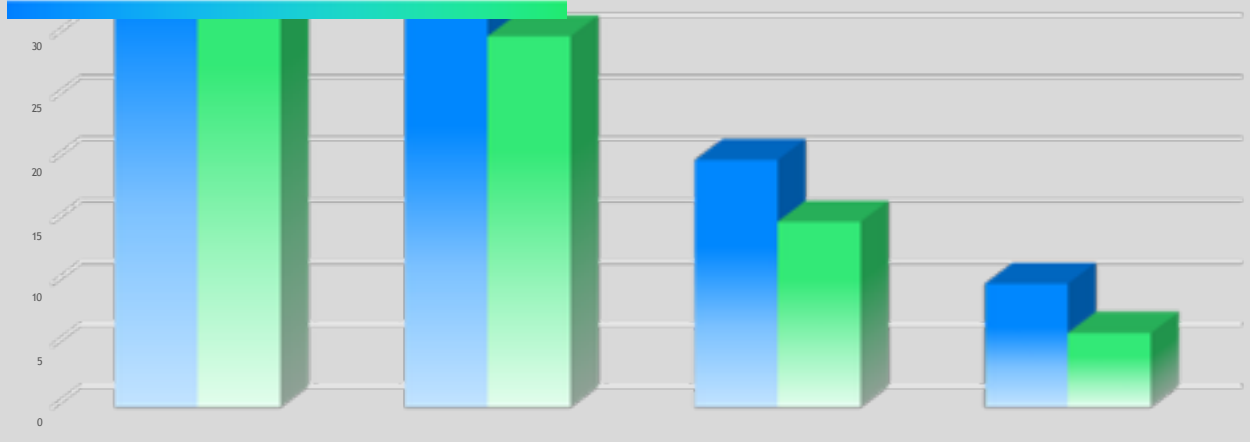


**J.D. POWER**



Formerly NADAguides



# Market Insights

MARINE  
Q2 2022



## Marine Market Industry Overview

**Pricing for boats and personal watercraft has plateaued at an extremely high level, following explosive growth in the second half of 2021.**

**Looking at individual segments, the most recent 10 model years of used outboard boat values averaged 48.5% higher in the first half of 2022 compared to the same period of 2021. Stern drives averaged 34.5% more money over the same period, inboards averaged 49.4% more, and personal watercraft averaged 36.4% more. All segments are currently at or near historic highs.**

**Changing economic conditions have not put a damper on customer demand for boats and personal watercraft. As long as demand remains strong and supply tight, pricing will follow suit.**

## 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





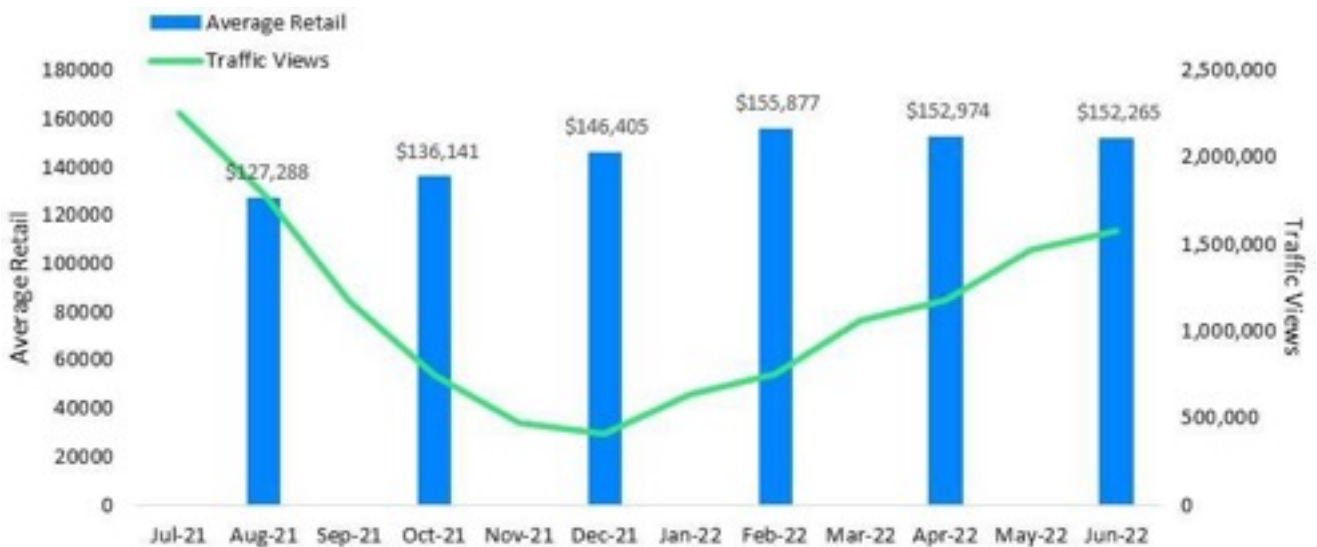
## Marine Values vs. Traffic

### 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



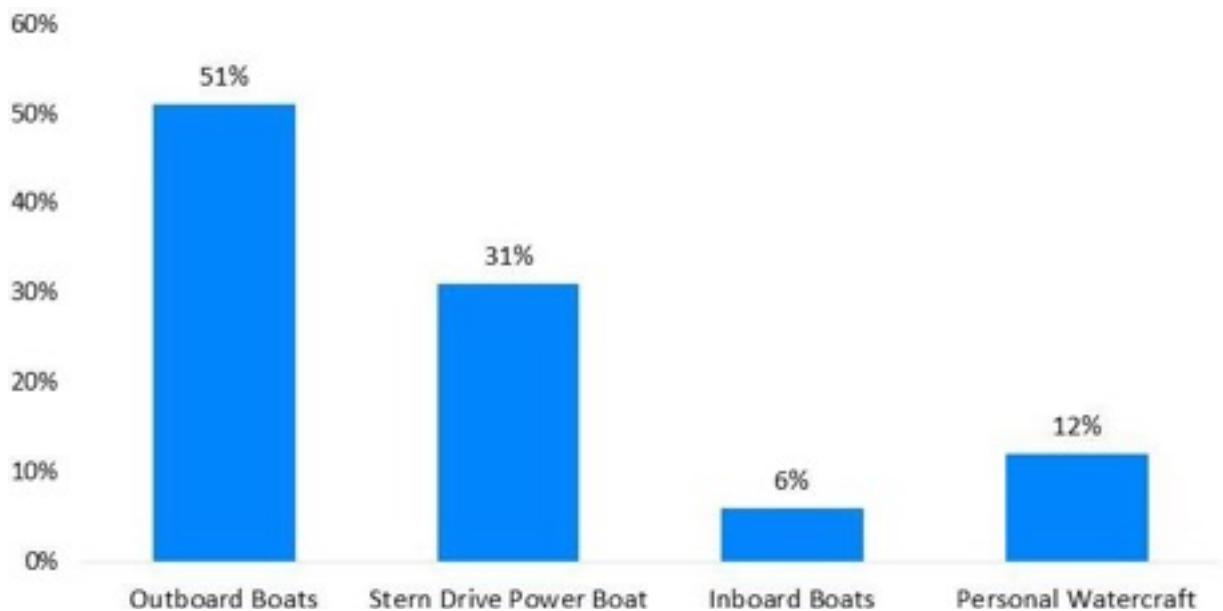
#### Personal Watercraft





## Marine Categories

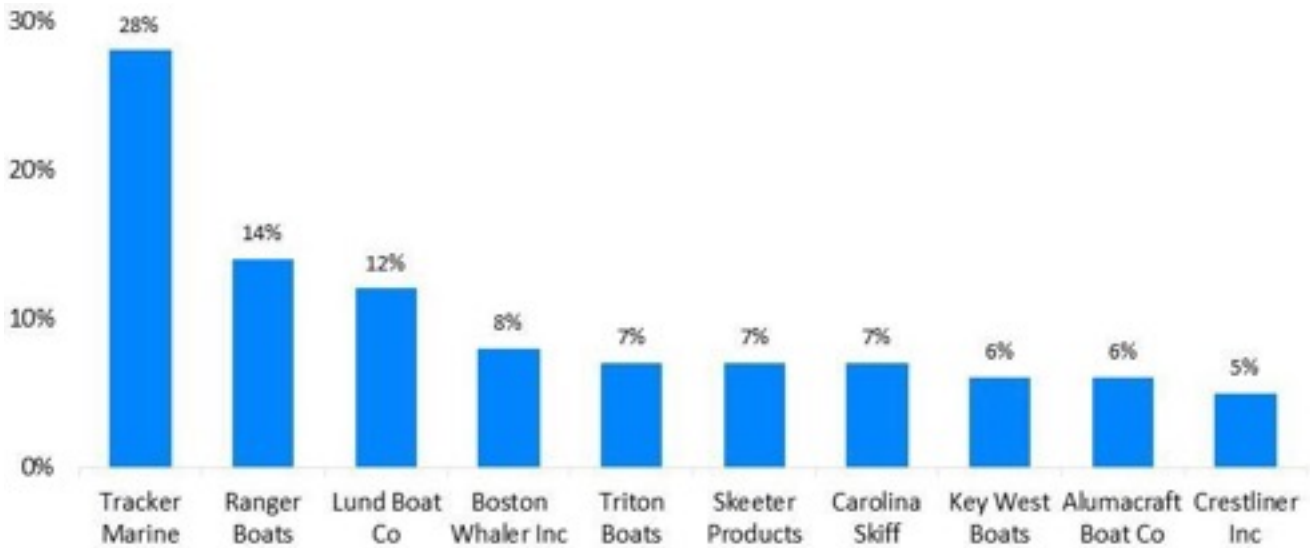
Views in 2022 Q1-Q2



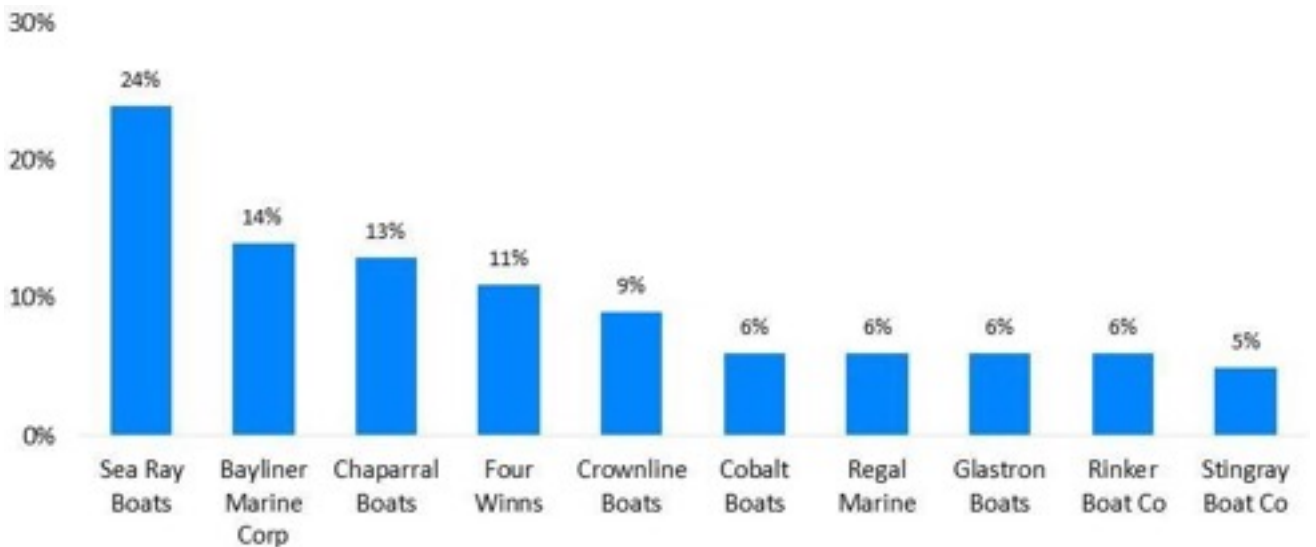
## Power Boat Brands

### Top Researched Brands in 2022 Q1-Q2

#### Outboard Brands



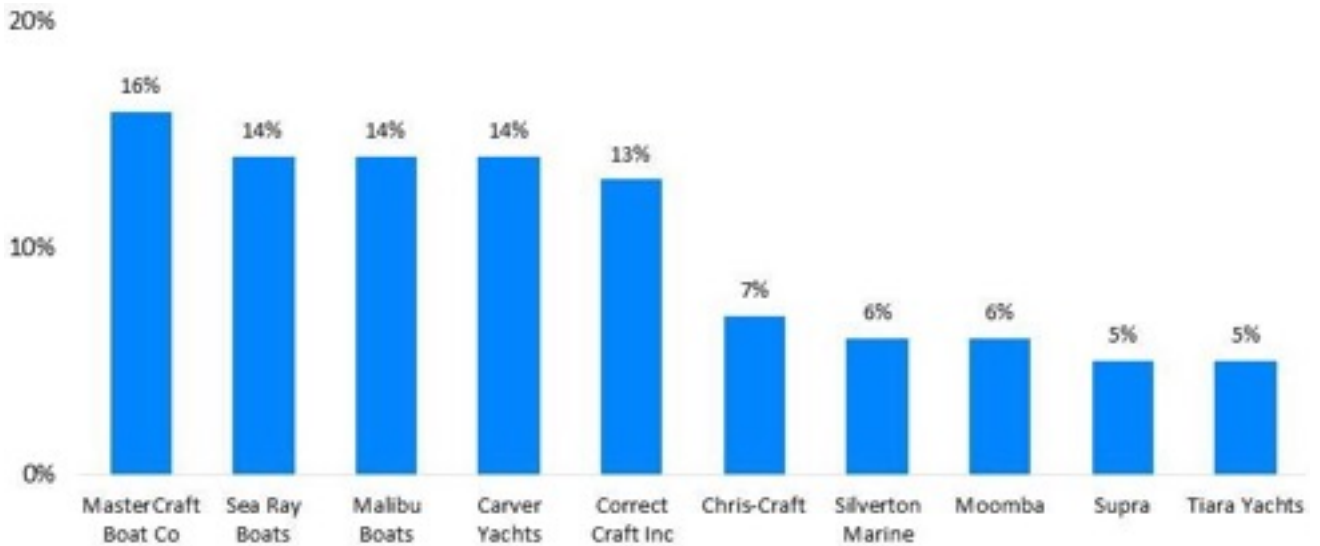
#### Stern Drive Brands



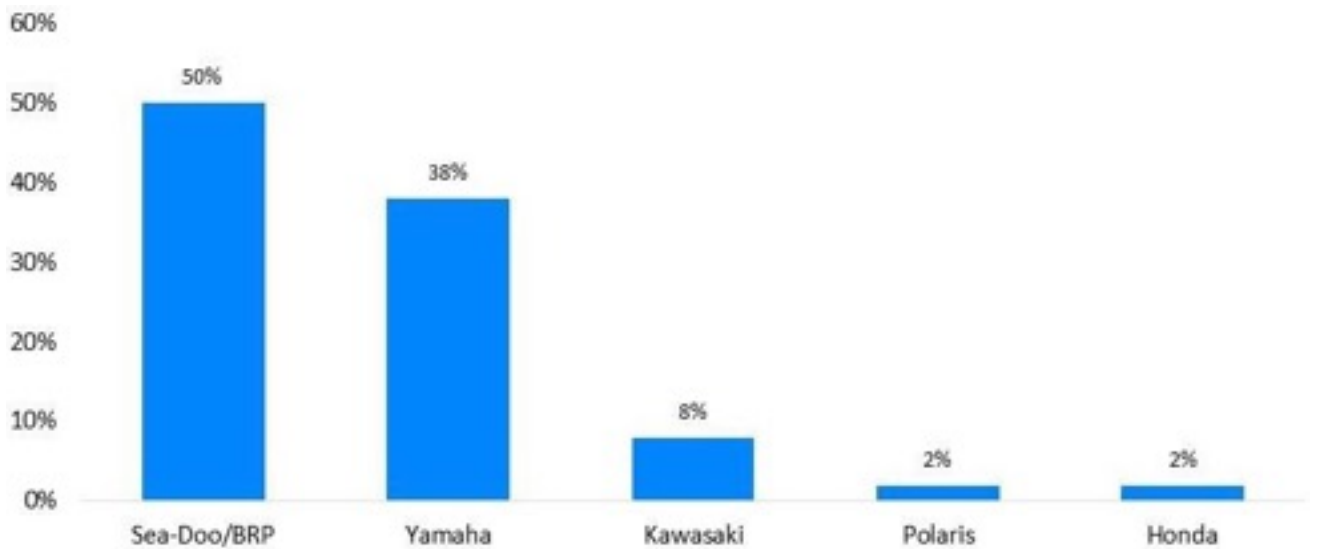
## Marine Brands

### Top Researched Brands in 2022 Q1-Q2

#### Inboard Brands



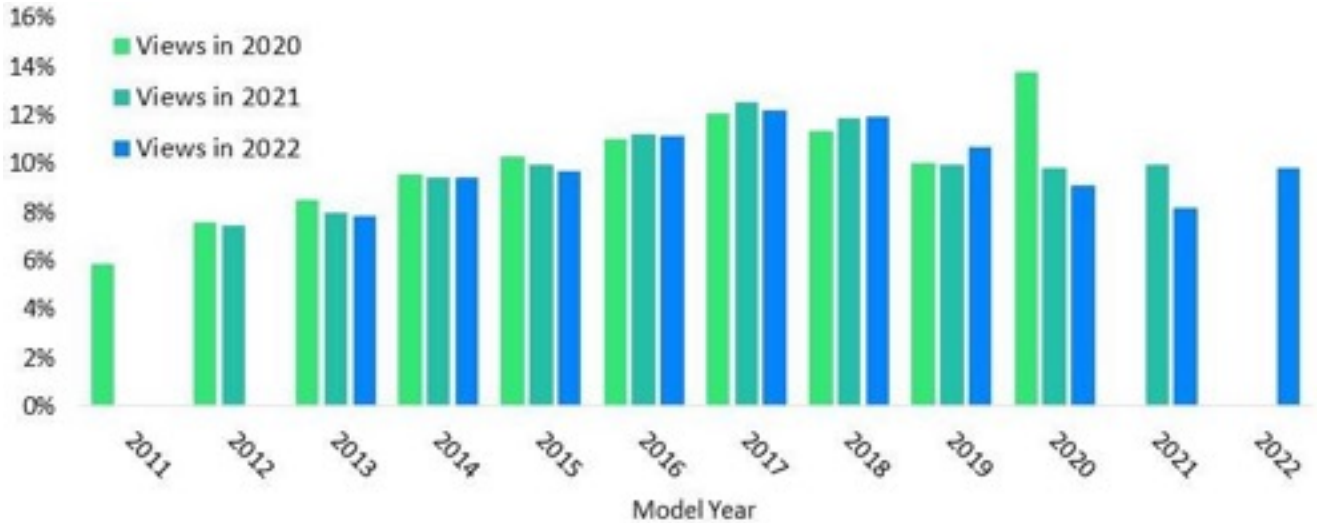
#### Personal Watercraft Brands



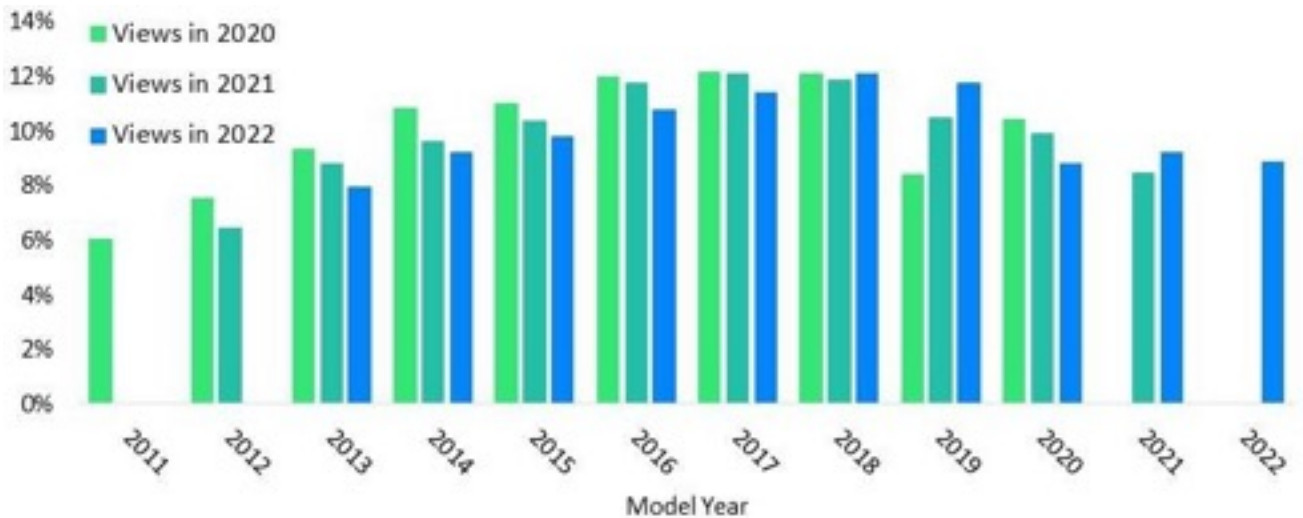
## Model Years

### Top Researched Model Years by Category

#### Outboard Boats



#### Pontoon Boats



## Web Traffic by State

Traffic by State in 2022 Q1-Q2

Outboard Boats



- > 200,000
- 100,000 - 200,000
- 30,000 - 99,999
- < 30,000

## Web Traffic by State

Traffic by State in 2022 Q1-Q2

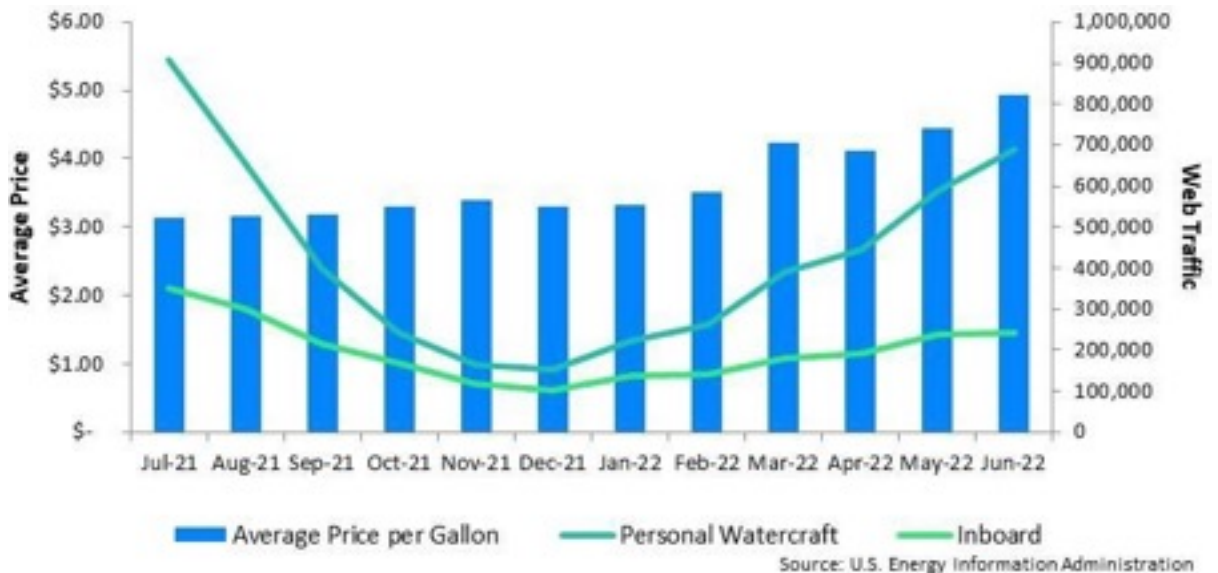
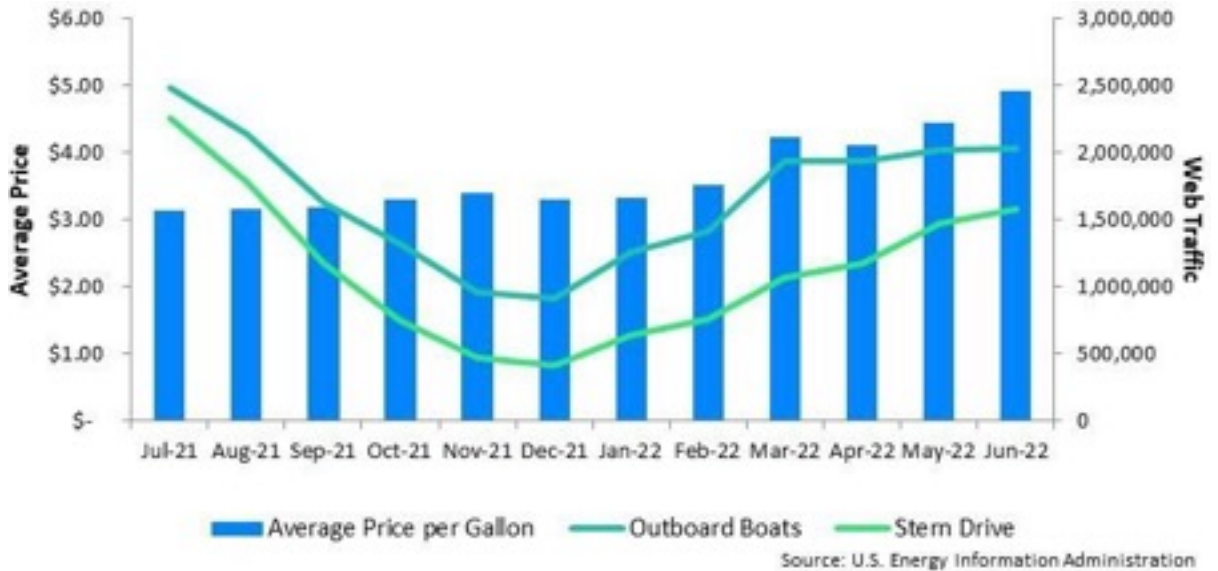
Pontoon Boats



- > 30,000
- 14,000 - 30,000
- 6,000 - 13,999
- < 6,000

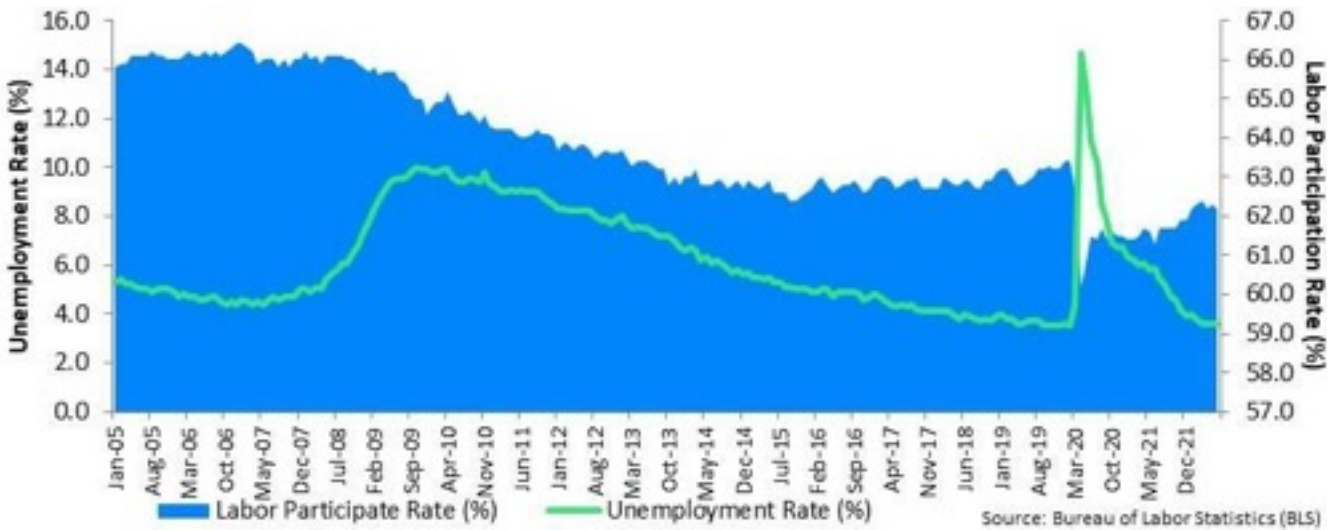
## Fuel Price Data

### Regular Grade Gasoline Prices vs. Consumer Traffic by Category



## Economic Data

### Unemployment & Labor Participation Rate (Seasonally Adjusted)





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