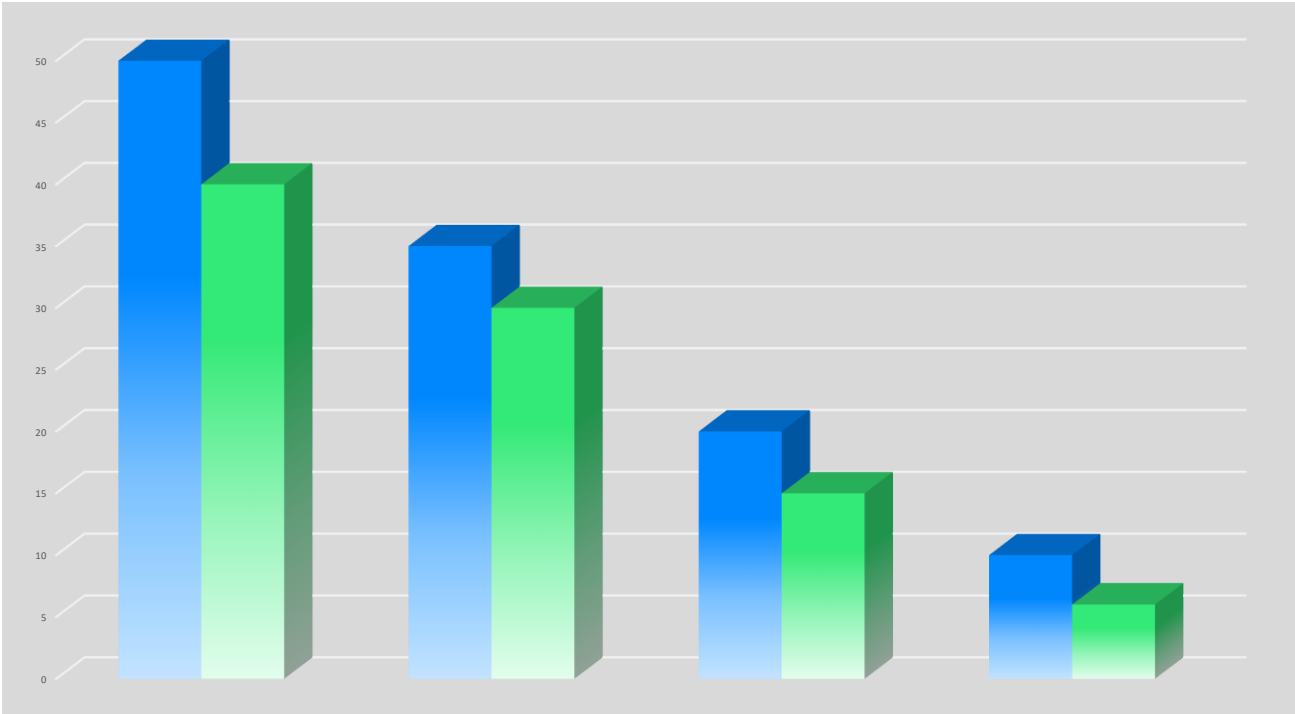


J.D. POWER



Market Insights

MARINE
Q2 2023



Marine Market Industry Overview

Depreciation in the first half of 2023 has been minimal, with outboard and inboard boats still close to peak pricing and stern drives and personal watercraft continuing to correct back towards pre-pandemic trend.

Looking at individual segments, the most recent 10 model years of used outboard boat values averaged 2.7% lower in the first half of 2023 compared to the same period of 2022, while stern drives averaged 17.4% lower. Inboards averaged 2.2% lower in the first half of 2023 compared to the same period of 2022, and personal watercraft averaged 14.8% lower.

Dealer sentiment may not be as optimistic as a year ago, but values are still holding up. With economic conditions continuing to correct back towards historic trend, we'll continue to watch market activity and reflect any movement in our published values.

Marine Values

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

Outboard Boats



Stern Drive Boats



Marine Values

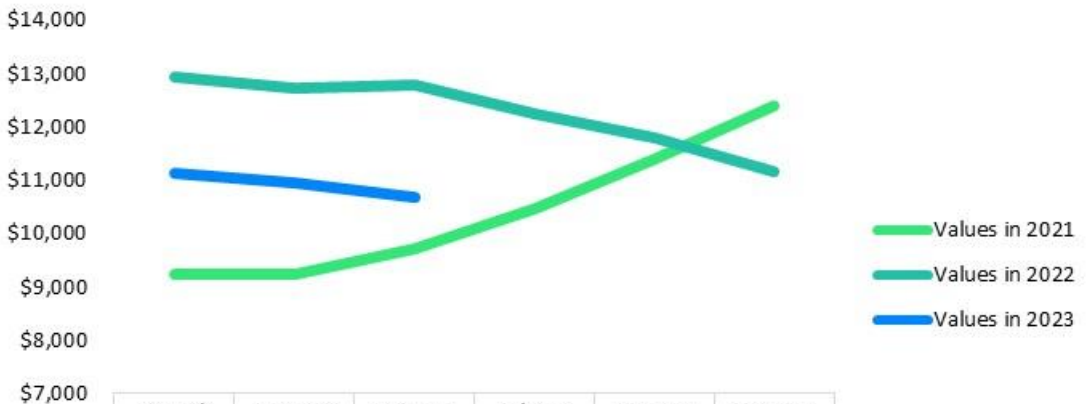
Average Retail Value by Category – Values for the Last 10 Model Years

Inboard Boats



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2021	\$280,603	\$282,584	\$288,949	\$318,083	\$341,378	\$373,287
Values in 2022	\$422,833	\$418,229	\$430,313	\$457,309	\$431,890	\$400,444
Values in 2023	\$412,839	\$415,410	\$415,065			

Personal Watercraft

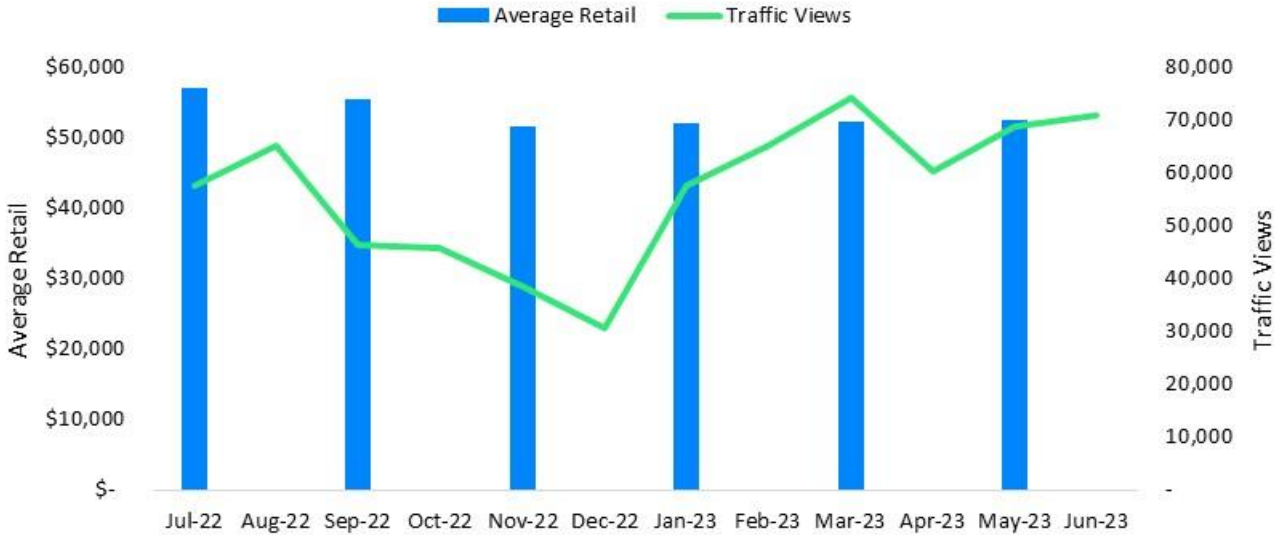


	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2021	\$9,241	\$9,232	\$9,712	\$10,483	\$11,415	\$12,385
Values in 2022	\$12,928	\$12,716	\$12,799	\$12,239	\$11,811	\$11,172
Values in 2023	\$11,124	\$10,965	\$10,670			

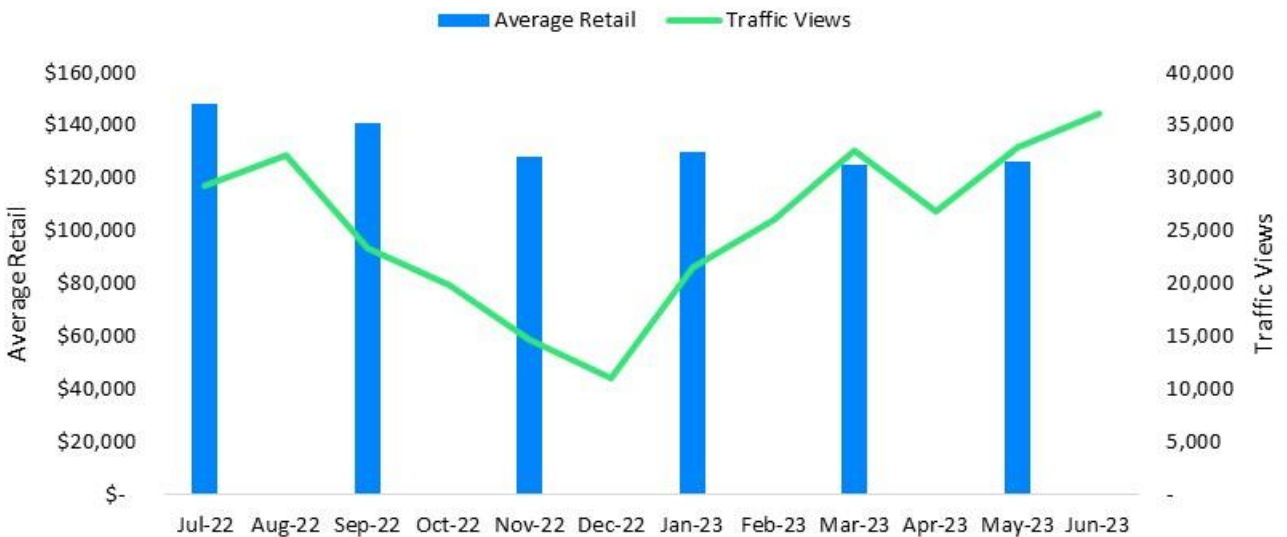
Marine Values vs. Traffic

Average Retail Value and Traffic View by Category

Outboard Boats



Stern Drive Boats



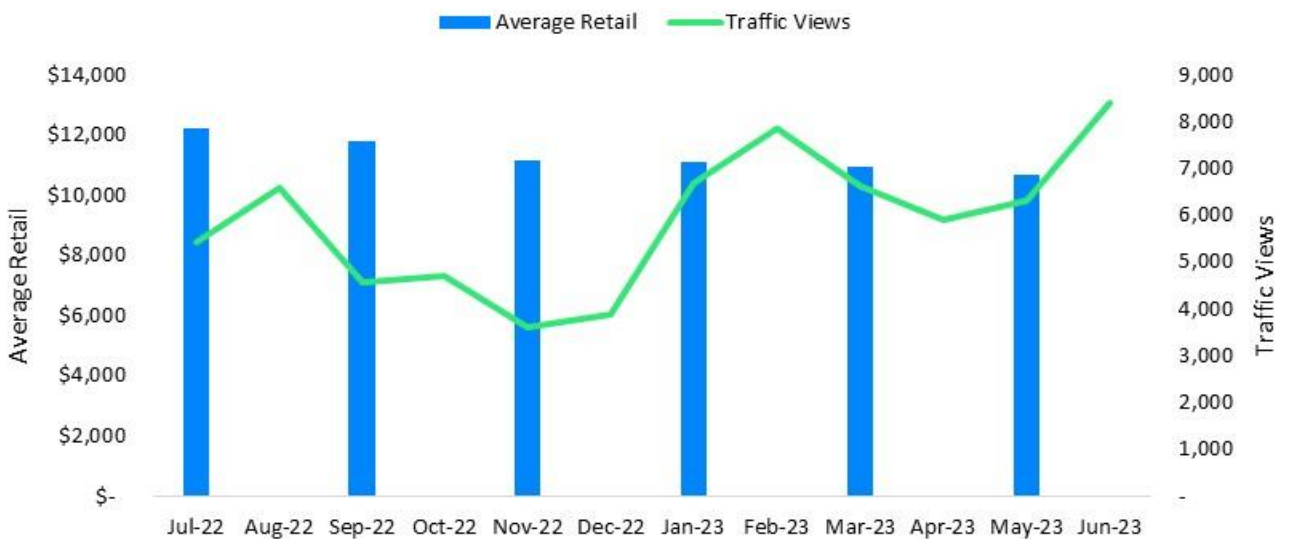
Marine Values vs. Traffic

Average Retail Value and Traffic View by Category

Inboard Boats

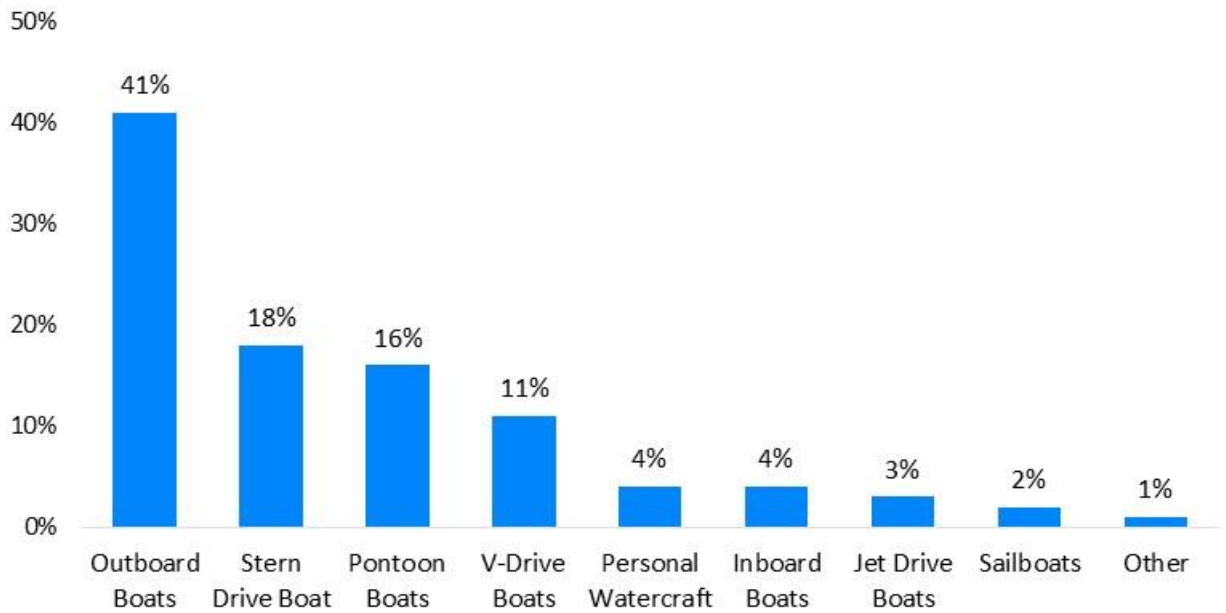


Personal Watercraft



Marine Categories

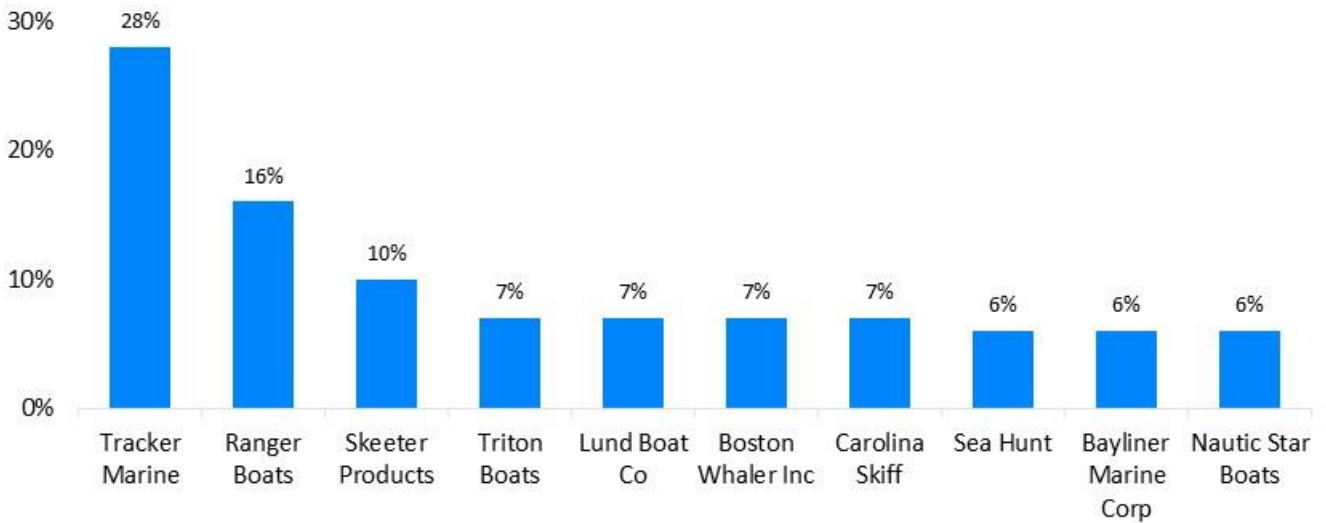
Views in 2023



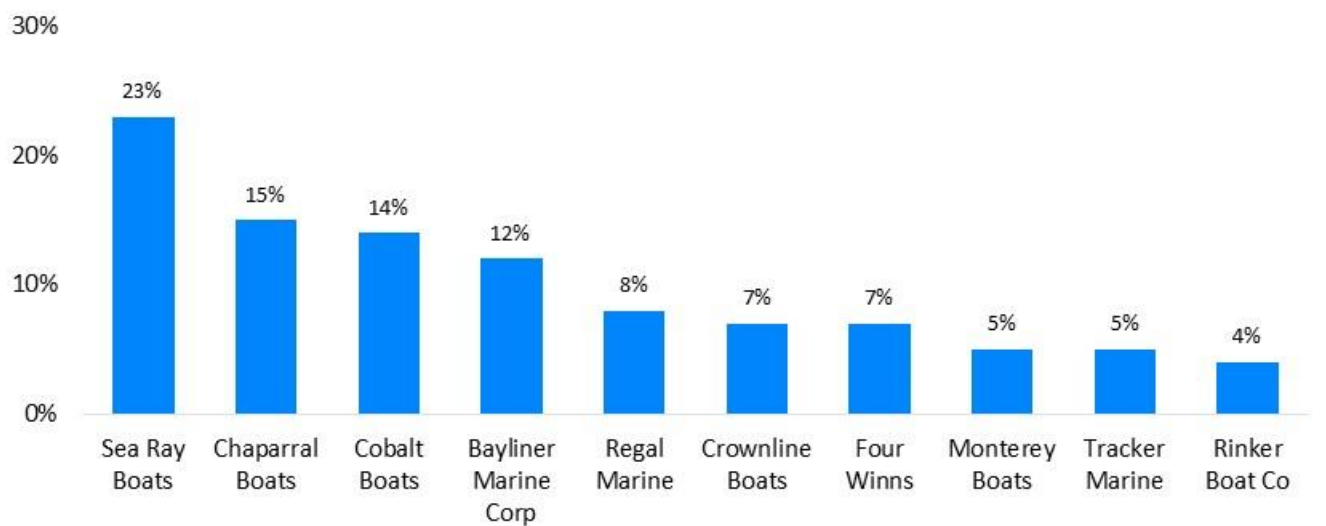
Power Boat Brands

Top Researched Brands in 2023

Outboard Brands



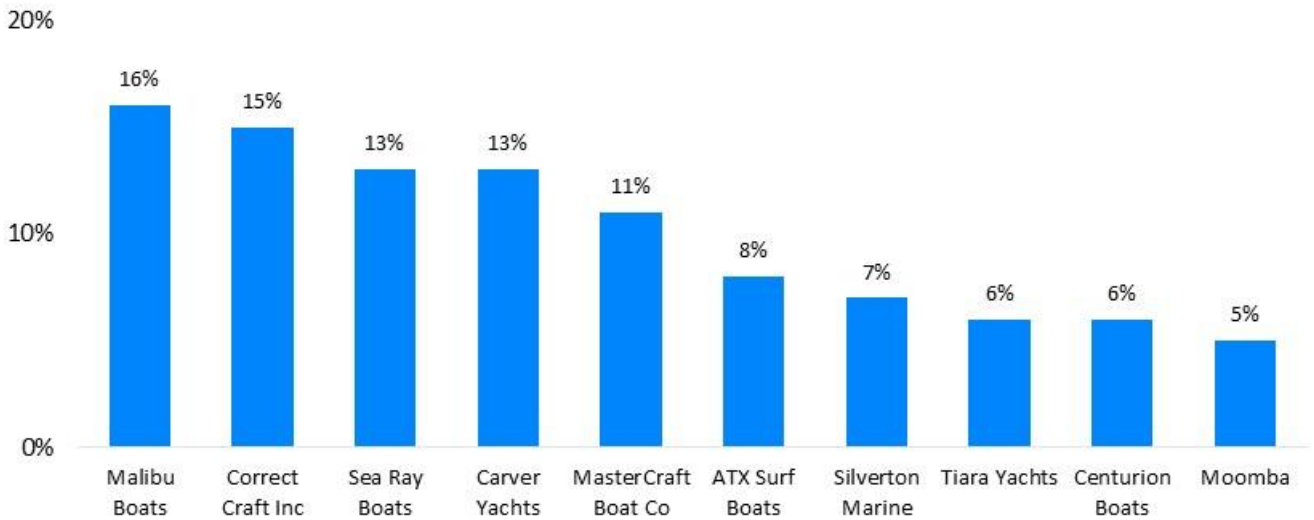
Stern Drive Brands



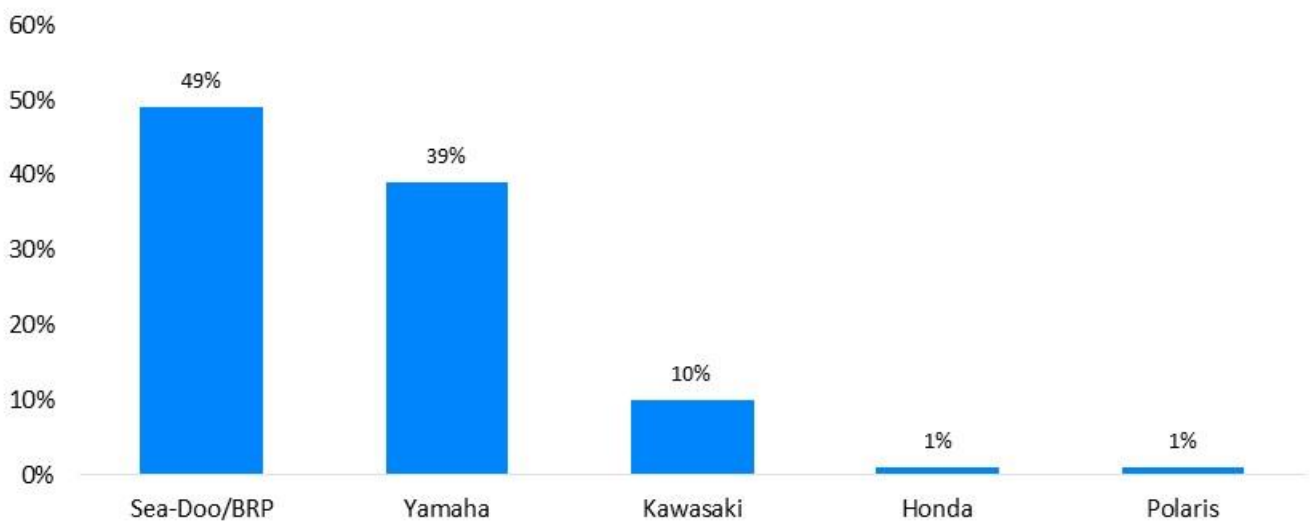
Marine Brands

Top Researched Brands in 2023

Inboard Brands



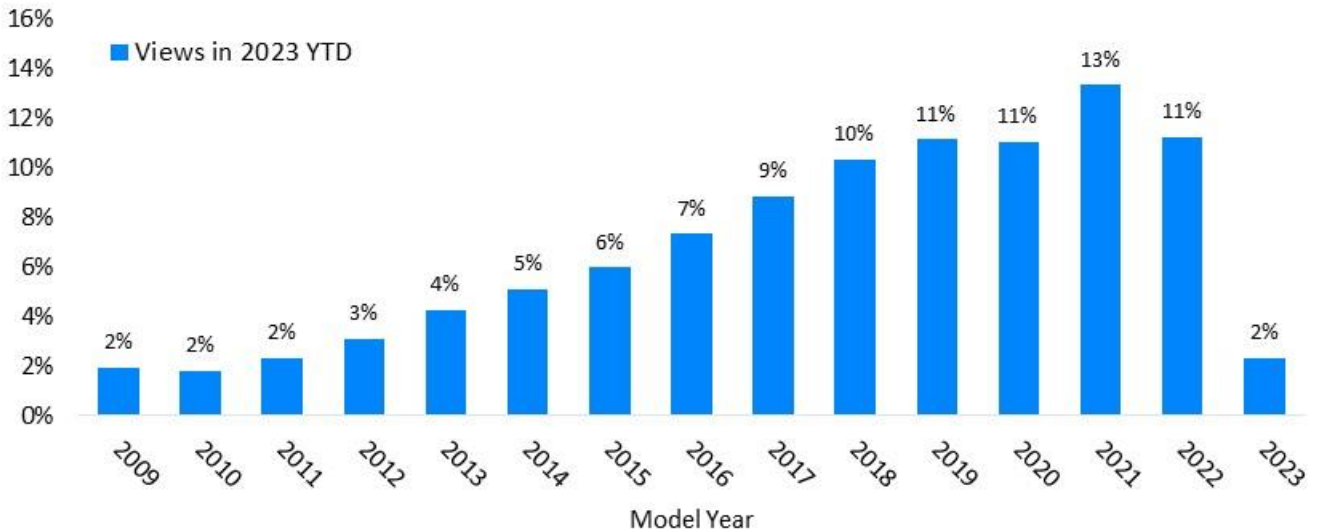
Personal Watercraft Brands



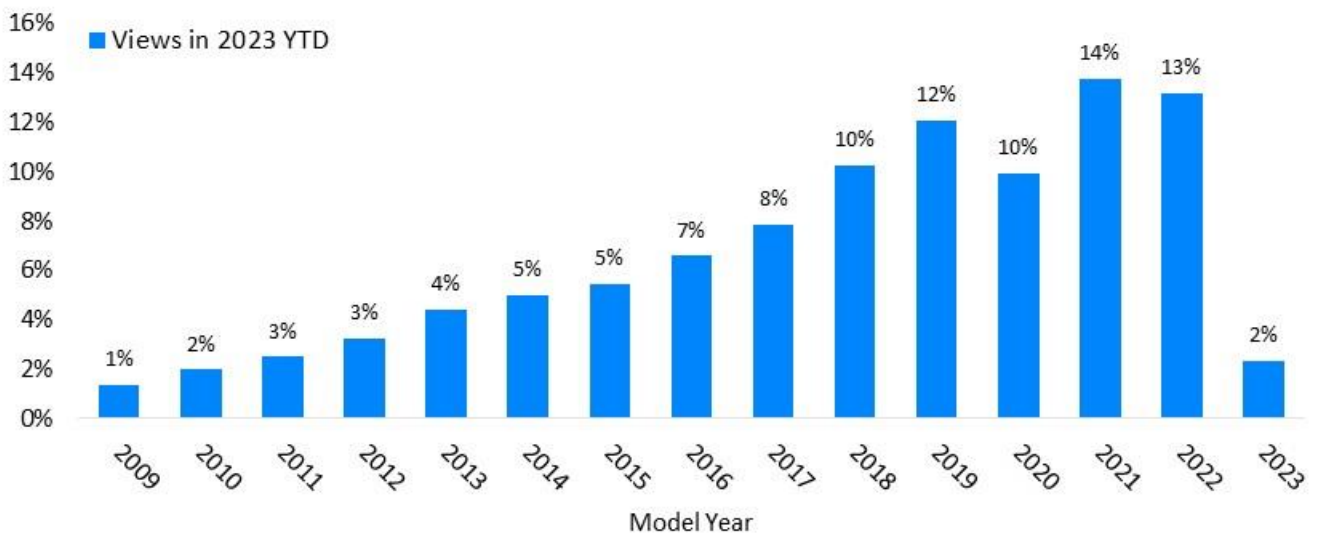
Model Years

Top Researched Model Years by Category

Outboard Boats

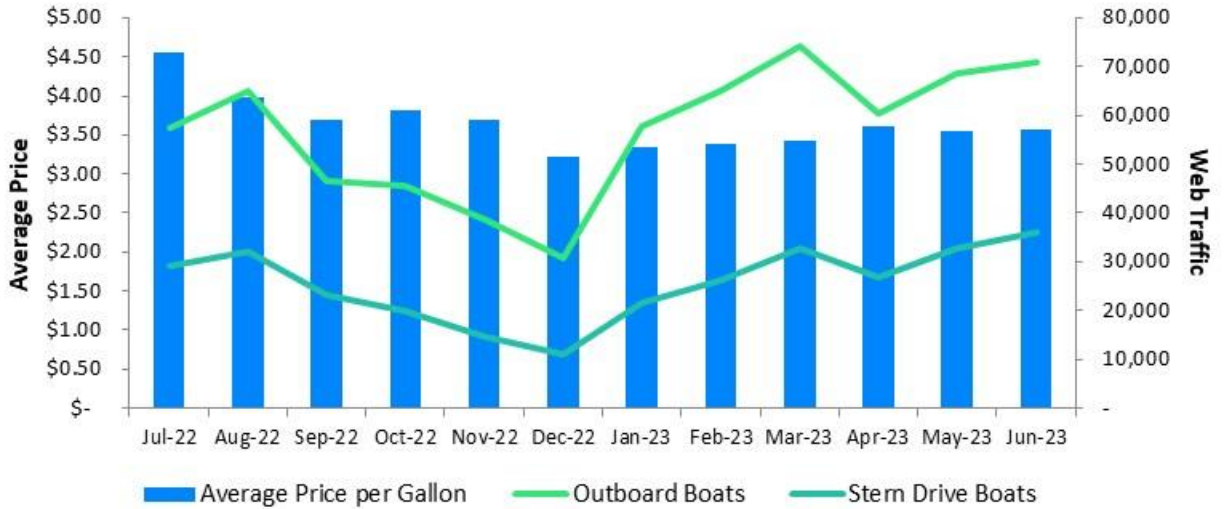


Pontoon Boats

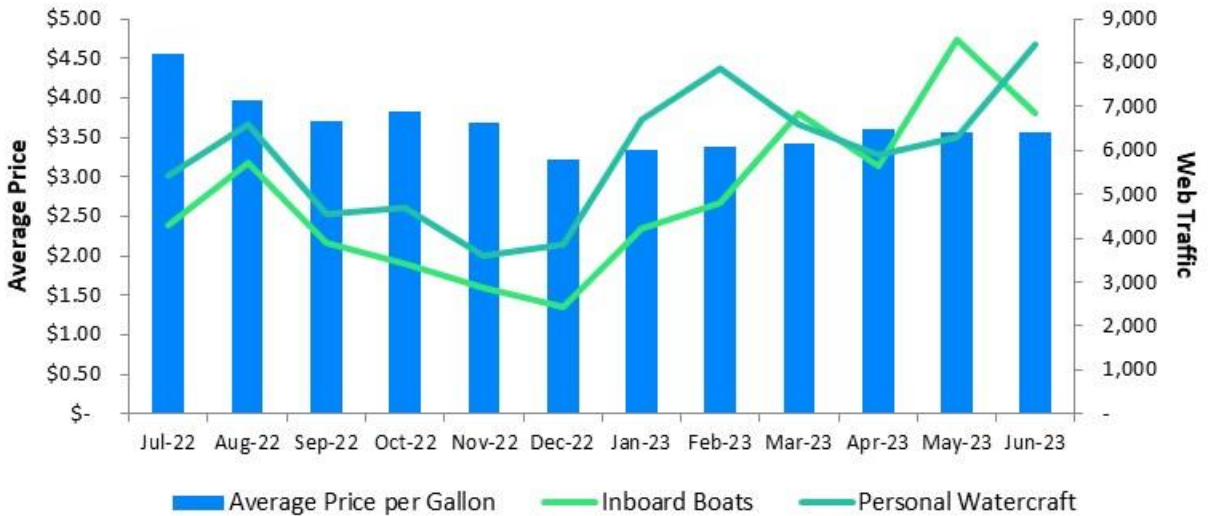


Fuel Price Data

Regular Grade Gasoline Prices vs. Traffic by Category



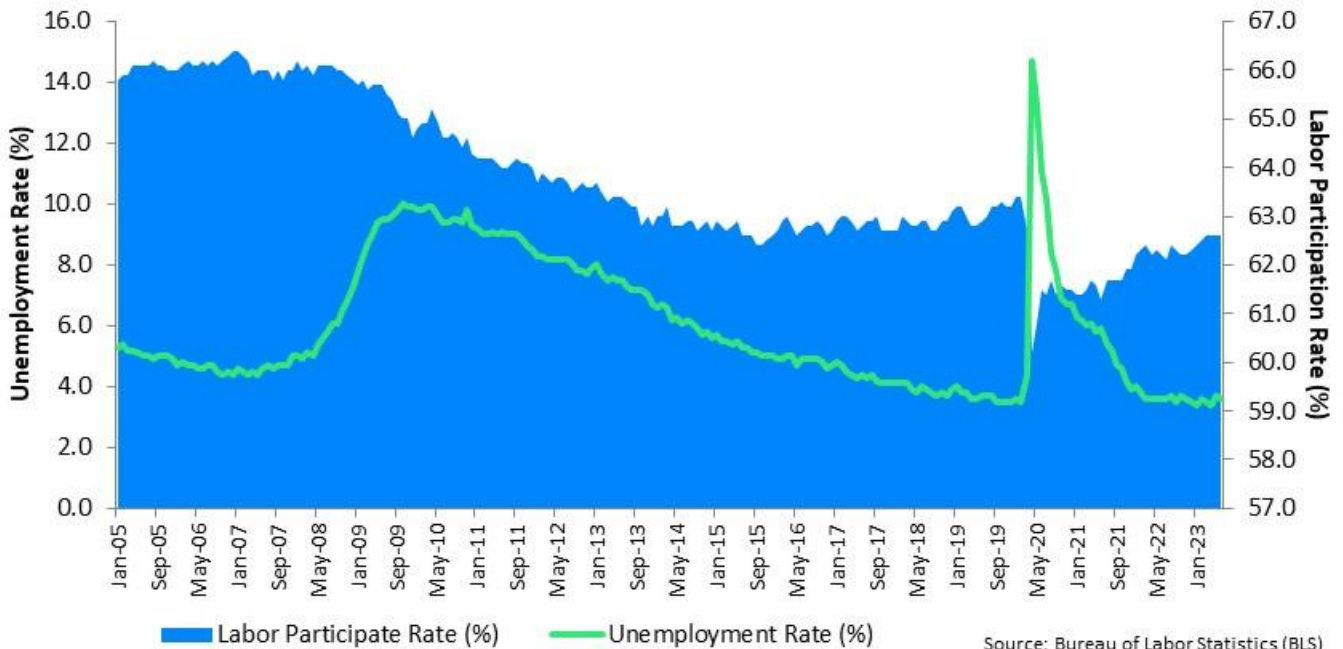
Source: U.S. Energy Information Administration



Source: U.S. Energy Information Administration

Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



Disclaimer

J.D. Power makes no representations about future performance or results based on the data and the contents available in this report (“Market Insights”). Market Insights is provided for informational purposes only and is provided AS IS without warranty or guarantee of any kind. By accessing Market Insights via email or the NADAguides.com website, you agree not to reprint, reproduce, or distribute Market Insights without the express written permission of J.D. Power.

J.D. Power Specialty Vehicles

J.D. Power is the largest publisher of the most market-reflective vehicle pricing and information available for new and used cars, classic cars, motorcycles, boats, RVs and manufactured homes, offers in-depth shopping and research tools including a broad range of data, products and service and informational articles as well as tips and advice. J.D. Power also produces electronic products, mobile applications, raw data, web services, web-syndicated products and print guidebooks.

J.D. Power
(800) 966-6232
Fax (714) 556-8715