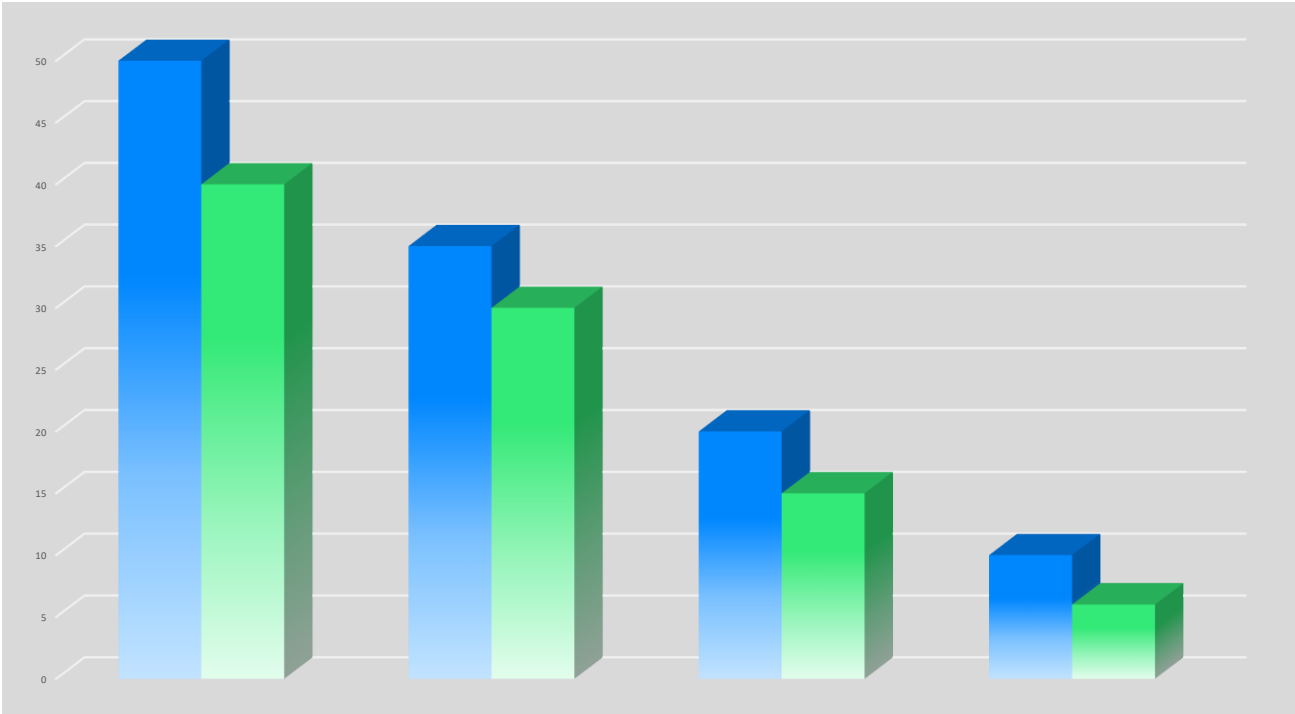


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Market Insights

MARINE
Q3 2021

Marine Market Industry Overview

As peak season draws to a close, pricing in all segments of the marine industry is accelerating gains over 2020 and 2019.

Looking at individual segments, the most recent 10 model years of used outboard boat values averaged a whopping 36.6% more money in the September-October period than the same period of 2020. Stern drives performed just as well, bringing 34.4% more money. Inboards continue to see the largest year-over-year gain, at 47.5%. Personal watercraft brought 28.9% more money.

Production of new boats and watercraft remains constrained, which means consumers are ready to pay up for used units, even in higher-priced segments. It looks like this dynamic will remain in place into 2022.

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

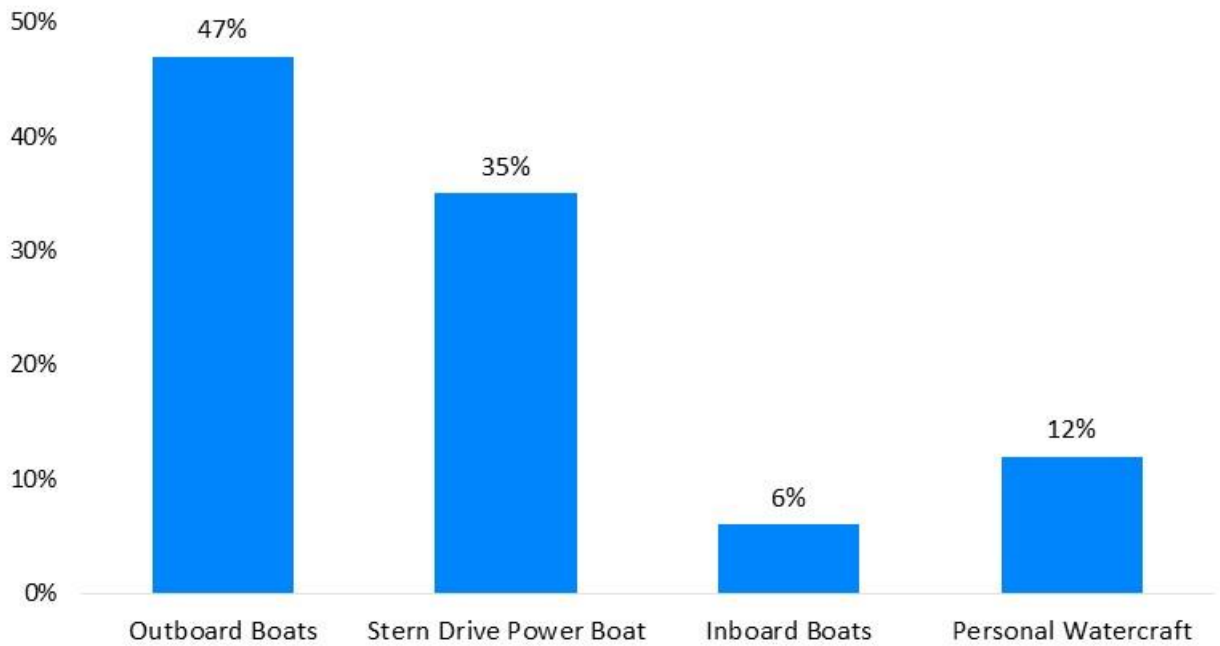


Personal Watercraft



Marine Categories

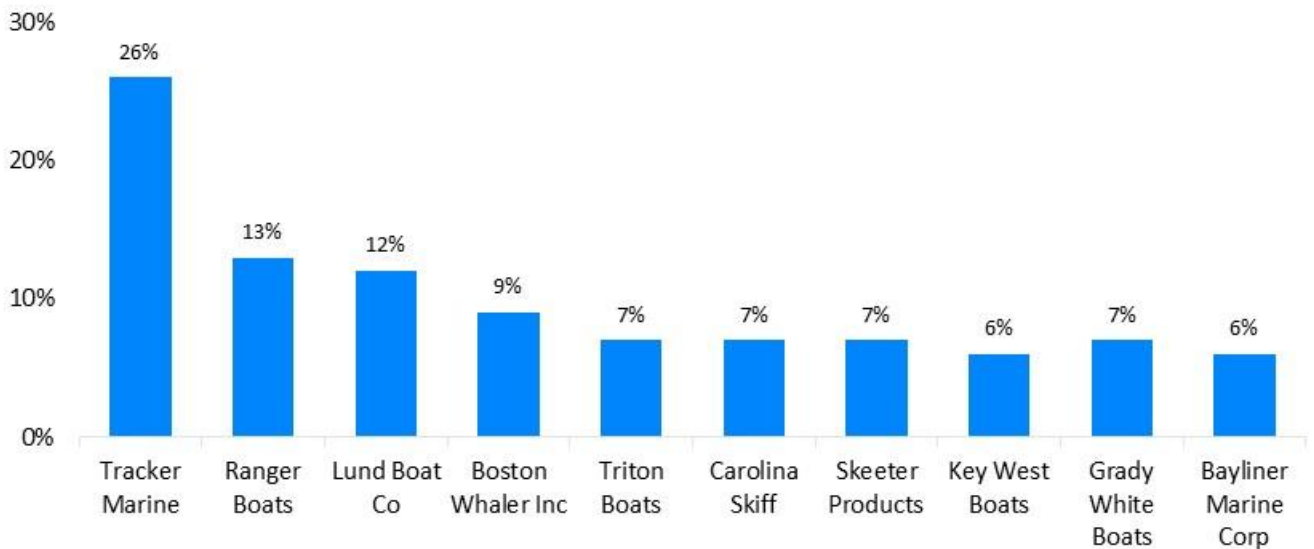
Views in 2021 Q1-Q3



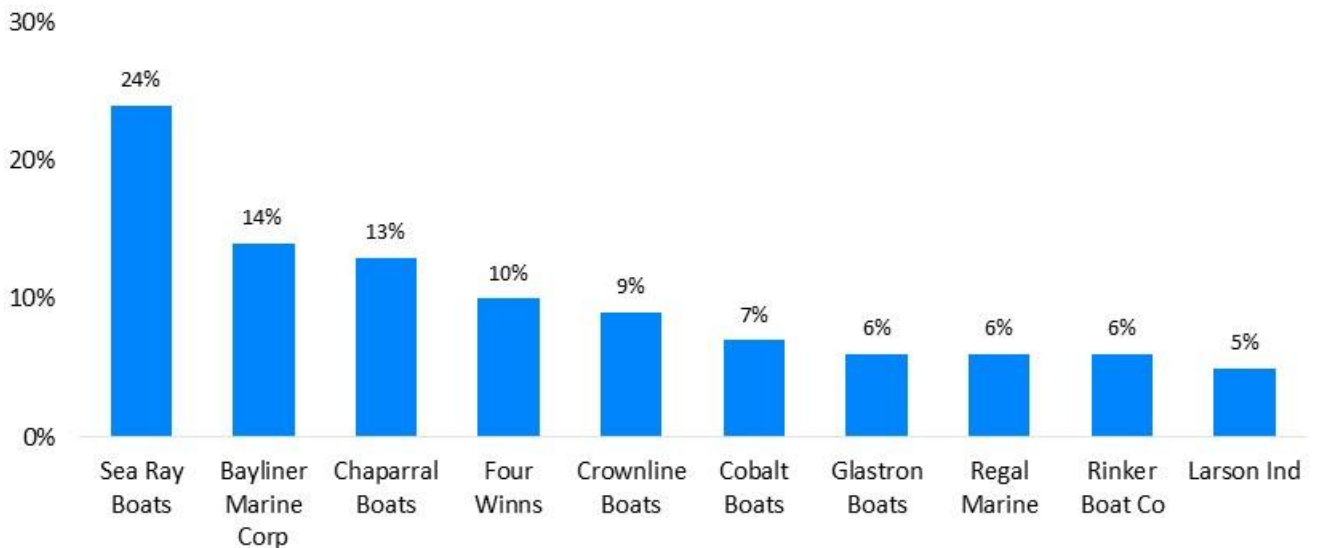
Power Boat Brands

Top Researched Brands in 2021 Q1-Q3

Outboard Brands



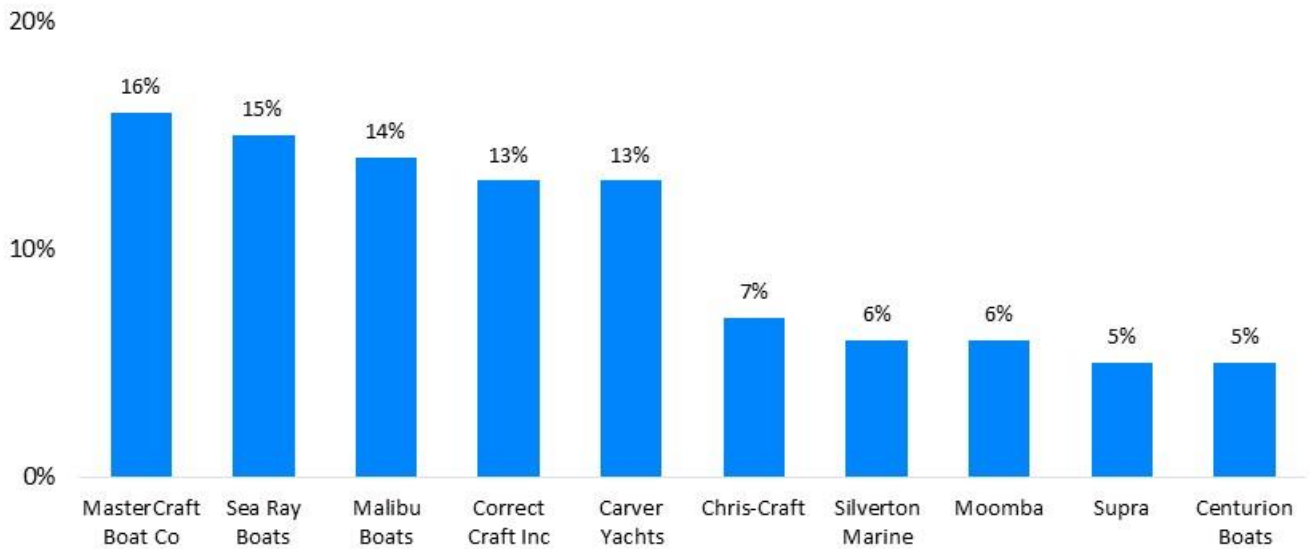
Stern Drive Brands



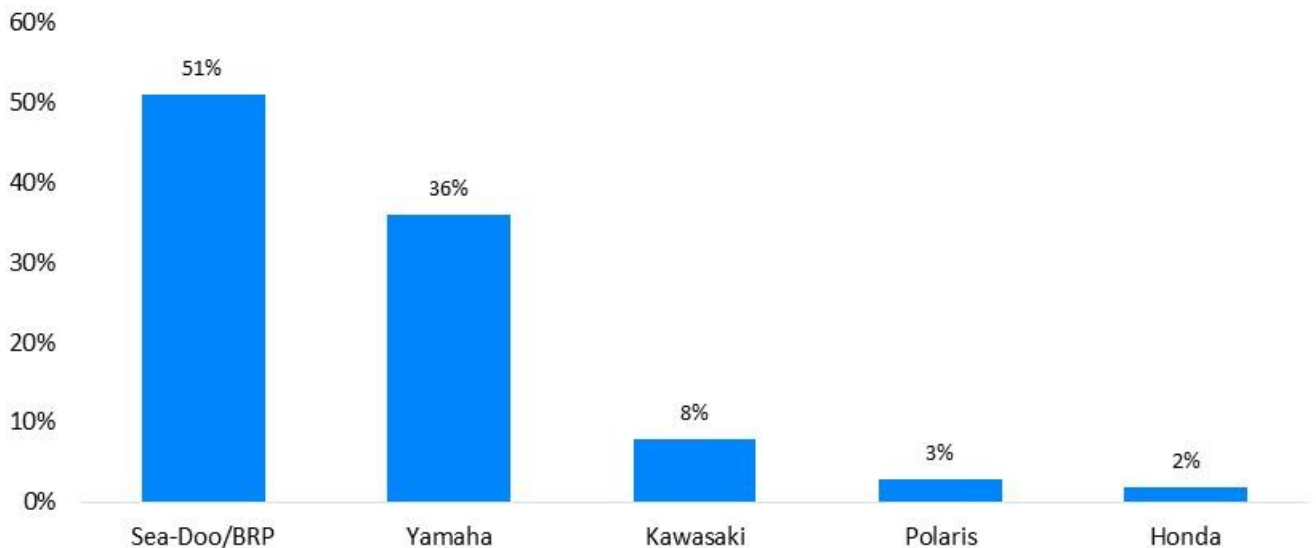
Marine Brands

Top Researched Brands in 2021 Q1-Q3

Inboard Brands



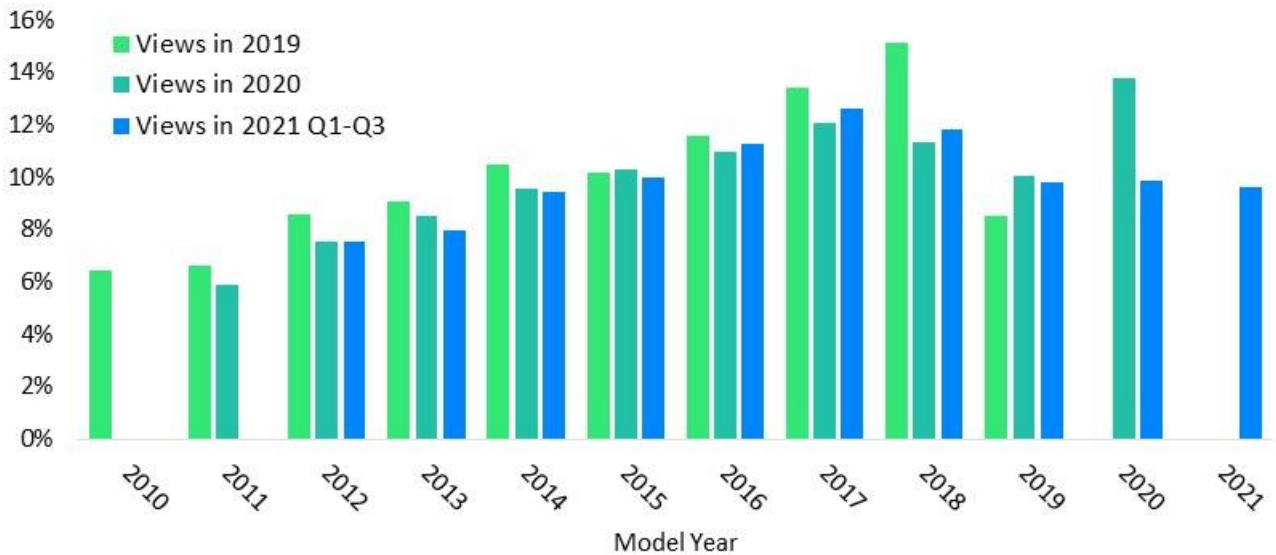
Personal Watercraft Brands



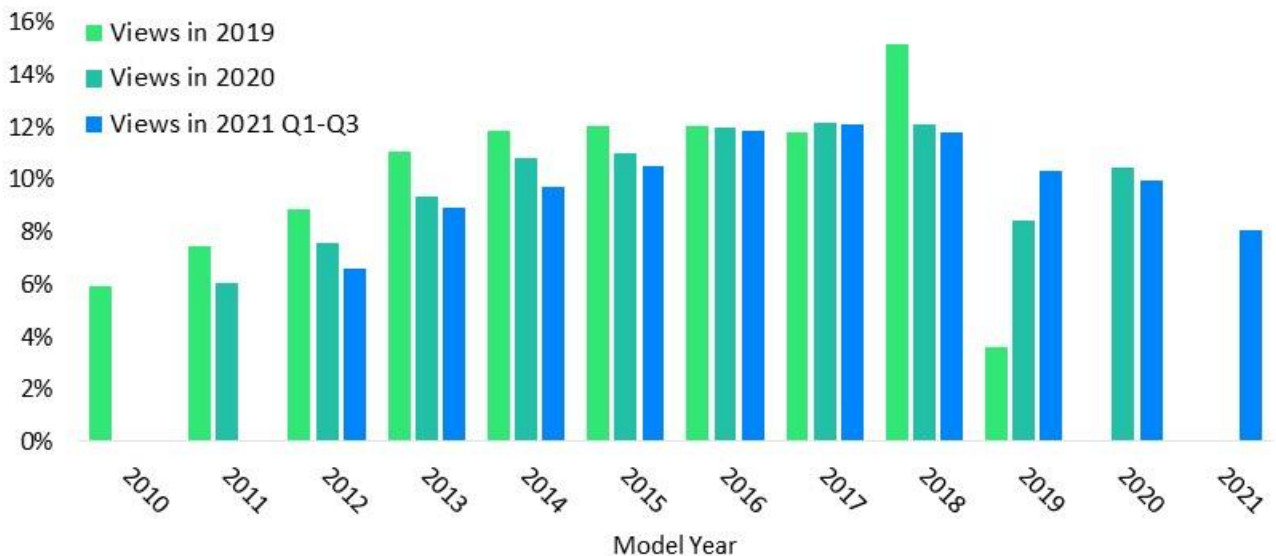
Model Years

Top Researched Model Years by Category

Outboard Boats



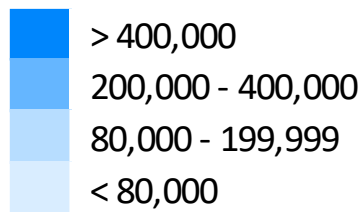
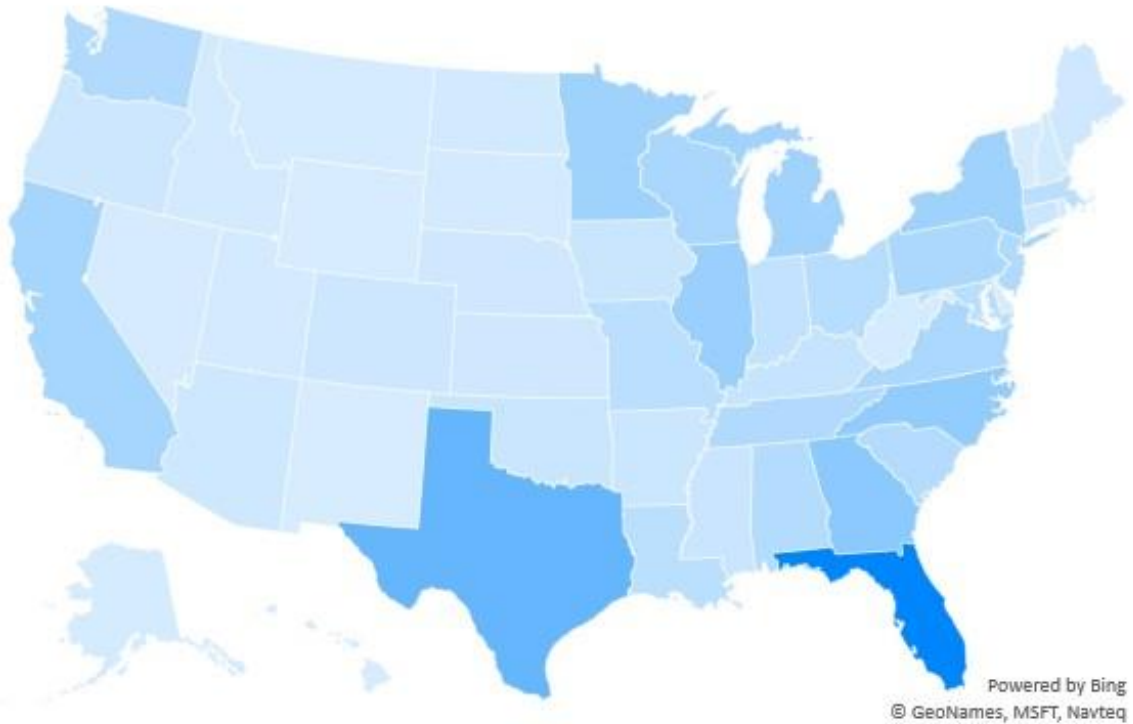
Pontoon Boats



Web Traffic by State

Traffic by State in 2021 Q1-Q3

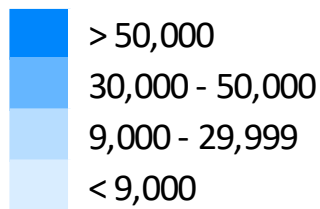
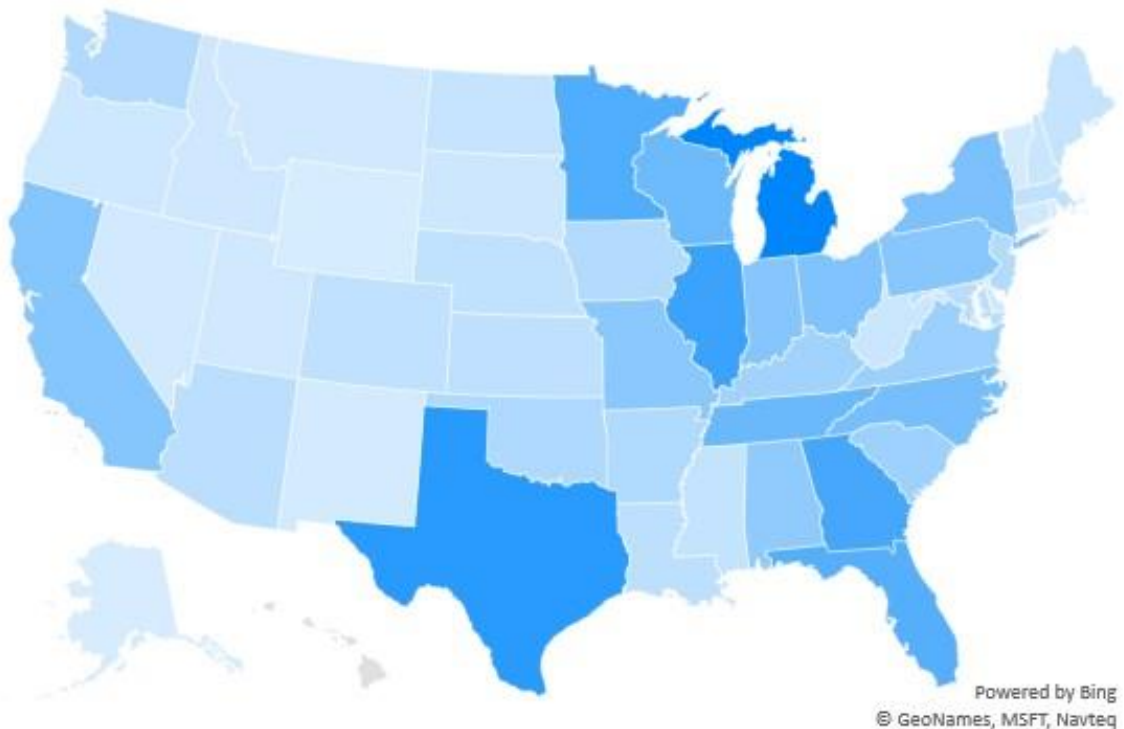
Outboard Boats



Web Traffic by State

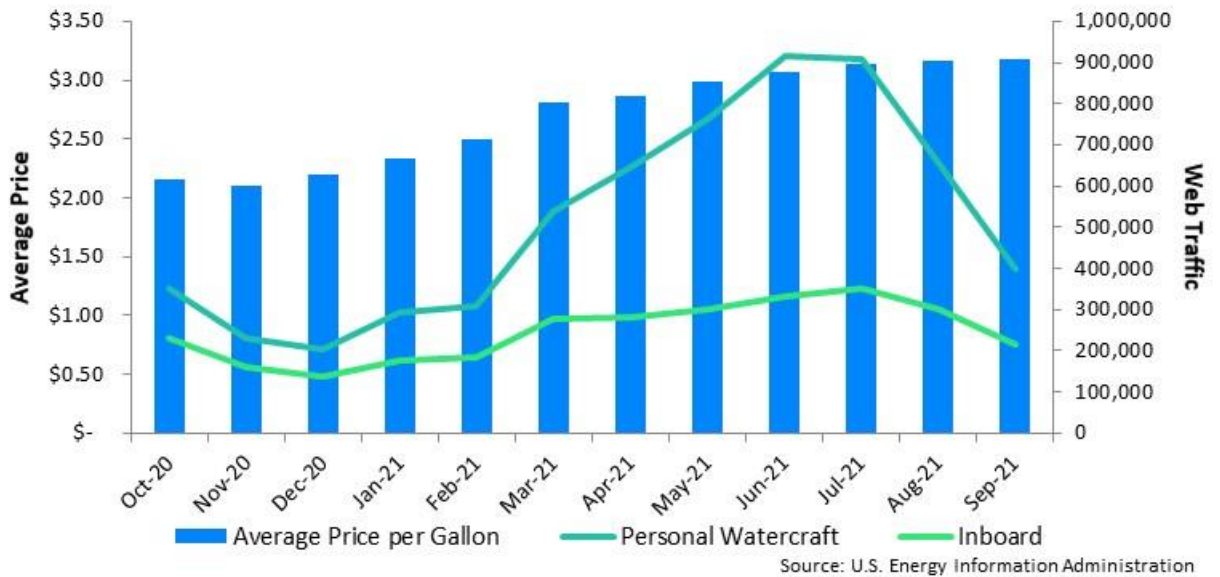
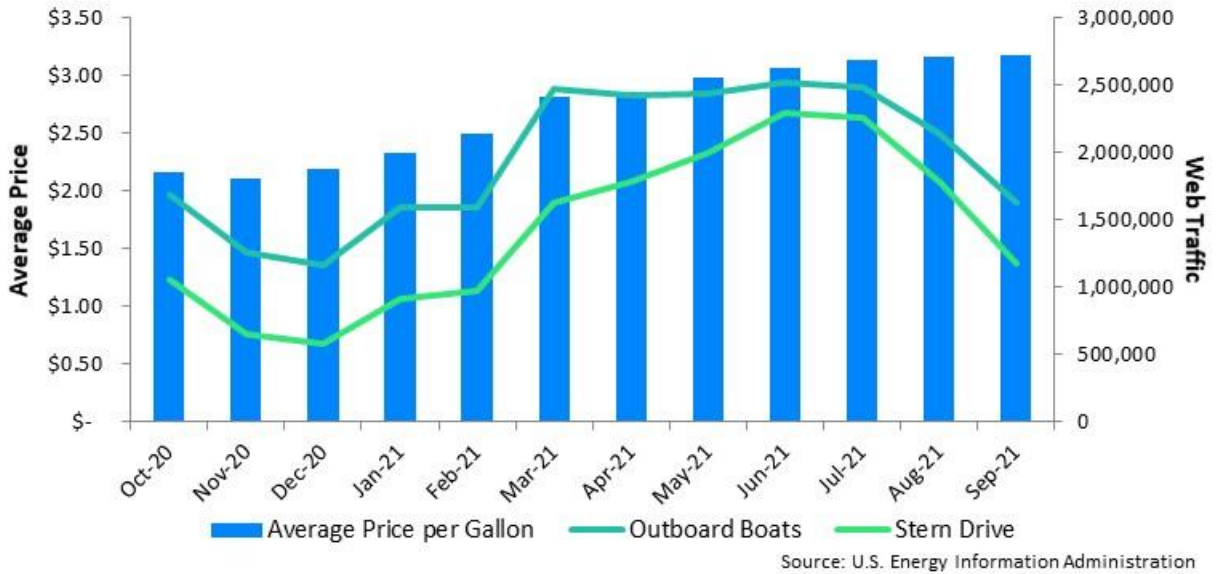
Traffic by State in 2021 Q1-Q3

Pontoon Boats



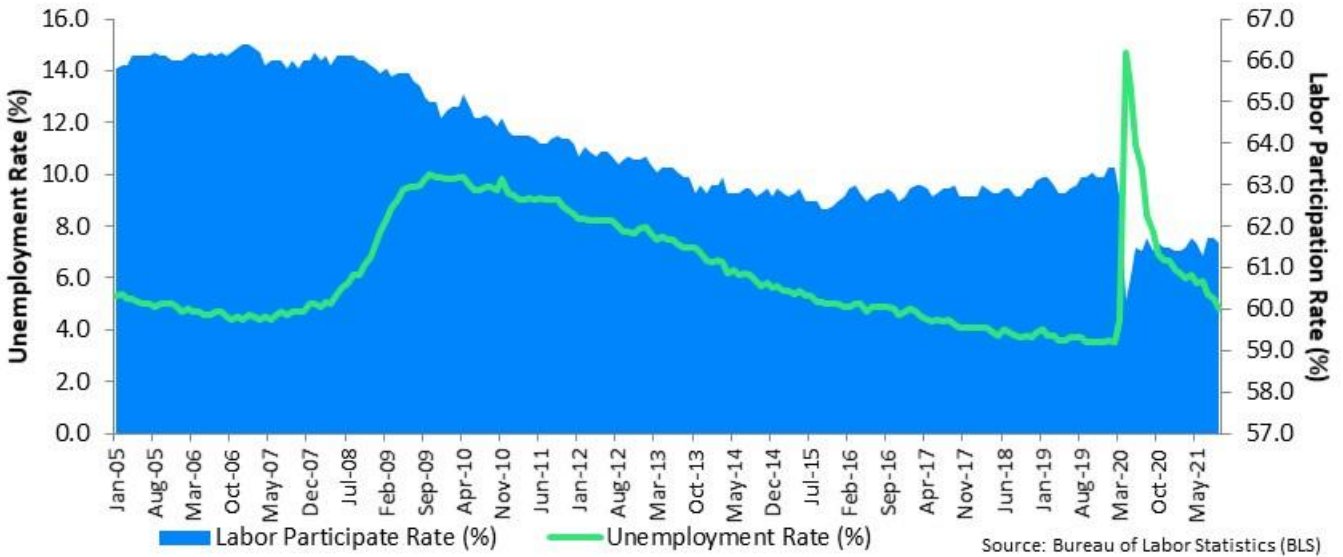
Fuel Price Data

Regular Grade Gasoline Prices vs. Consumer Traffic by Category



Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



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