

## Market Insights

**MARINE**  
Q1 2022



## Marine Market Industry Overview

As in the previous two years, the marine market saw flat pricing in the winter and early Spring months. The segments we track pulled back slightly in our most recent update but are still comfortably higher than the 4<sup>th</sup> quarter of 2021.

Looking at individual segments, the most recent 10 model years of used outboard boat values averaged 12.6% higher in the 1<sup>st</sup> quarter of 2022 compared to the previous quarter. Year-over-year, pricing this quarter is 52.0% higher than the 1<sup>st</sup> quarter of 2021. Stern drives averaged 9.3% higher values this quarter compared to the 4<sup>th</sup> quarter of 2021, and 37.1% higher than the 1<sup>st</sup> quarter of 2021. Inboard values averaged 17.7% higher in the 1<sup>st</sup> quarter of 2022 compared to the previous quarter, and 49.3% higher than the 1<sup>st</sup> quarter of 2021. Personal watercraft brought 7.7% more money than the 4<sup>th</sup> quarter of 2021, and 22.4% more than the 1<sup>st</sup> quarter of 2021.

Spending on watercraft of all types is still strong despite greatly increased pressure on demand from gas prices, the end of individual stimulus, and general inflation. Selling prices in the warmer months will tell us more about how the customer is responding to these tougher economic conditions.

## Marine Values

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

#### Outboard Boats



#### Stern Drive Boats



## Marine Values

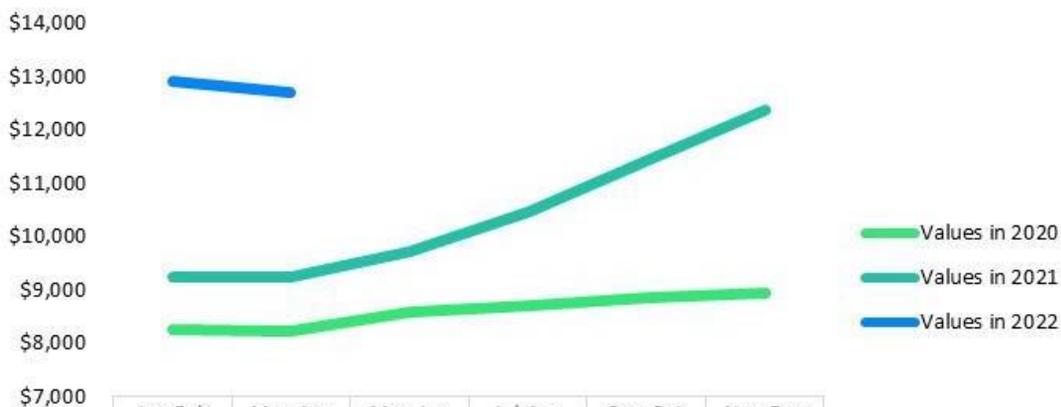
### Average Retail Value by Category – Values for the Last 10 Model Years

#### Inboard Boats



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 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
Values in 2022	\$422,833	\$418,229				

#### Personal Watercraft



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
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
Values in 2022	\$12,928	\$12,716				

## 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

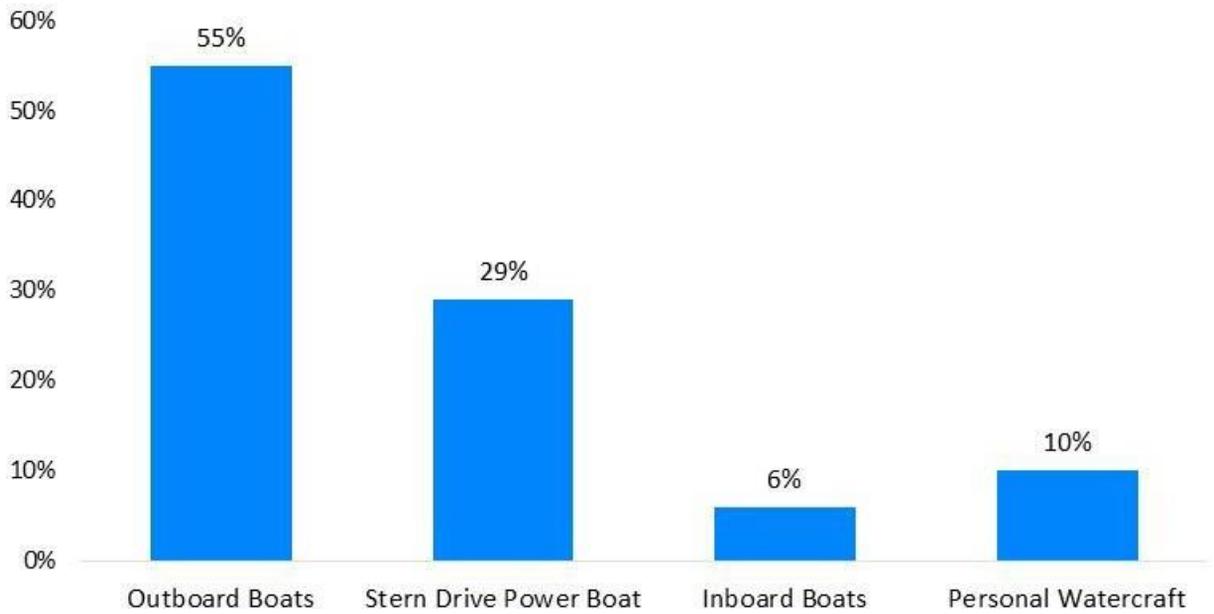


#### Personal Watercraft



## Marine Categories

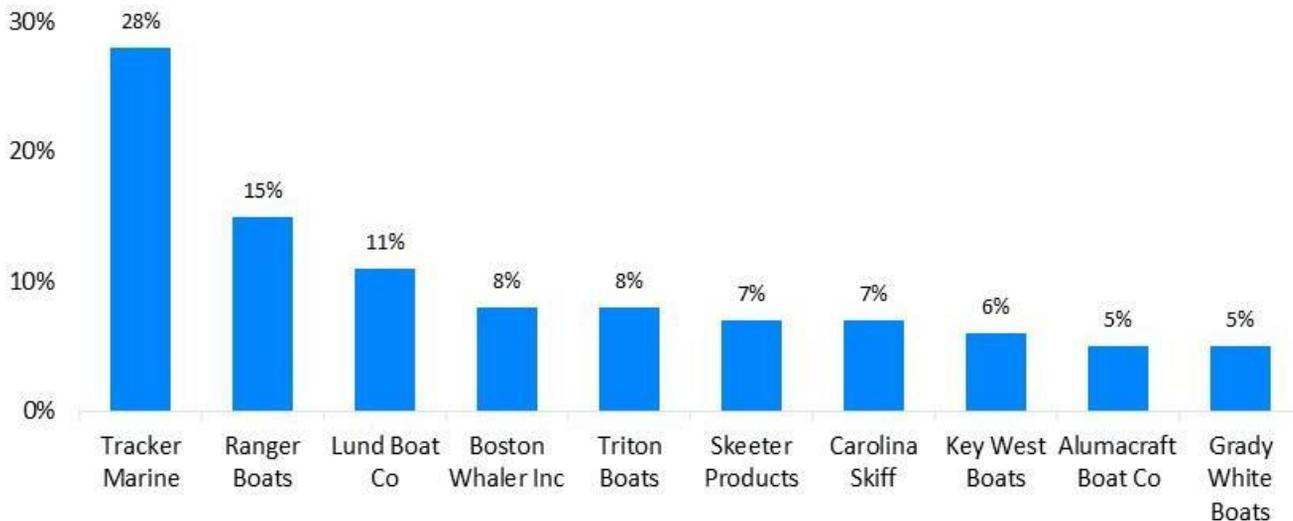
Views in 2022 Q1



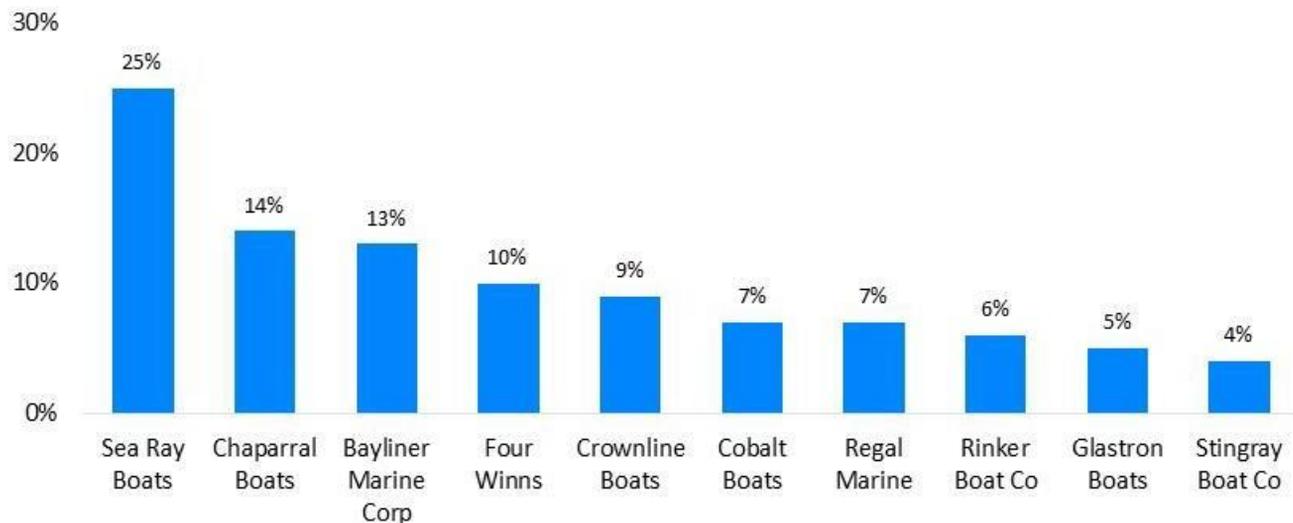
## Power Boat Brands

### Top Researched Brands in 2022 Q1

#### Outboard Brands



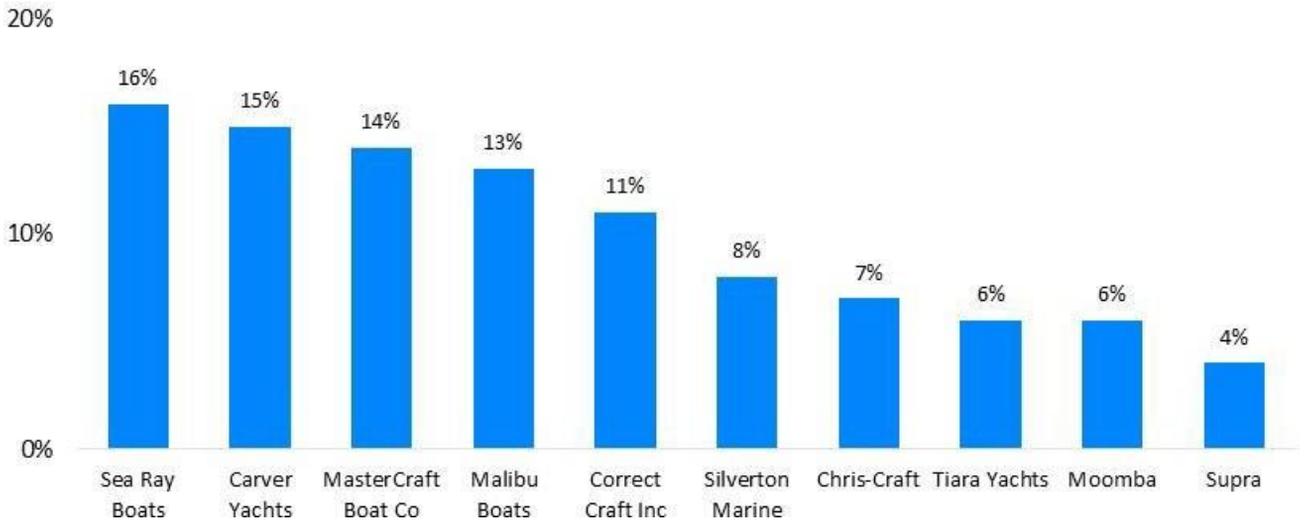
#### Stern Drive Brands



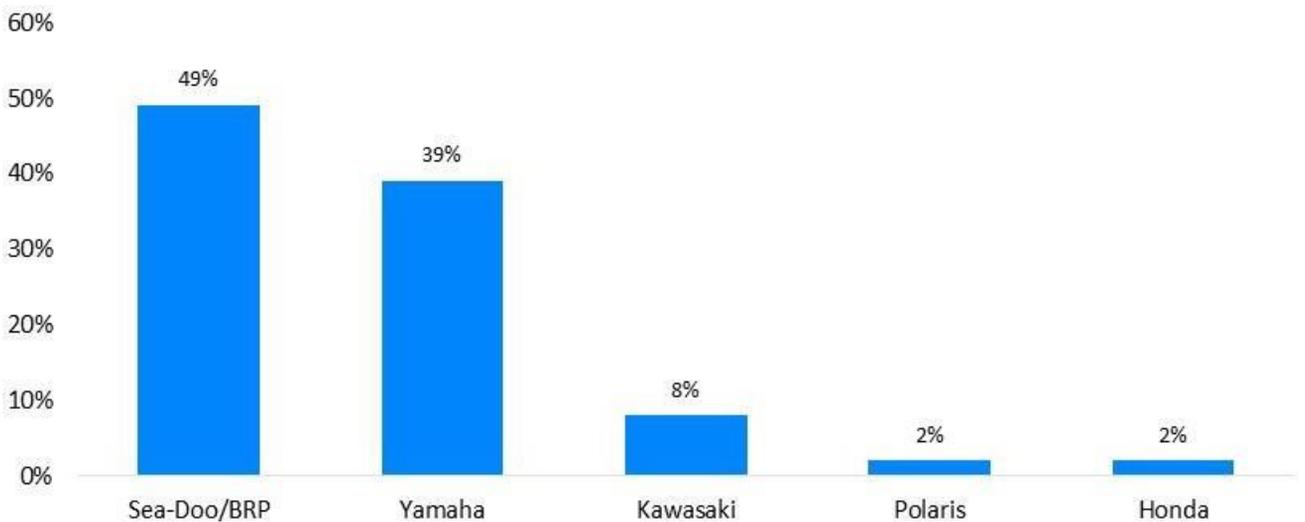
## Marine Brands

### Top Researched Brands in 2022 Q1

#### Inboard Brands



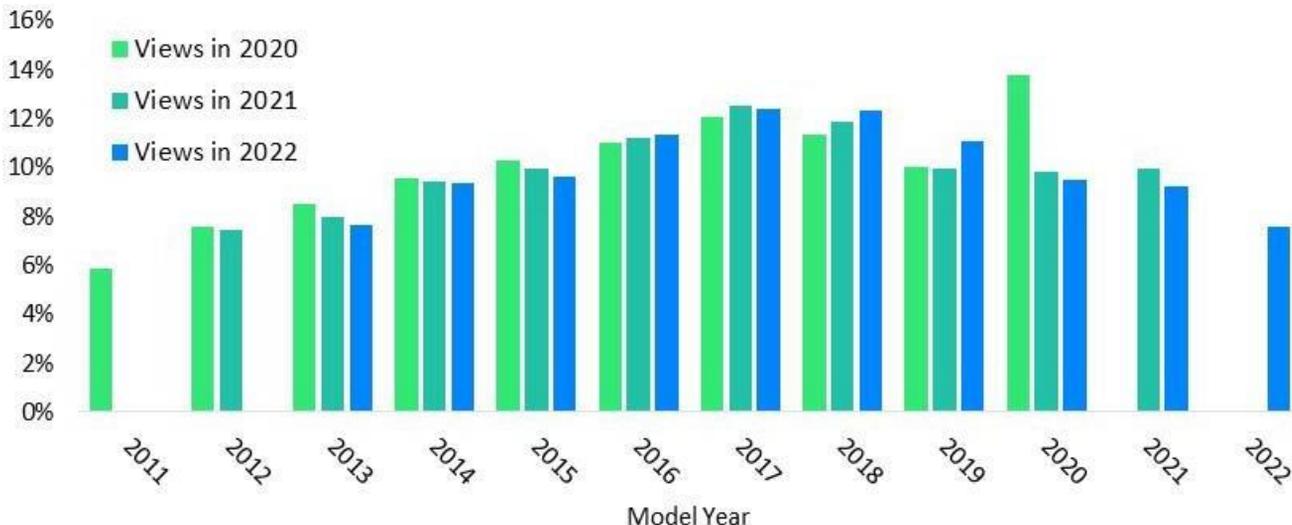
#### Personal Watercraft Brands



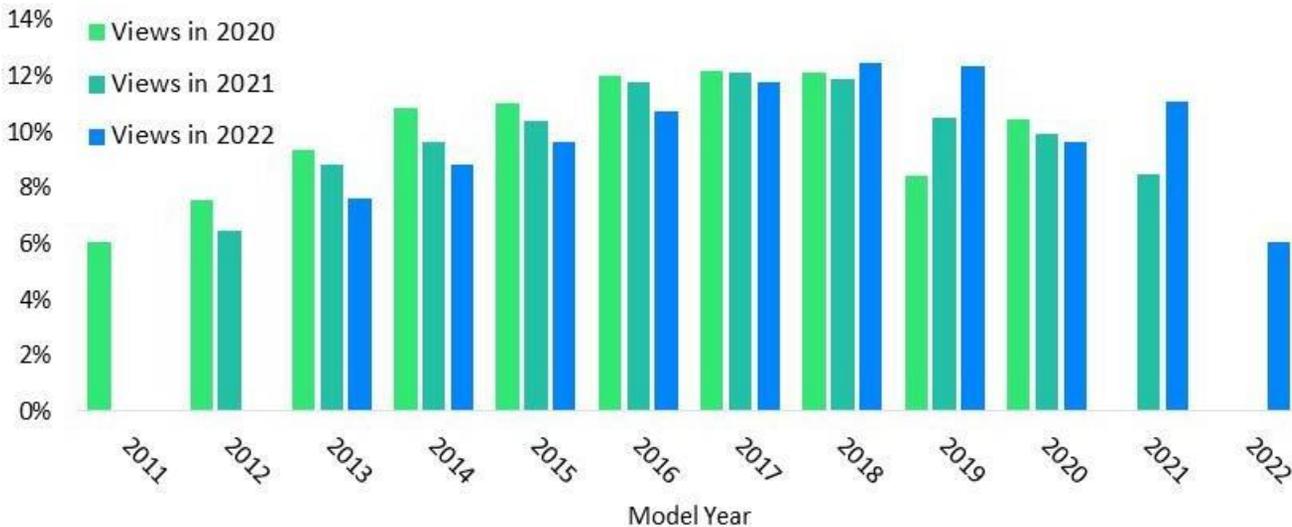
## Model Years

### Top Researched Model Years by Category

#### Outboard Boats



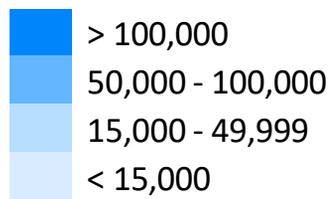
#### Pontoon Boats



## Web Traffic by State

### Traffic by State in 2022 Q1

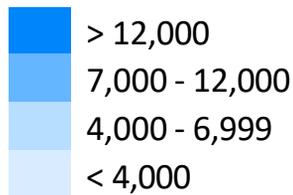
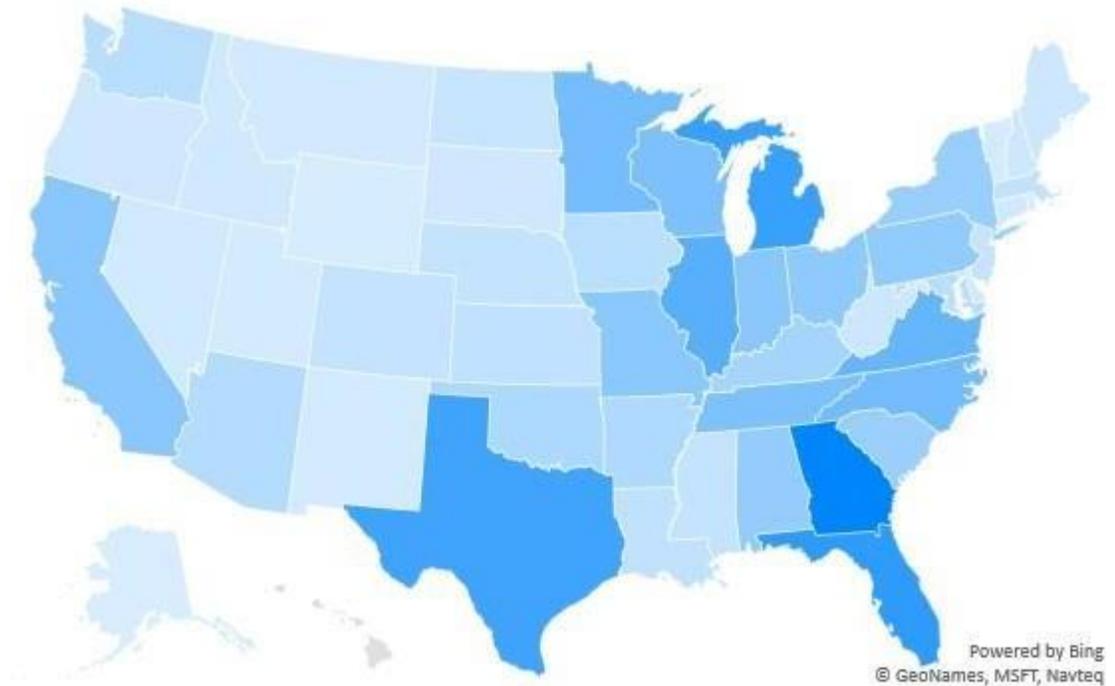
#### Outboard Boats



## Web Traffic by State

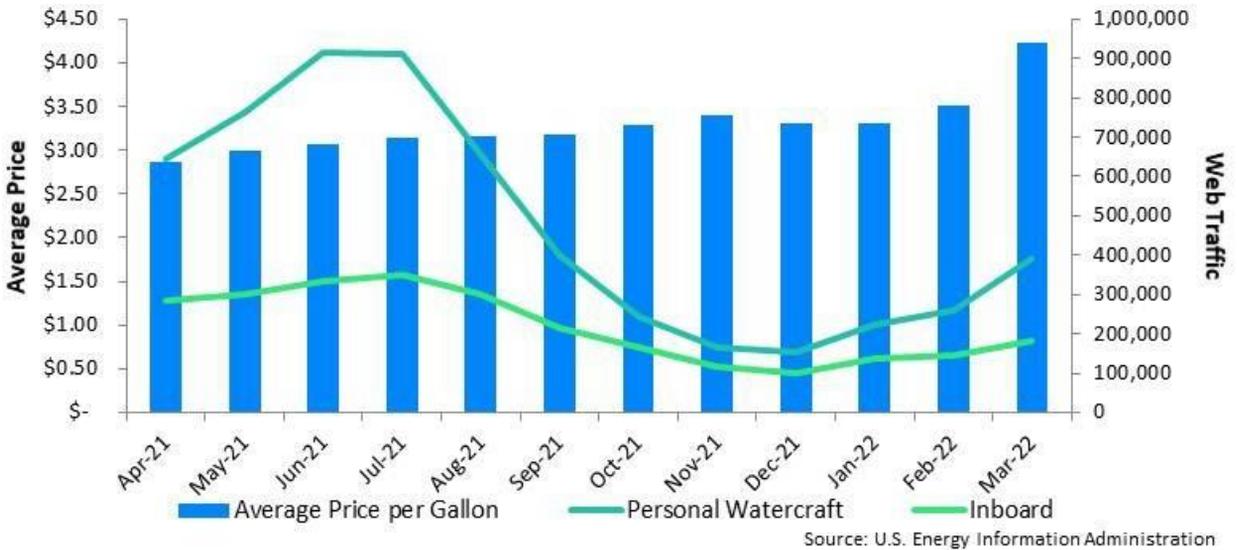
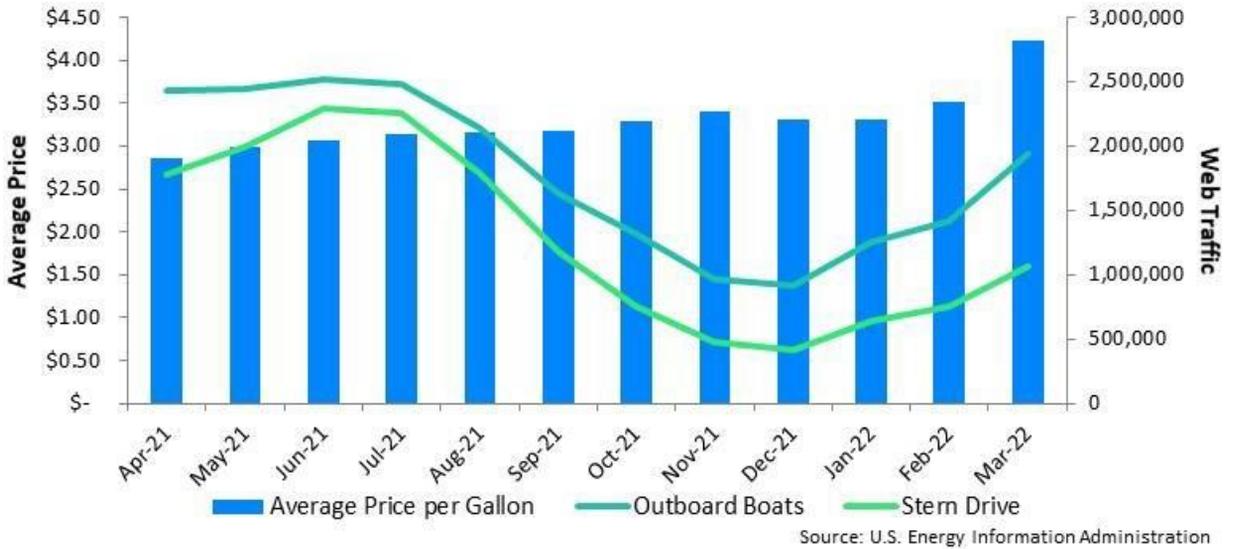
### Traffic by State in 2022 Q1

#### Pontoon Boats



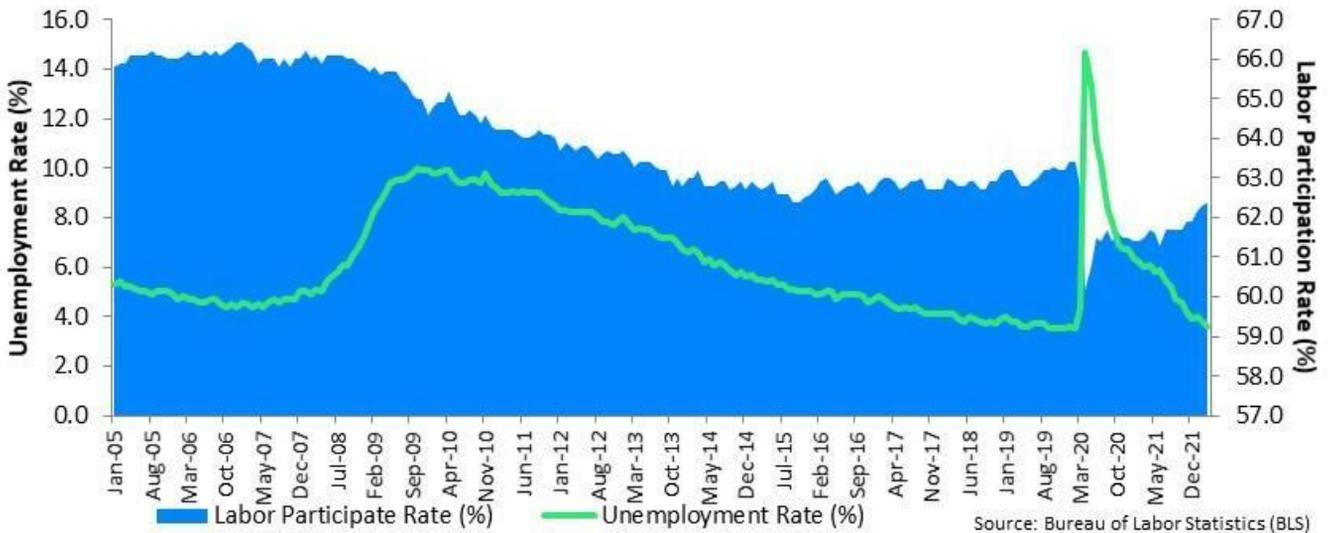
## Fuel Price Data

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



## Economic Data

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



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