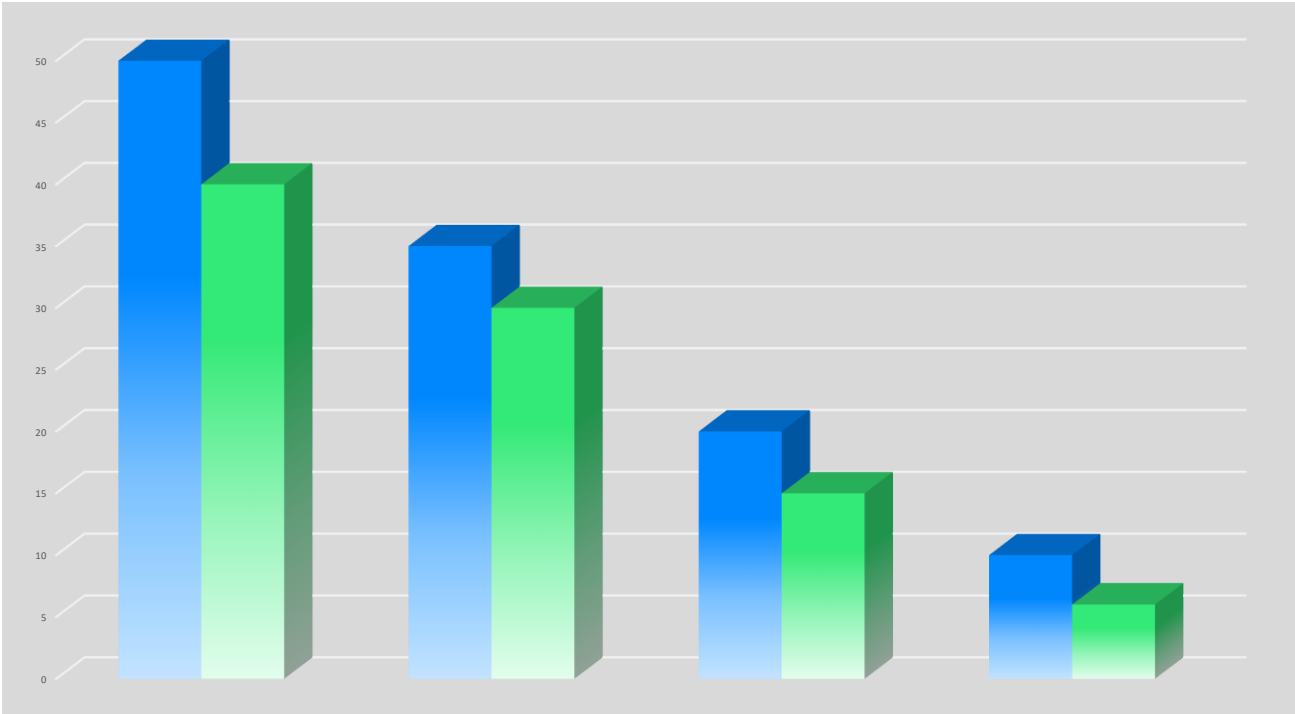


J.D. POWER



Market Insights

MARINE
Q1 2023



Marine Market Industry Overview

Boats and personal watercraft are still bringing historically strong pricing, with outboard and inboard boats still very 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 8.1% lower in the first four months of 2023 compared to the same period of 2022, and 2.5% lower than late 2022. Stern drives averaged 17.6% lower in the first four months of 2023 compared to the same period of 2022, and 5.4% lower than late 2022. Inboards averaged 1.5% lower in the first four months of 2023 compared to the same period of 2022, and 0.5% lower than late 2022. Personal watercraft averaged 13.9% lower in the first four months of 2023 compared to the same period of 2022, and 3.9% lower than late 2022.

Inboards and outboards are holding steady at a high level, showing resiliency in an environment of high interest rates and increasing economic headwinds. Other segments are well off the recent peak but are still above 2021 pricing and not showing cause for concern.

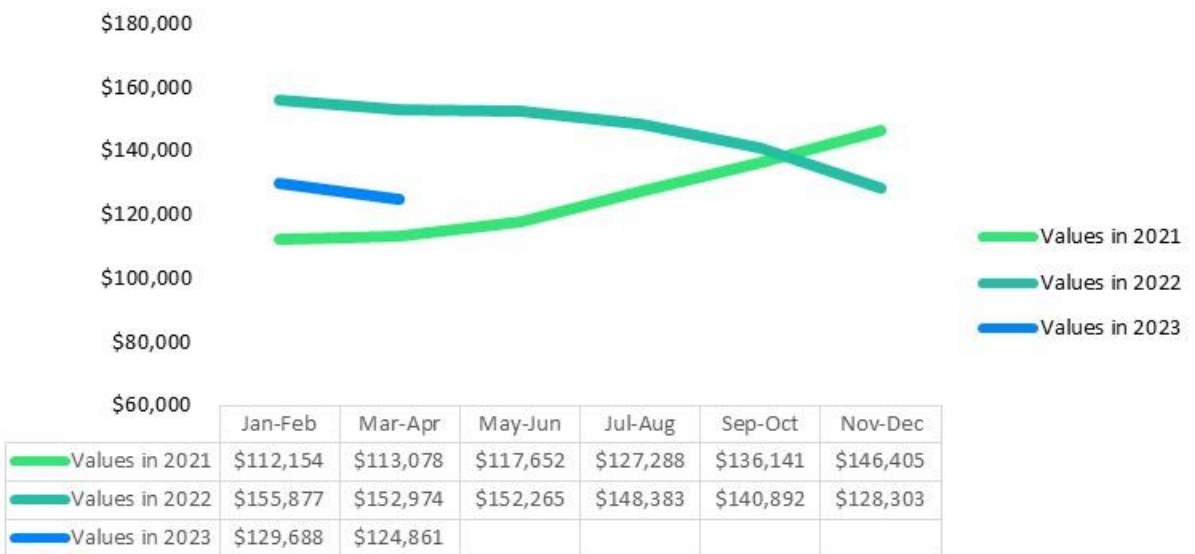
Marine Values

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



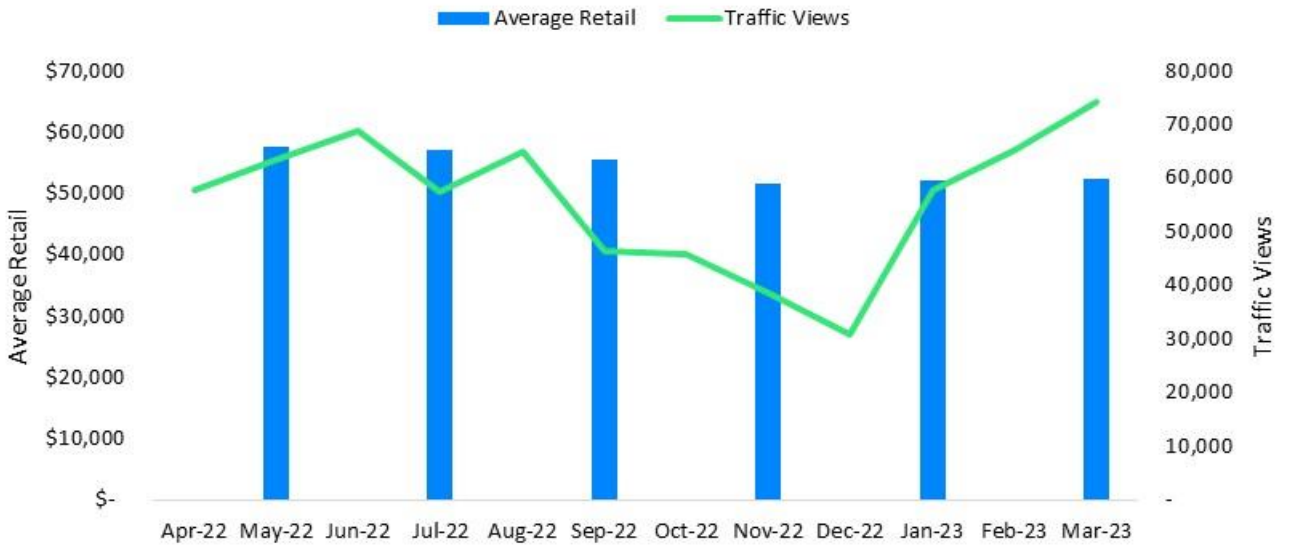
Personal Watercraft



Marine Values vs. Traffic

Average Retail Value and Traffic View by Category

Outboard Boats



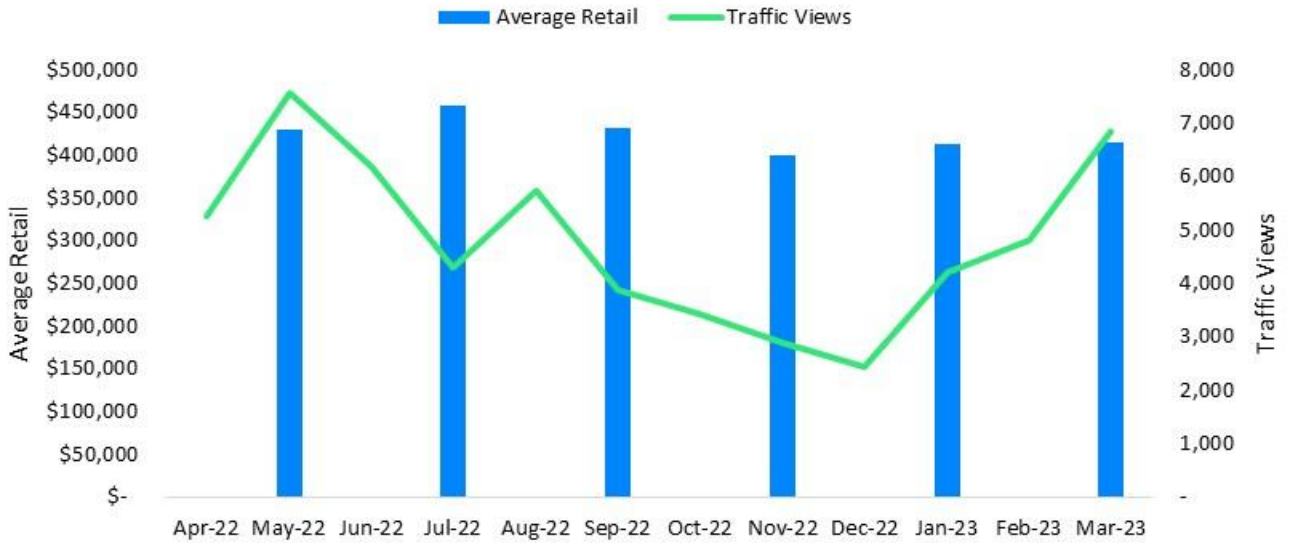
Stern Drive Boats



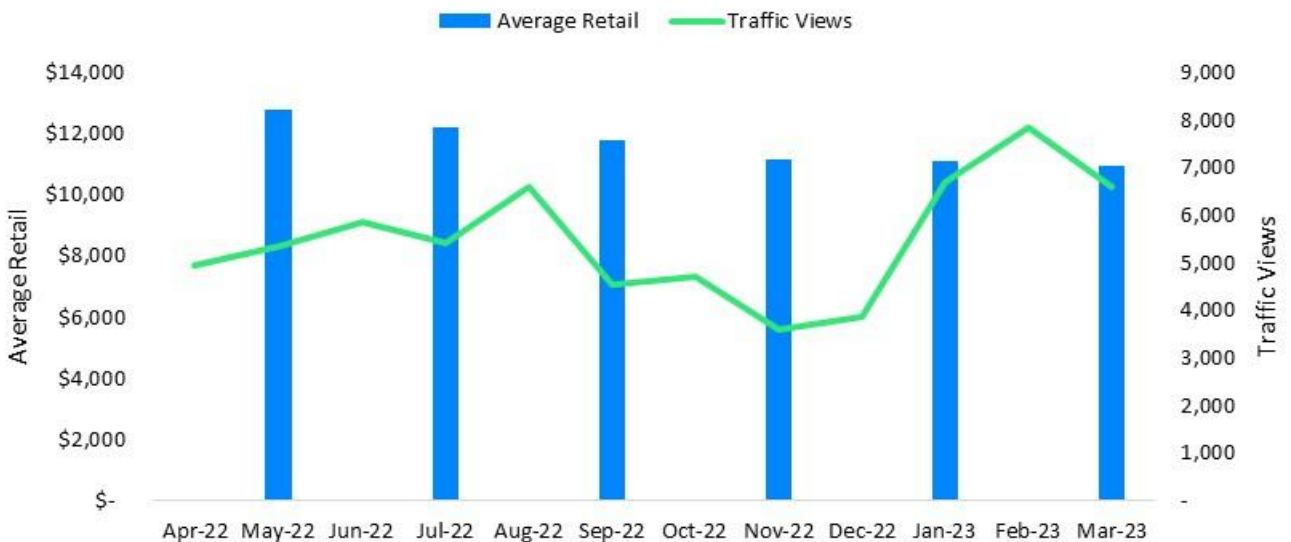
Marine Values vs. Traffic

Average Retail Value and Traffic View by Category

Inboard Boats

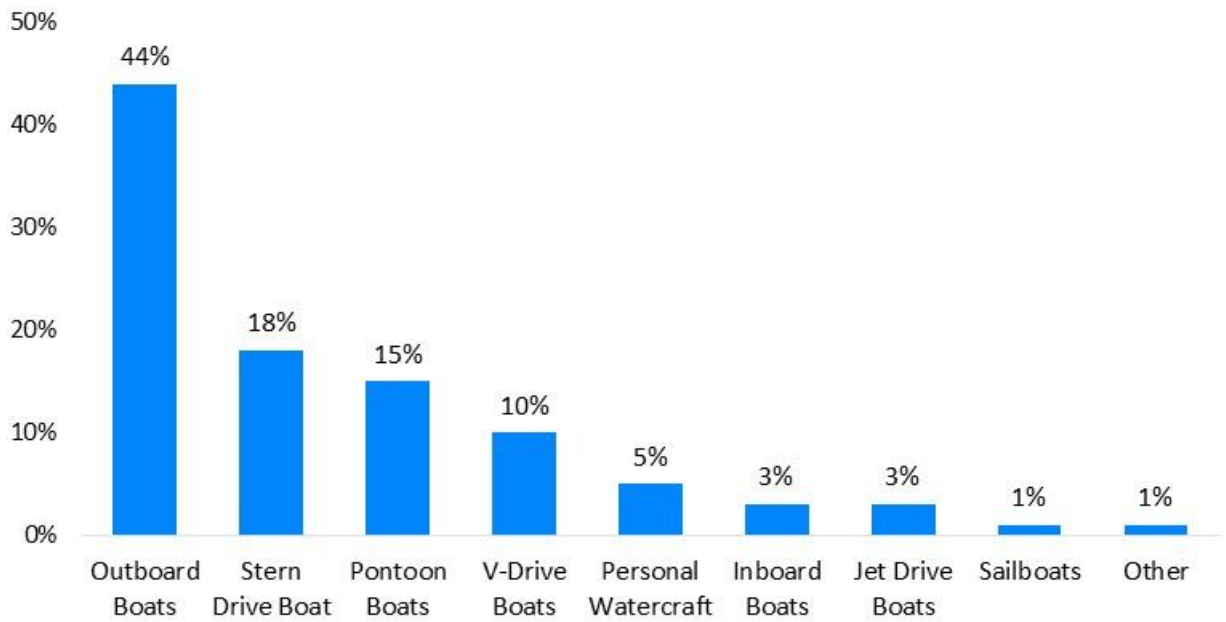


Personal Watercraft



Marine Categories

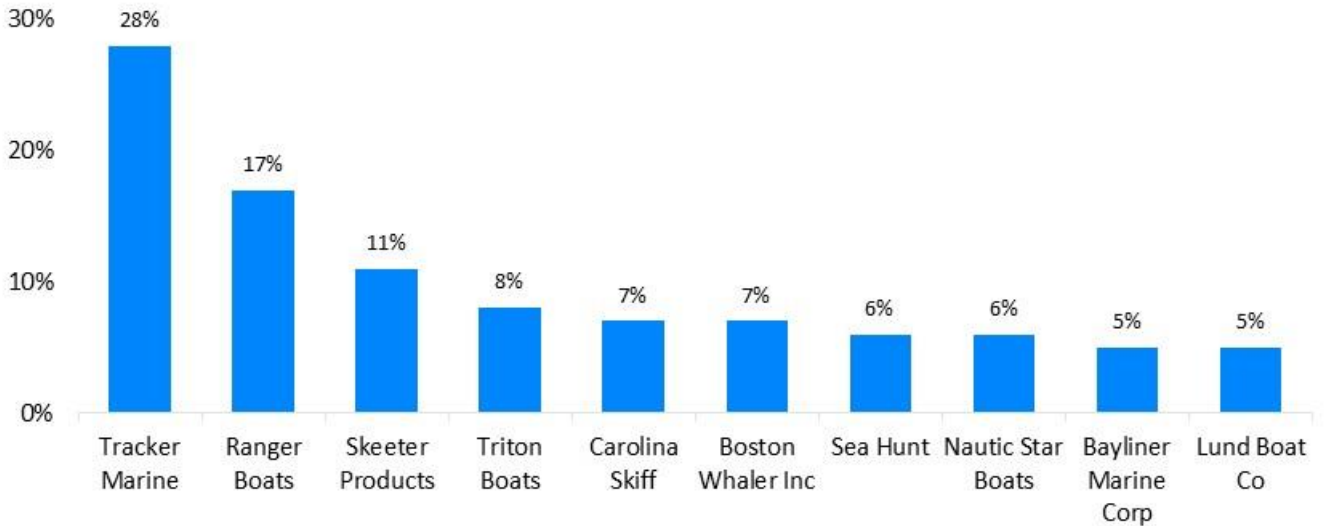
Views in 2023



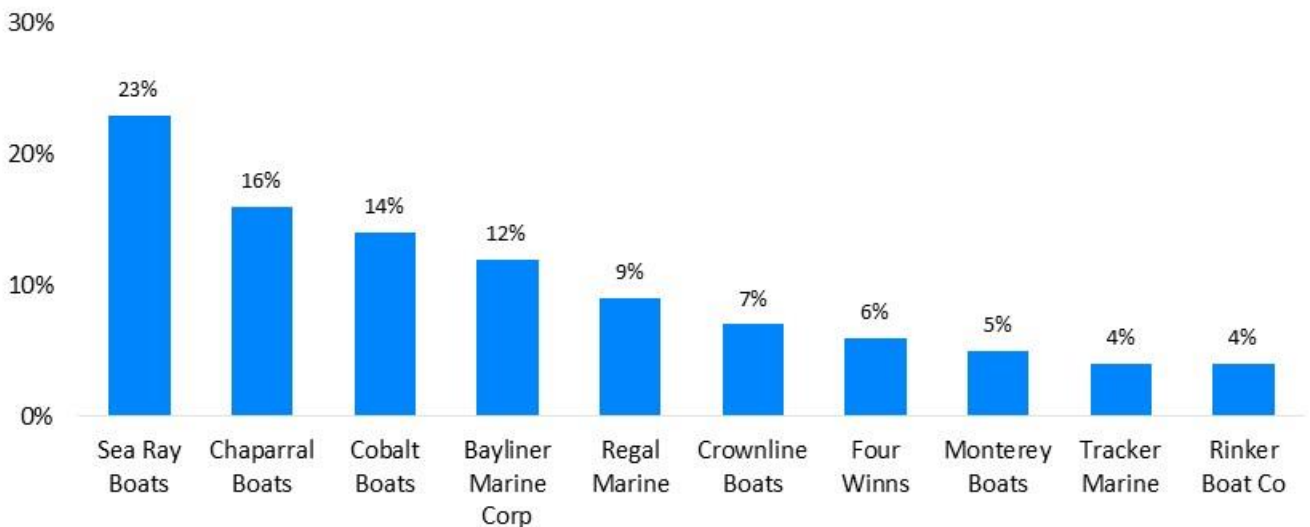
Power Boat Brands

Top Researched Brands in 2023

Outboard Brands



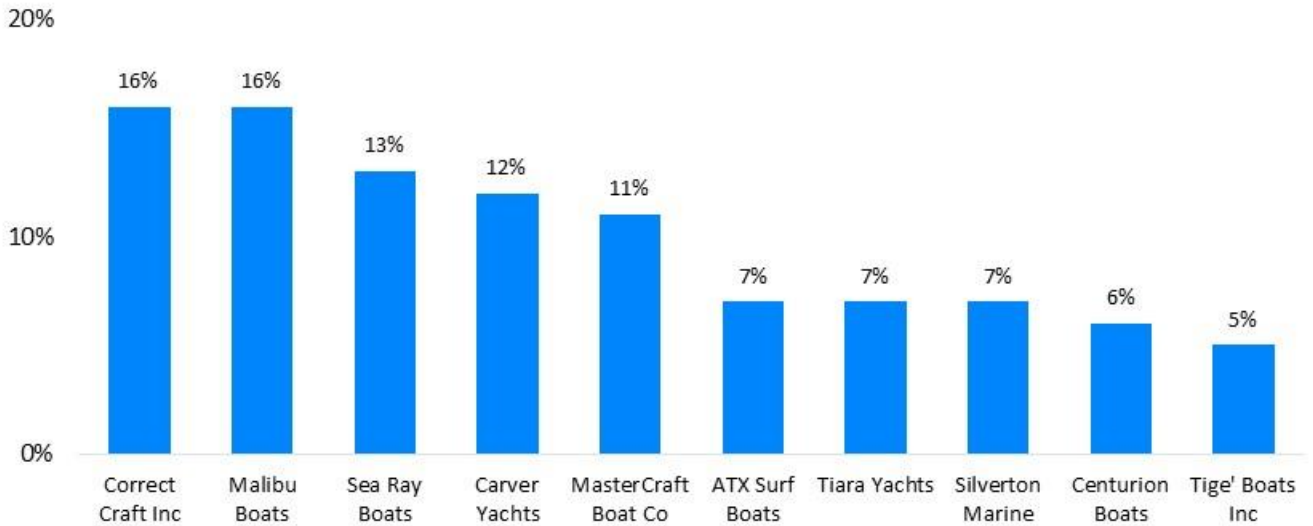
Stern Drive Brands



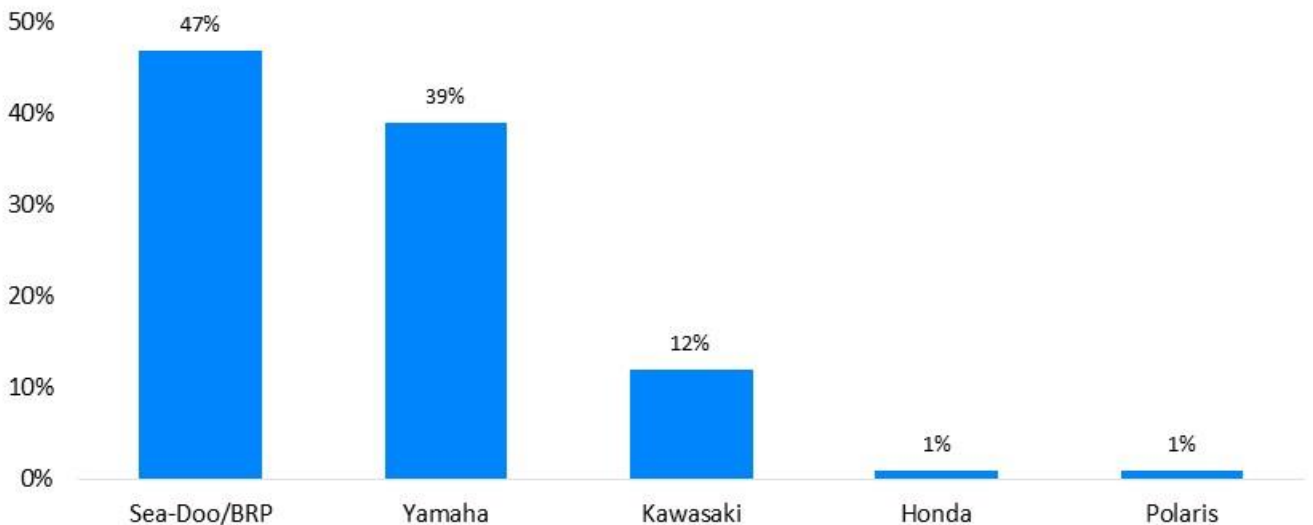
Marine Brands

Top Researched Brands in 2023

Inboard Brands



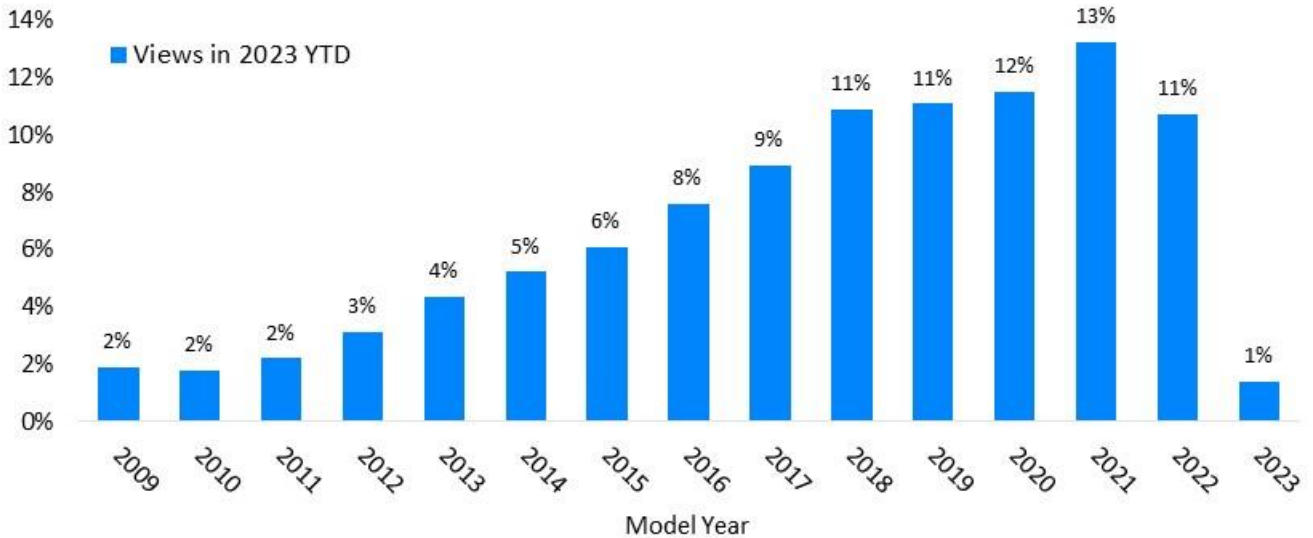
Personal Watercraft Brands



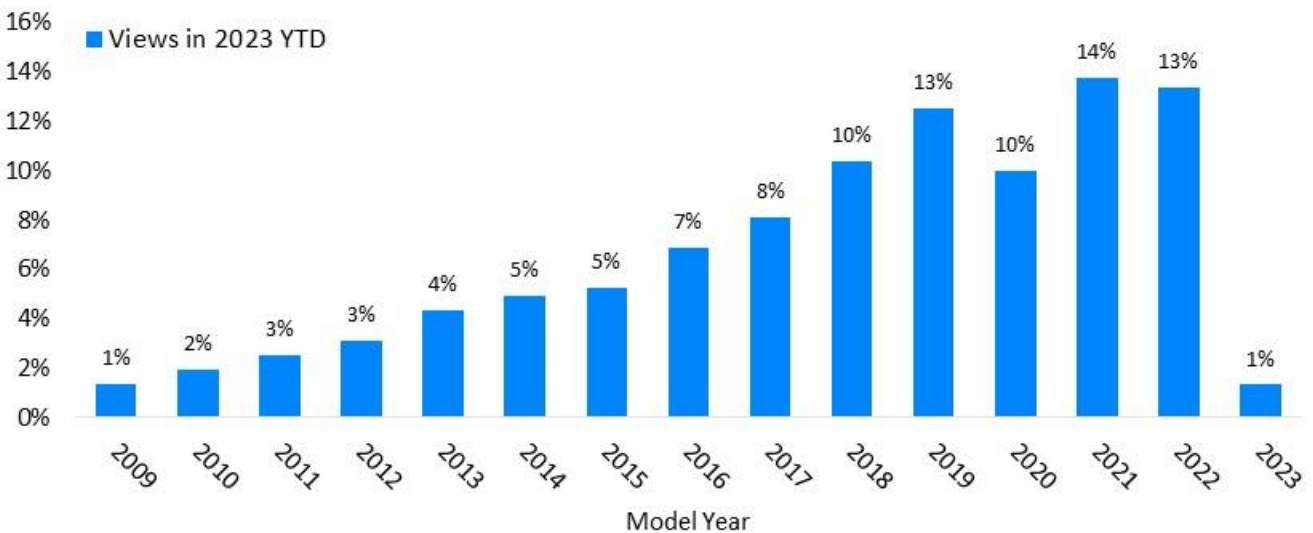
Model Years

Top Researched Model Years by Category

Outboard Boats

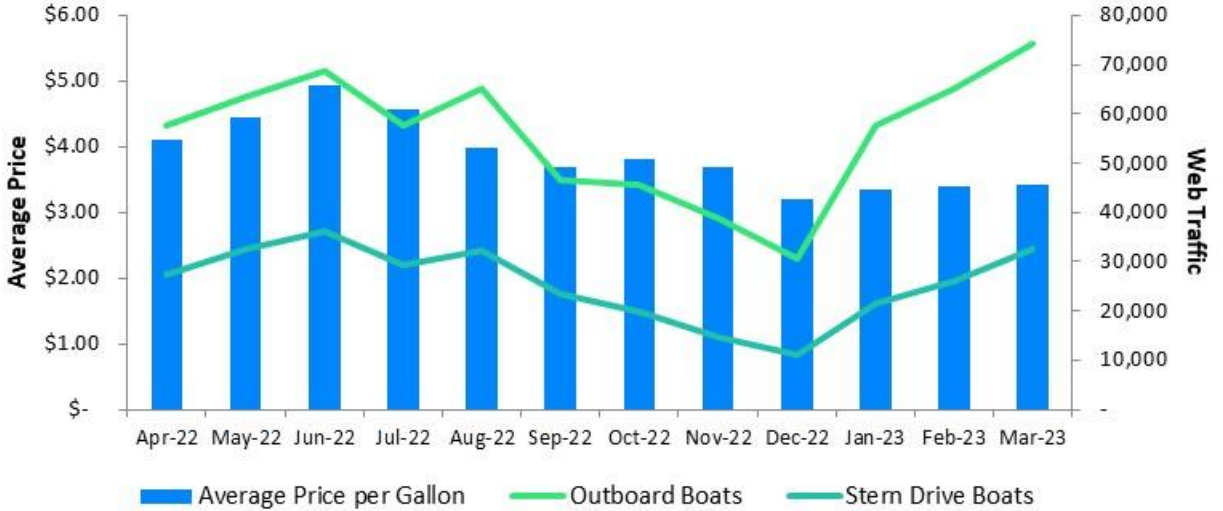


Pontoon Boats

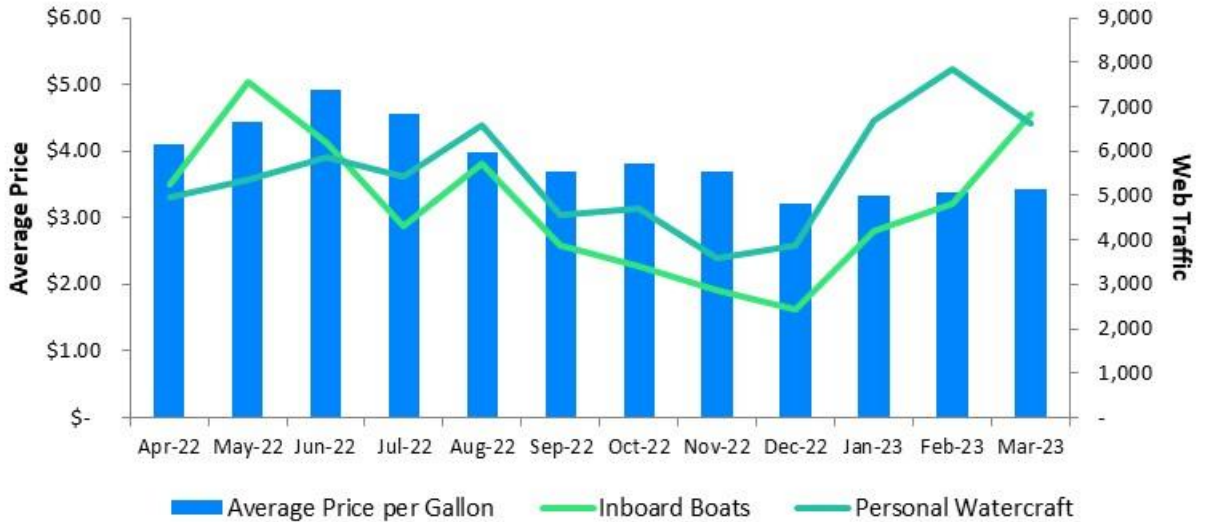


Fuel Price Data

Regular Grade Gasoline Prices vs. Traffic by Category



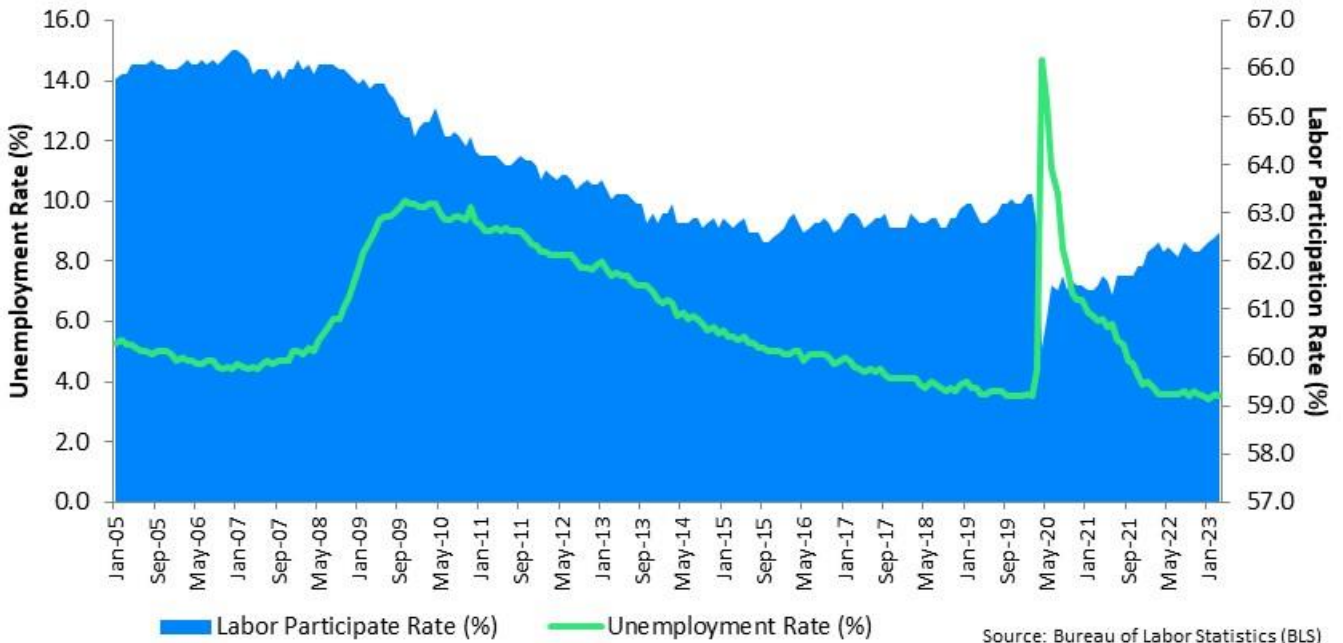
Source: U.S. Energy Information Administration



Source: U.S. Energy Information Administration

Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



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