

Market Insights

MARINE
2020 Year-End Review

Marine Market Industry Overview

All segments of the marine industry finished 2020 strong, with values increasing in the second half of the year, and no seasonal pullback in values.

Looking at individual segments, outboards brought 6.7% more money in 2020 than in 2019, with the gap increasing in the second half. Tracker Marine was our most-researched make.

Stern Drives brought 6.1% more money year-over-year, with our average value for the most recent 10 model years cresting the 6-figure mark in the second half of the year. Sea Ray was our most-researched make in 2020.

Inboard values really took off in 2020, finishing the year 13.5% ahead of 2019. Our average value for the most recent 10 model years was over the \$200,000 mark all year. Our most-researched brand in 2020 was Master Craft, with Malibu, Correct Craft, and Sea Ray very close.

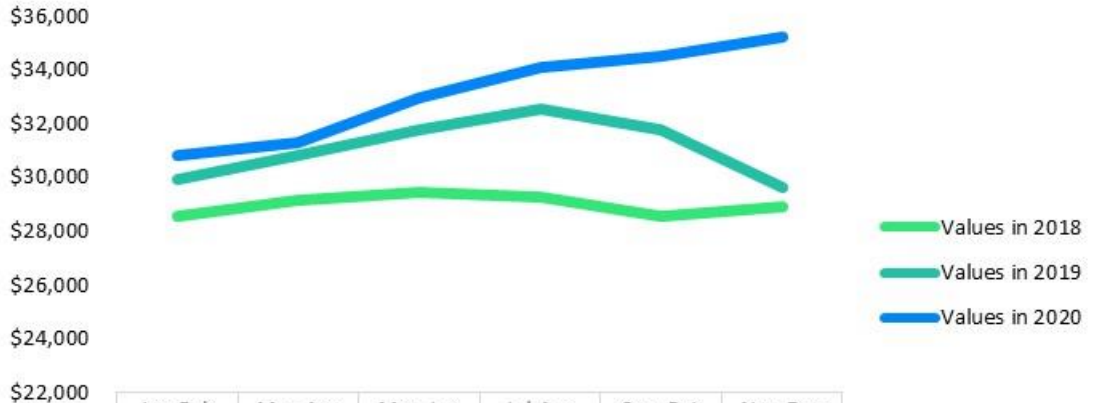
Personal watercraft increased 6.0% in value in 2020 compared to 2019. Our most-researched brand was Sea Doo/BRP.

Boats and personal watercraft continue to benefit from the shift of discretionary funds from travel to recreation. With values remaining strong through the 4th quarter, the marine industry starts 2021 on good footing.

Marine Values

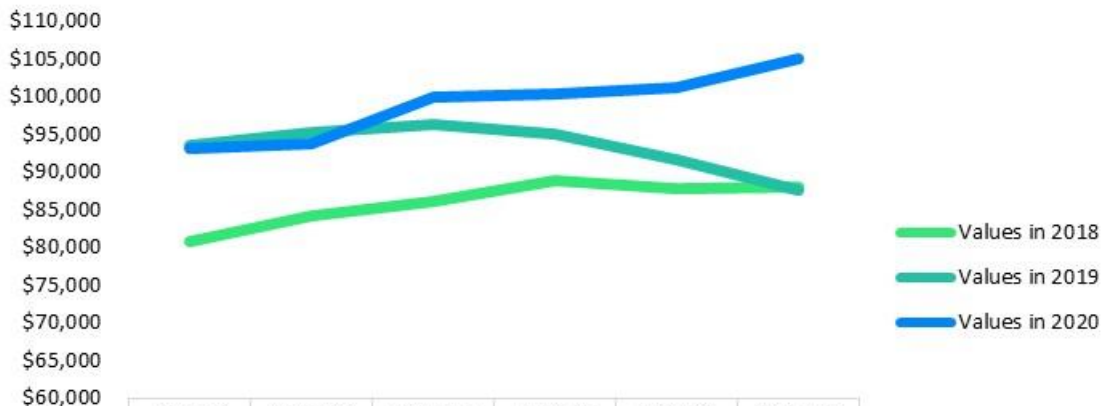
Average Retail Value by Category – Values for the Last 10 Model Years

Outboard Boats



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2018	\$28,547	\$29,136	\$29,463	\$29,298	\$28,576	\$28,948
Values in 2019	\$29,938	\$30,821	\$31,765	\$32,537	\$31,804	\$29,658
Values in 2020	\$30,825	\$31,296	\$32,976	\$34,117	\$34,524	\$35,227

Stern Drive Boats

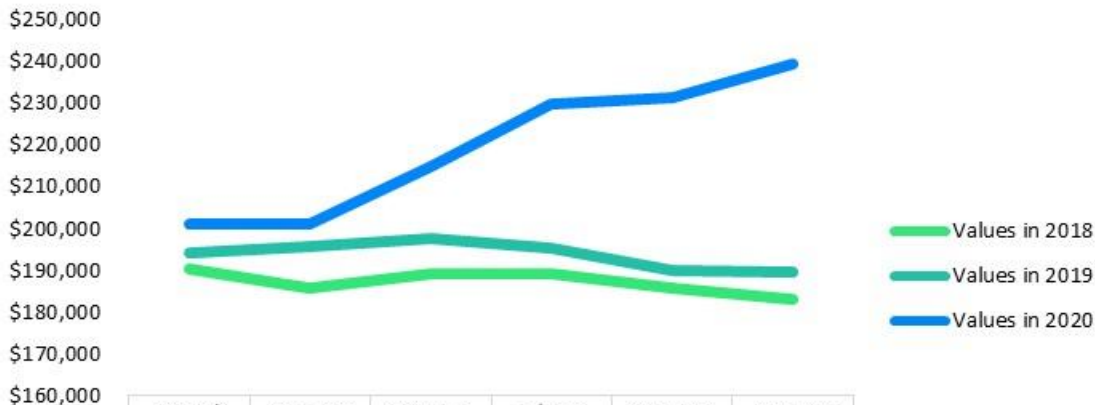


	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2018	\$80,842	\$84,235	\$86,050	\$88,837	\$87,796	\$87,942
Values in 2019	\$93,668	\$95,254	\$96,242	\$95,013	\$91,744	\$87,646
Values in 2020	\$93,157	\$93,857	\$99,992	\$100,302	\$101,313	\$105,098

Marine Values

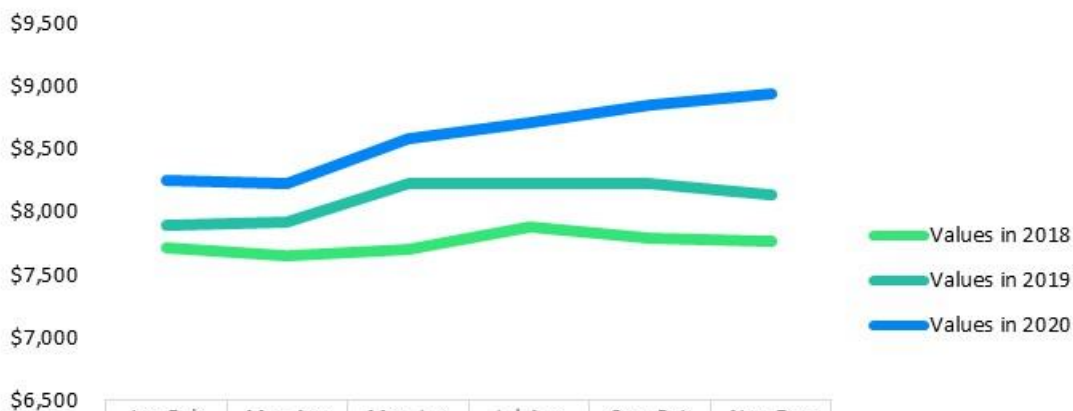
Average Retail Value by Category – Values for the Last 10 Model Years

Inboard Boats



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2018	\$190,338	\$185,975	\$189,180	\$189,140	\$185,973	\$183,290
Values in 2019	\$194,202	\$195,652	\$197,681	\$195,502	\$190,203	\$189,674
Values in 2020	\$201,280	\$201,300	\$214,986	\$230,006	\$231,438	\$239,340

Personal Watercraft

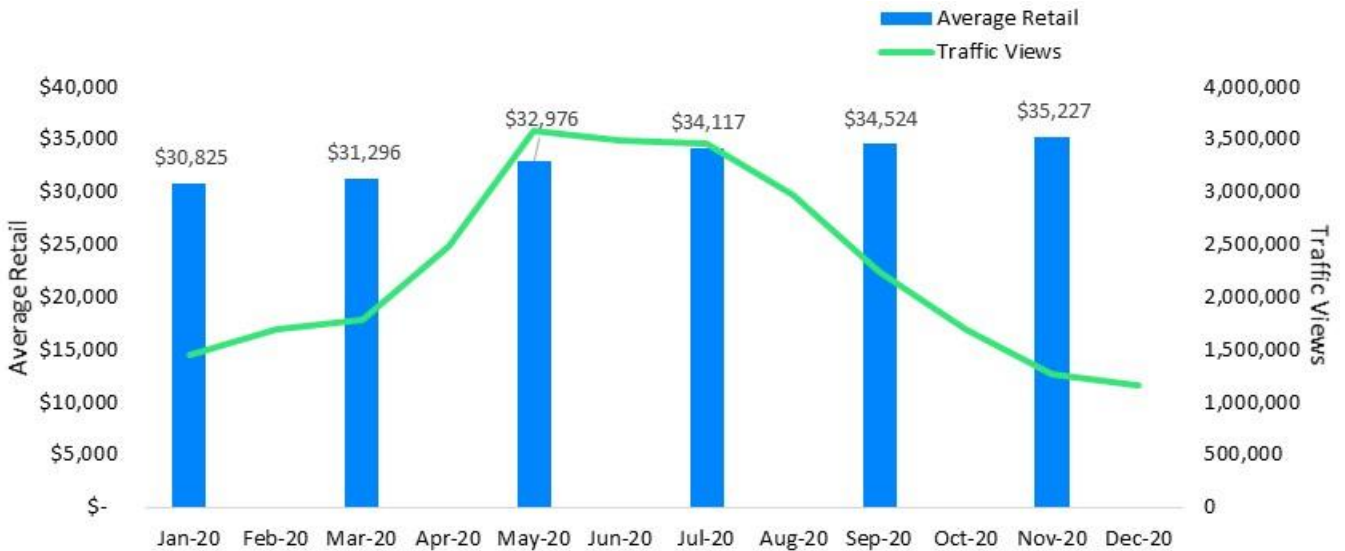


	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2018	\$7,719	\$7,648	\$7,711	\$7,889	\$7,794	\$7,770
Values in 2019	\$7,903	\$7,927	\$8,234	\$8,227	\$8,229	\$8,138
Values in 2020	\$8,253	\$8,234	\$8,587	\$8,720	\$8,855	\$8,946

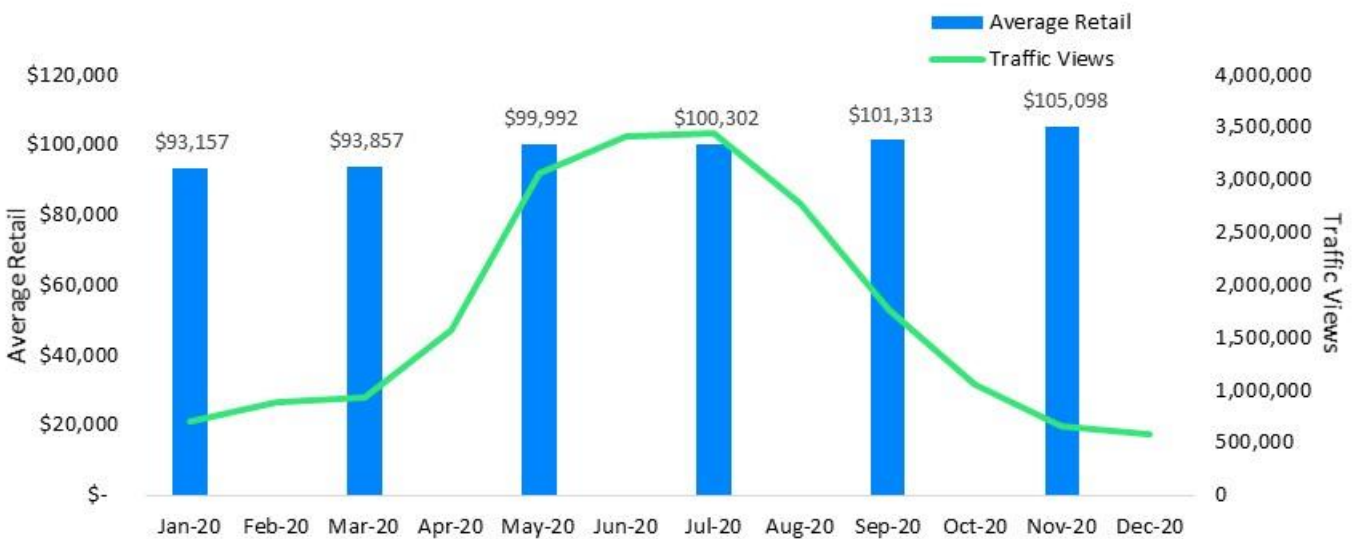
Marine Values vs. Traffic

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

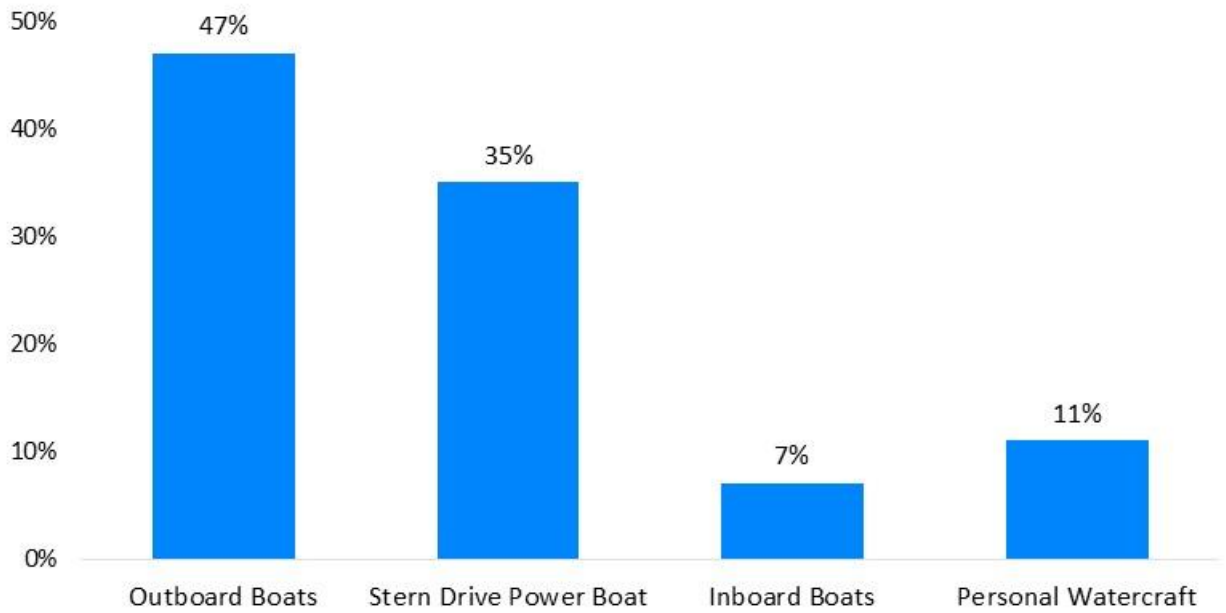


Personal Watercraft



Marine Categories

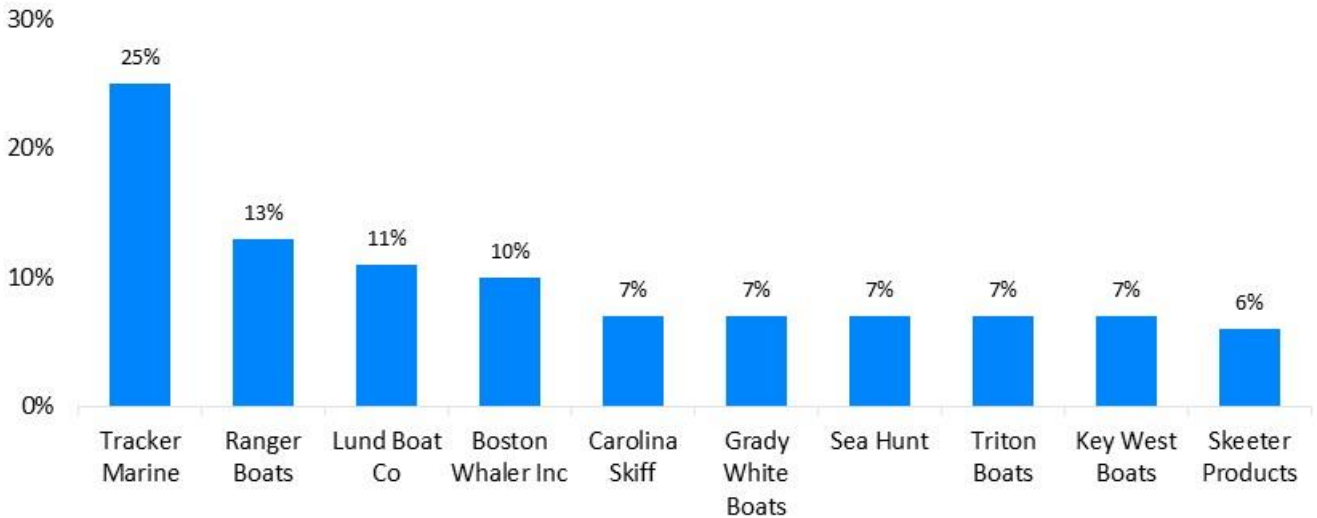
Views in 2020



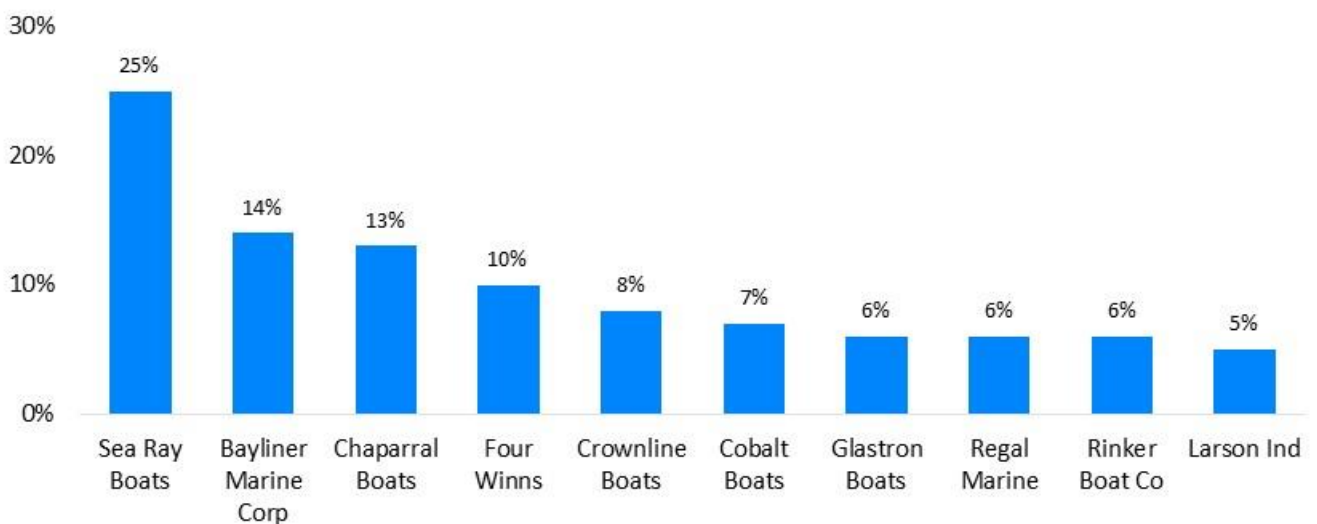
Power Boat Brands

Top Researched Brands in 2020

Outboard Brands



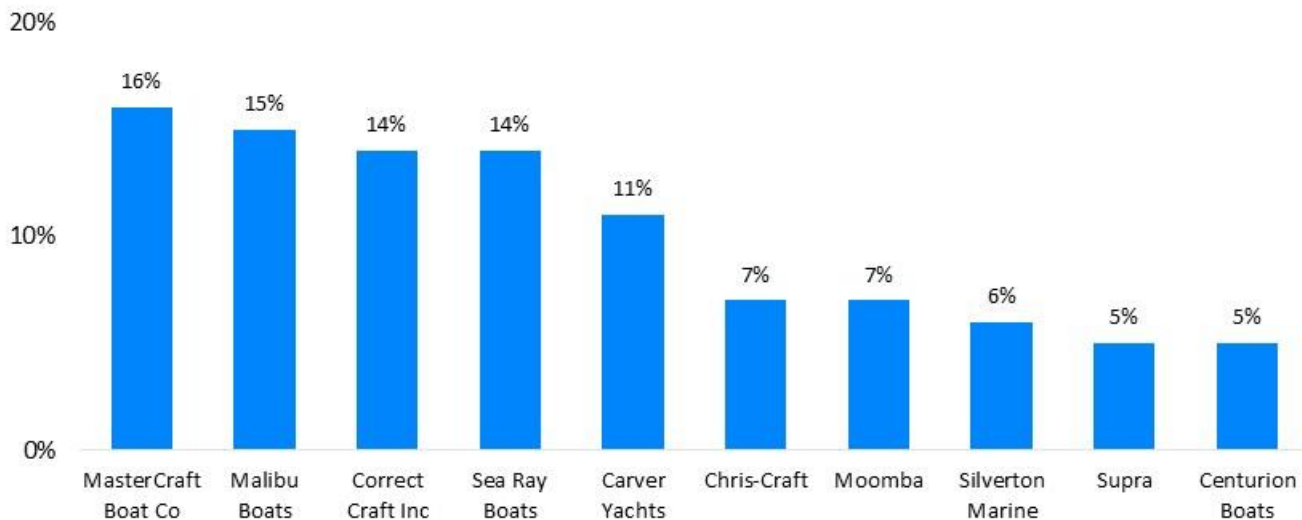
Stern Drive Brands



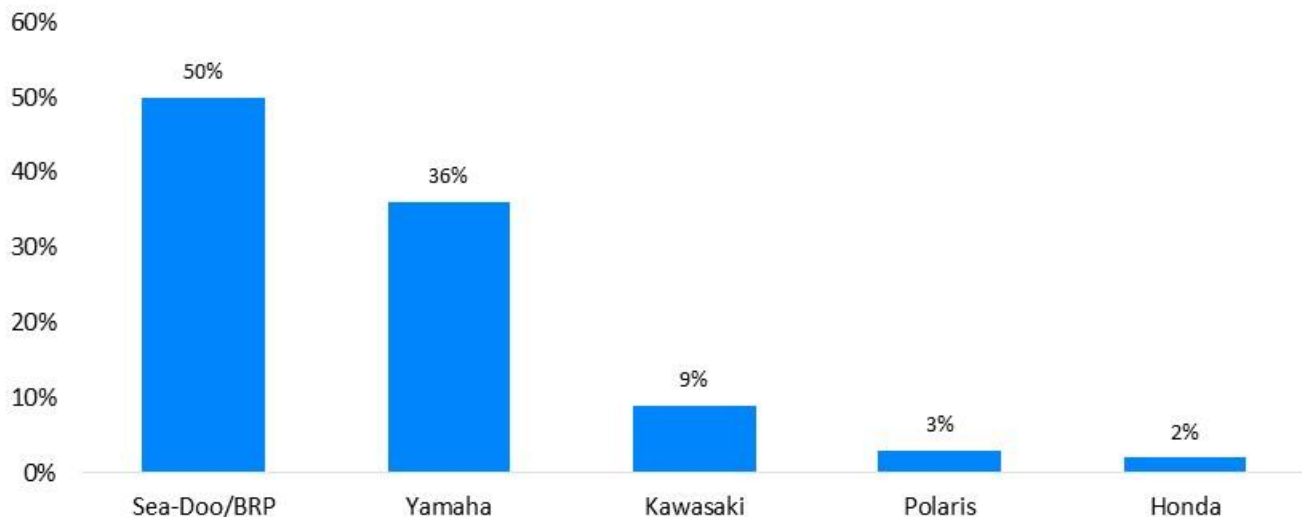
Marine Brands

Top Researched Brands in 2020

Inboard Brands



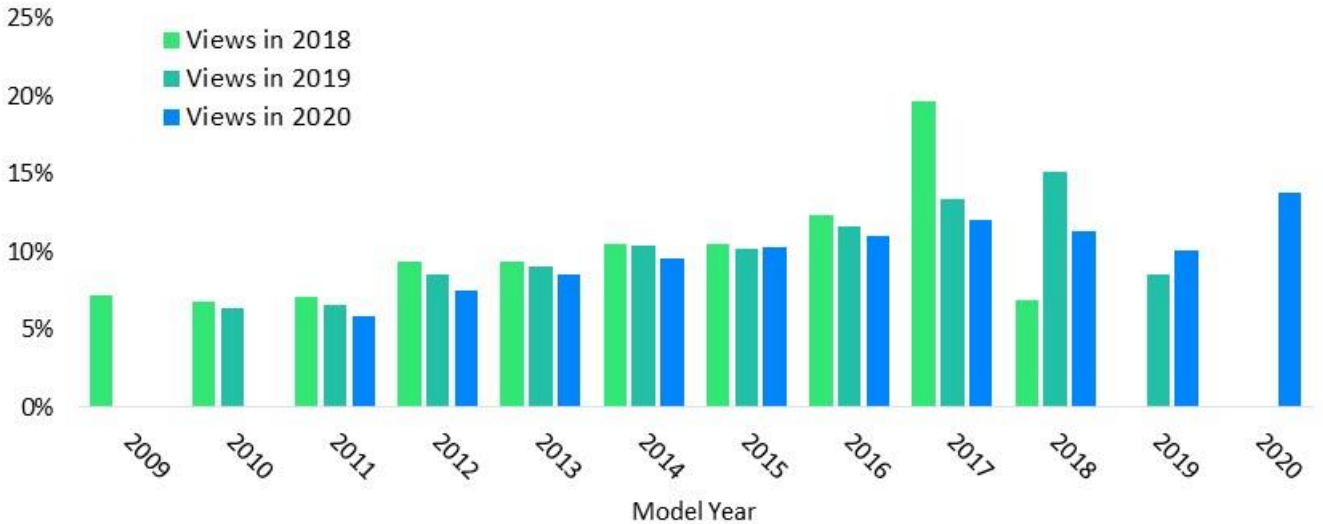
Personal Watercraft Brands



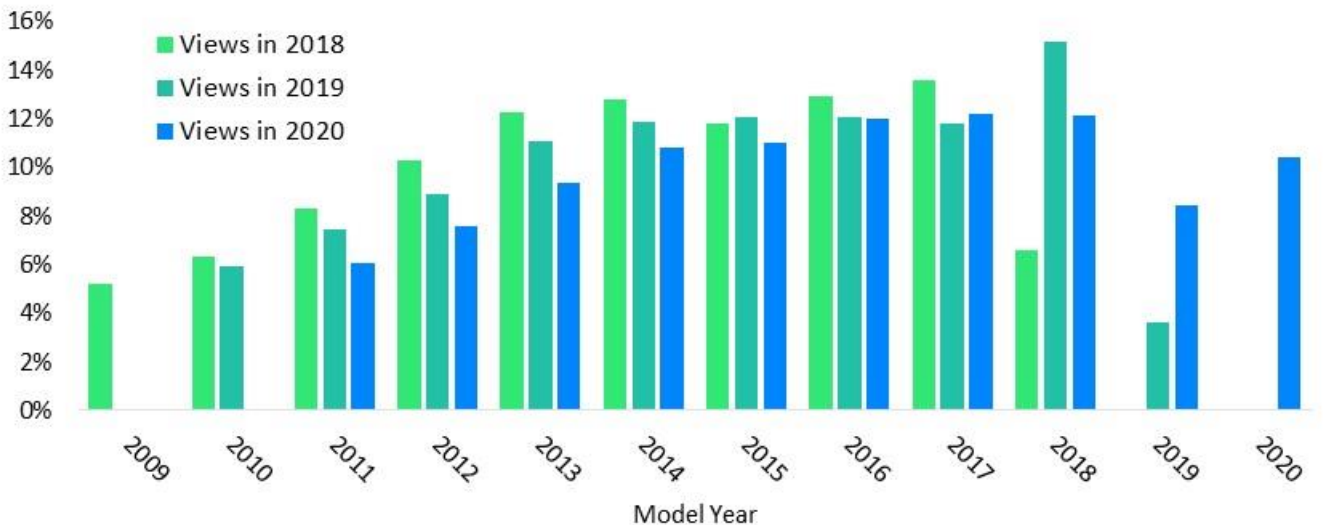
Model Years

Top Researched Model Years by Category

Outboard Boats



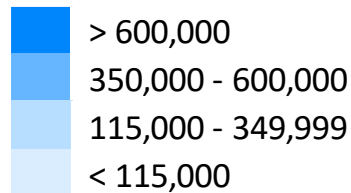
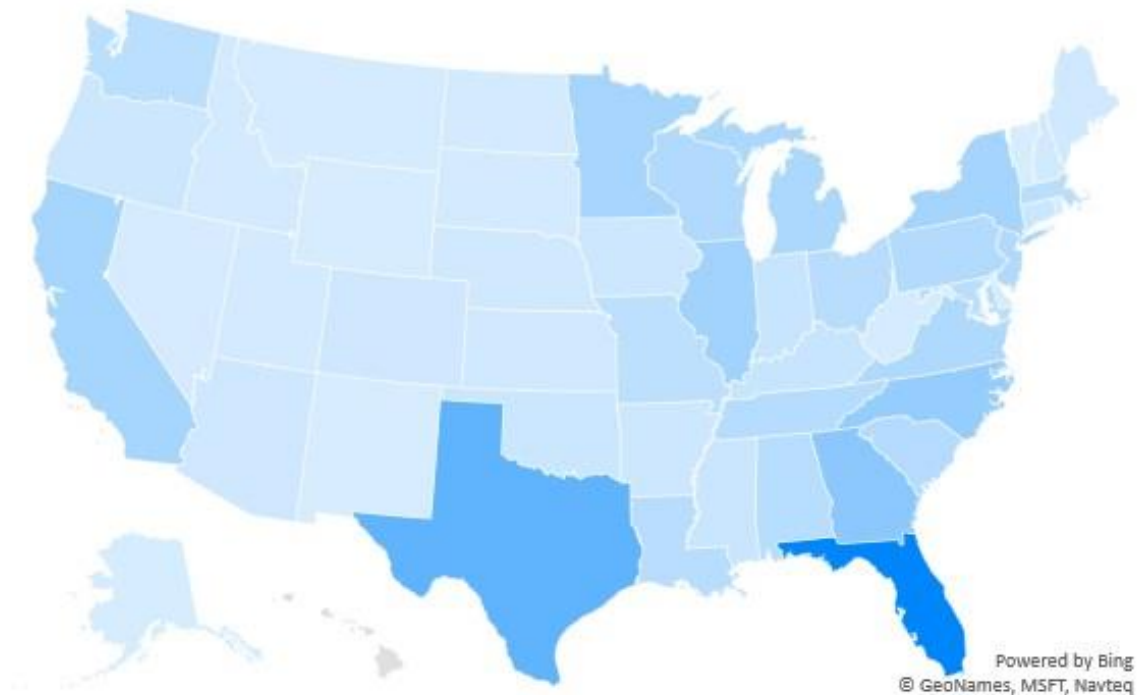
Pontoon Boats



Web Traffic by State

Traffic by State in 2020

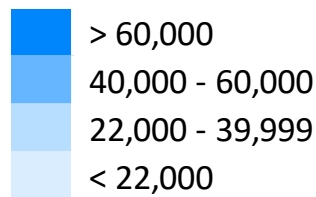
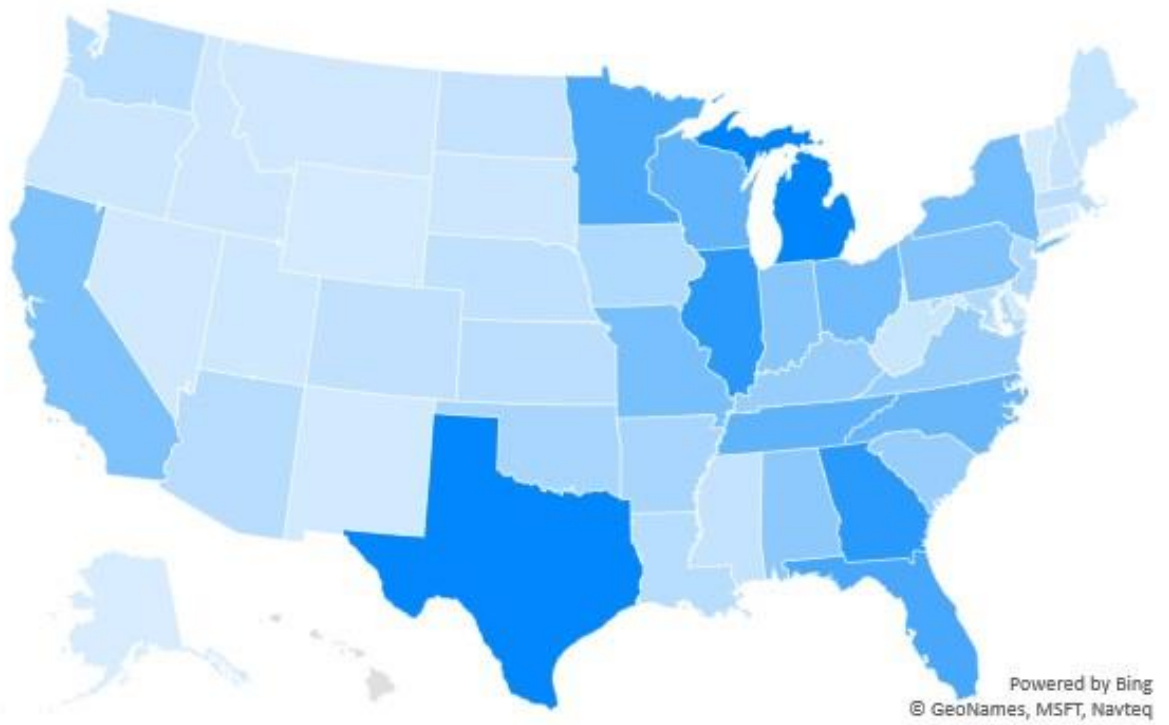
Outboard Boats



Web Traffic by State

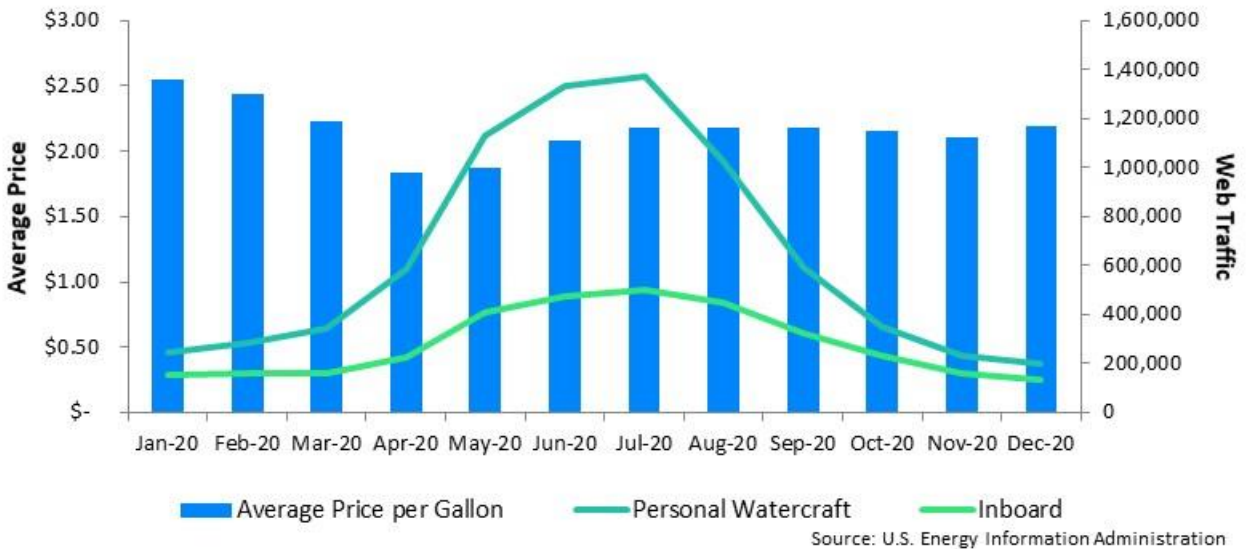
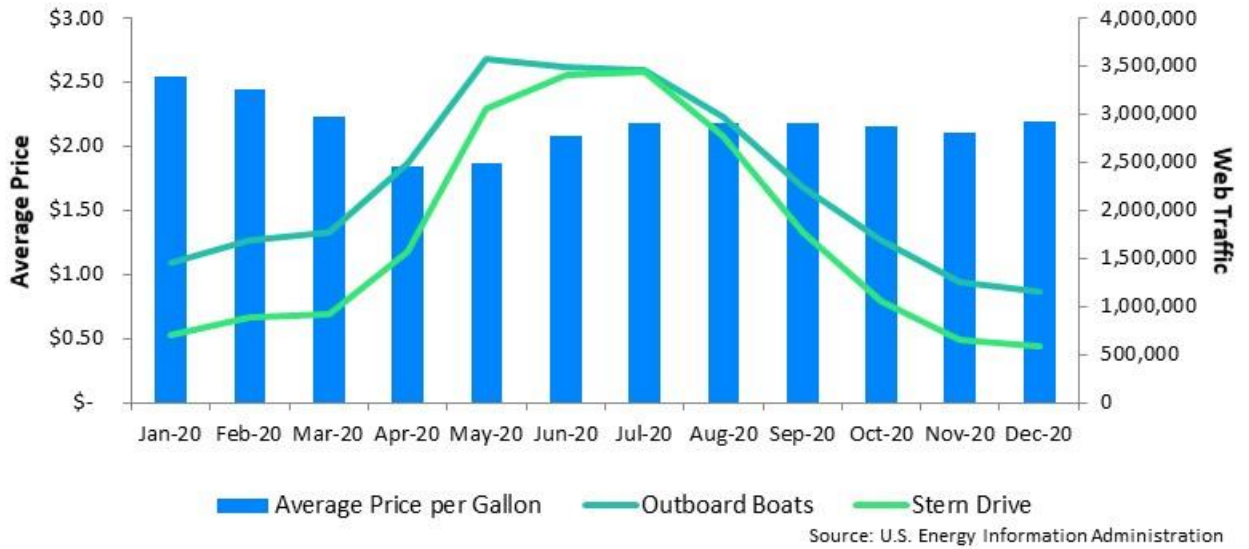
Traffic by State in 2020

Pontoon Boats



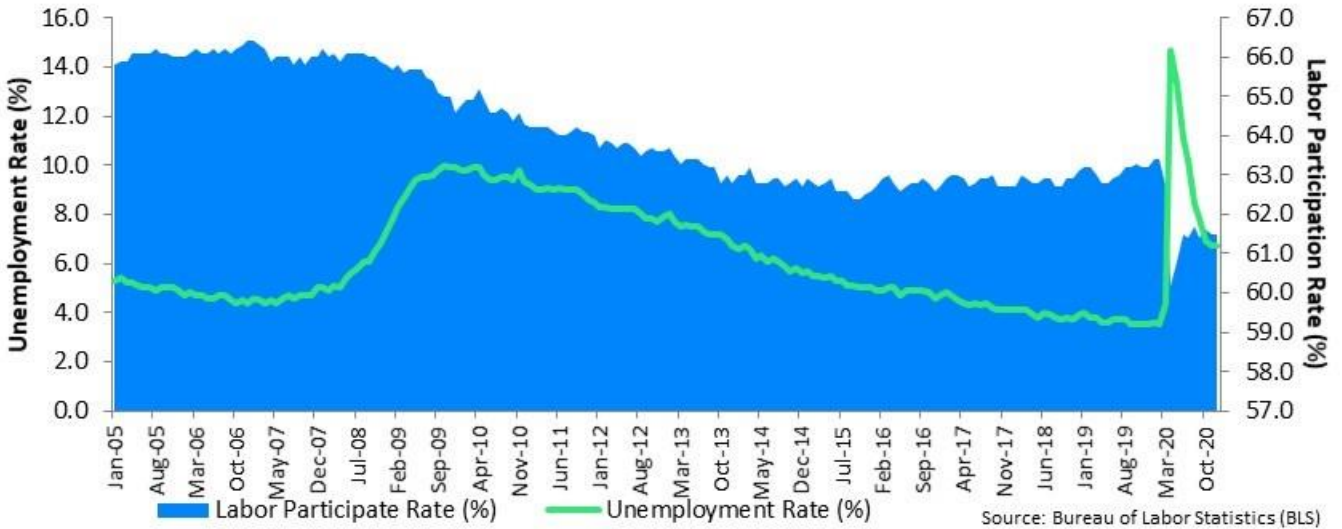
Fuel Price Data

Regular Grade Gasoline Prices vs. Consumer Traffic by Category



Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



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