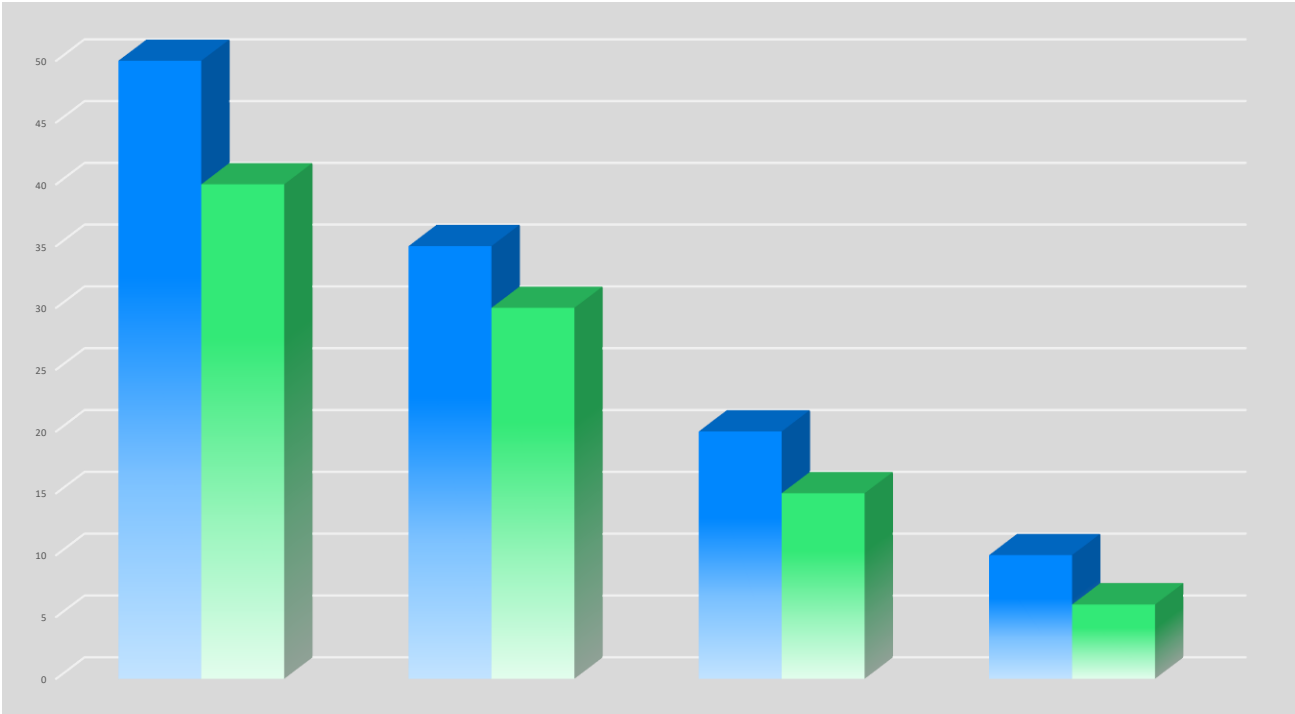


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Market Insights

MARINE
Q2 2021

Marine Market Industry Overview

Peak season is underway, and buyers continue to pay historically high prices for boats and watercraft. All segments of the industry are simply crushing year-over-year comparisons.

Looking at individual segments, the most recent 10 model years of used outboard boat values averaged a whopping 21.1% more money in the first half of 2021 than the same period of 2020. Stern drives performed just as well, bringing 19.5% more money. Inboards are enjoying the largest year-over-year gain, at 38%. Personal watercraft brought 12.4% more money.

With production constrained and customers still ready to spend, the used boat and watercraft market remains heavily weighted towards the seller. We don't see this dynamic changing until the 4th quarter at the earliest.

Marine Values

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

Outboard Boats



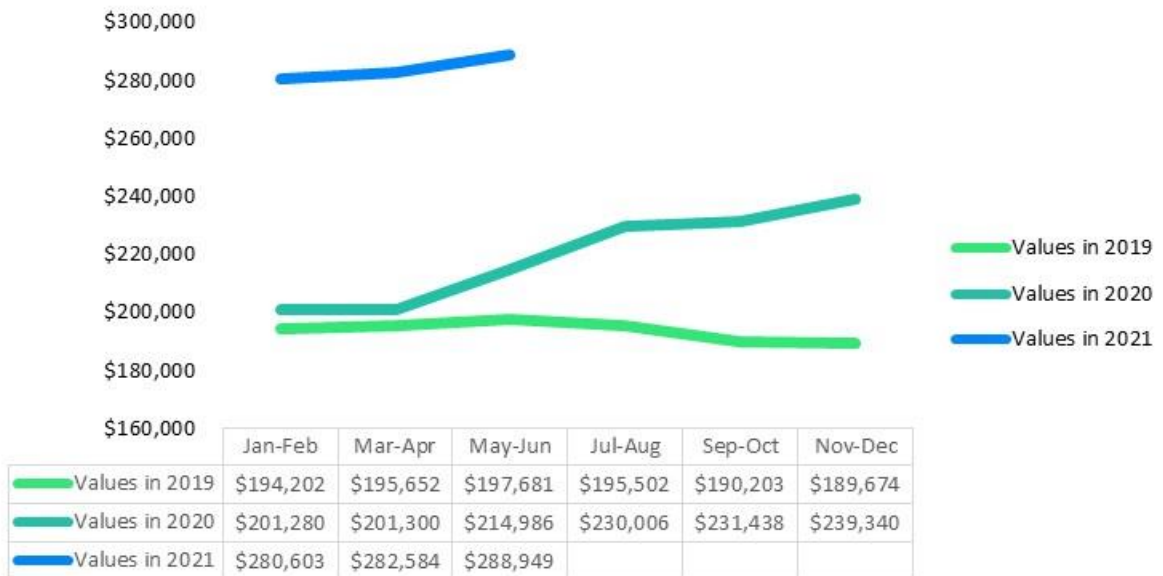
Stern Drive Boats



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



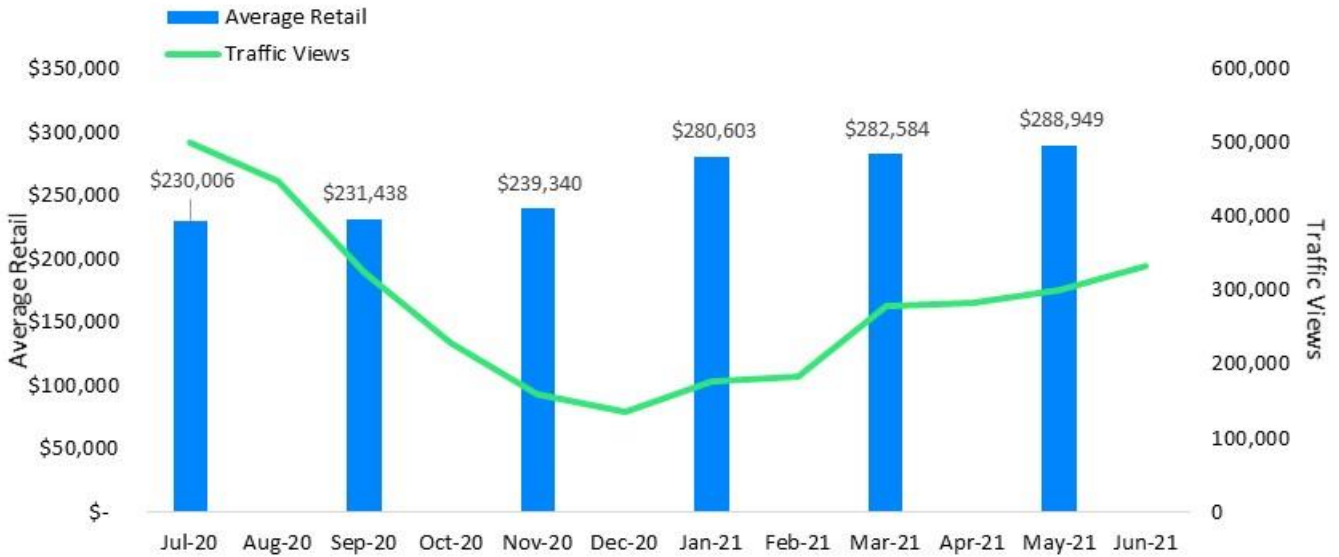
Stern Drive Boats



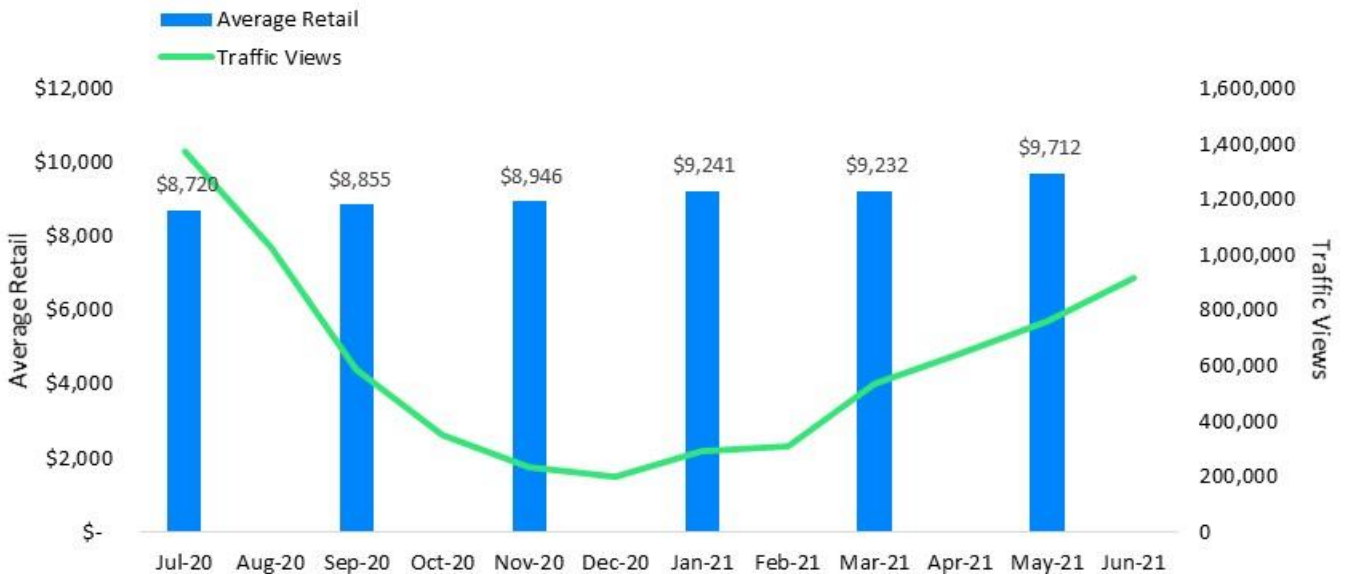
Marine Values vs. Traffic

Average Retail Value and Traffic View by Category

Inboard Boats

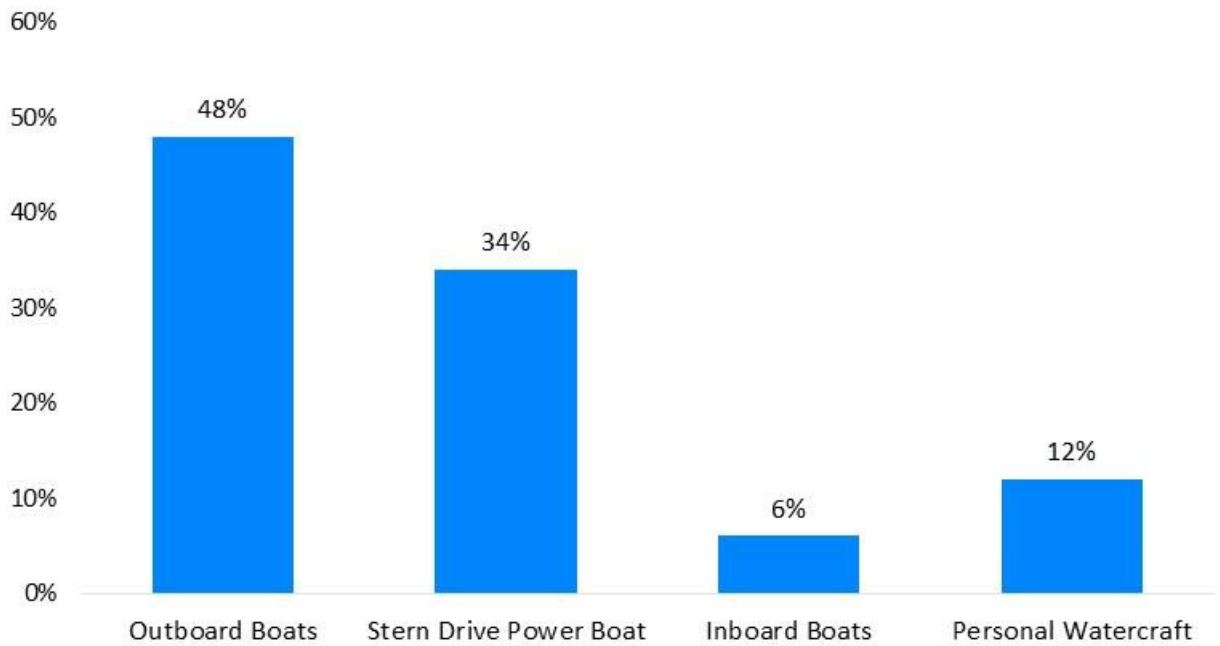


Personal Watercraft



Marine Categories

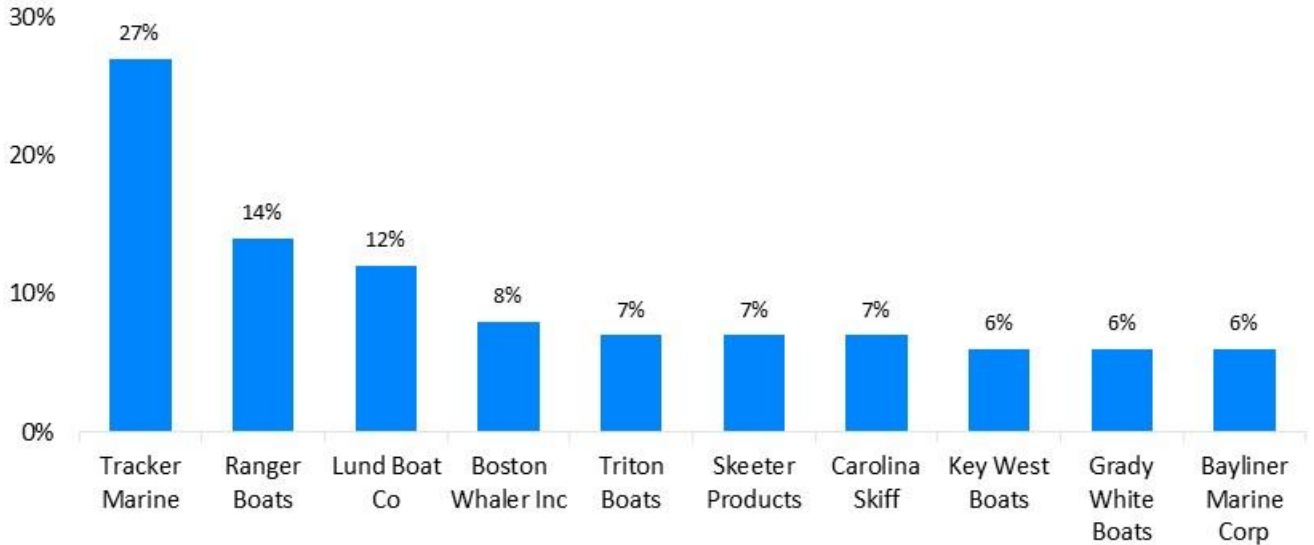
Views in 2021 Q1-Q2



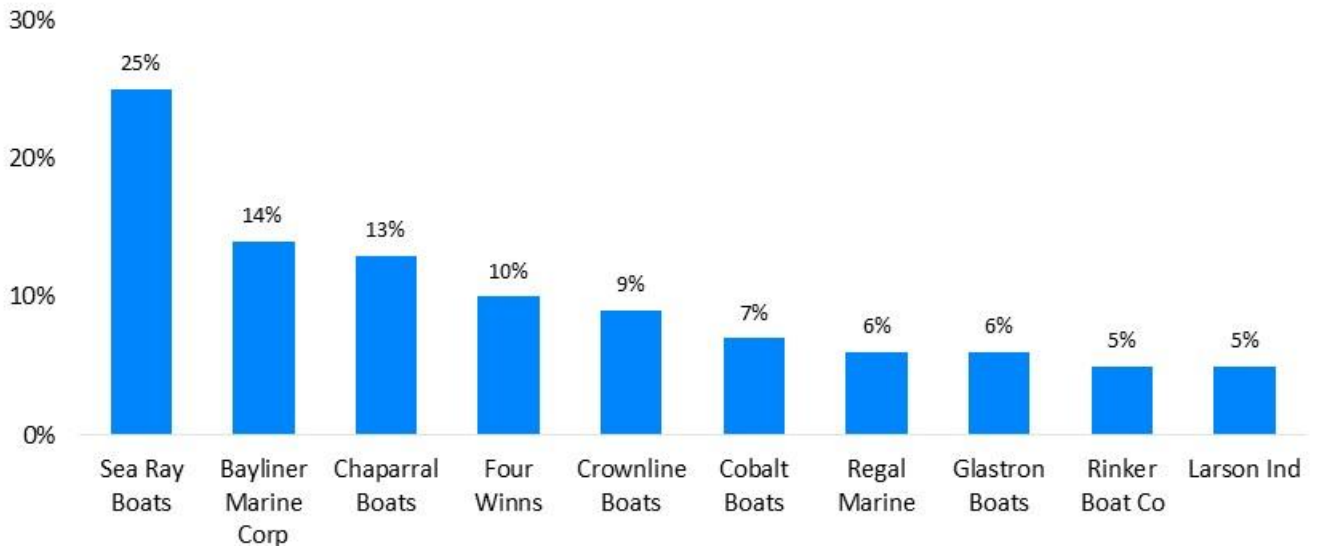
Power Boat Brands

Top Researched Brands in 2021 Q1-Q2

Outboard Brands



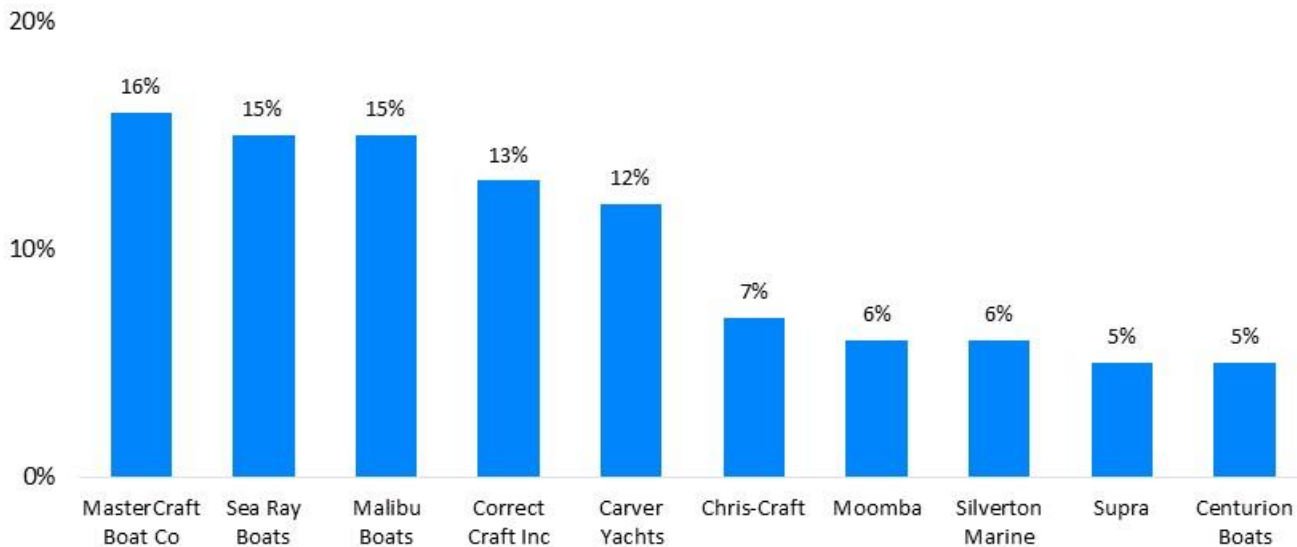
Stern Drive Brands



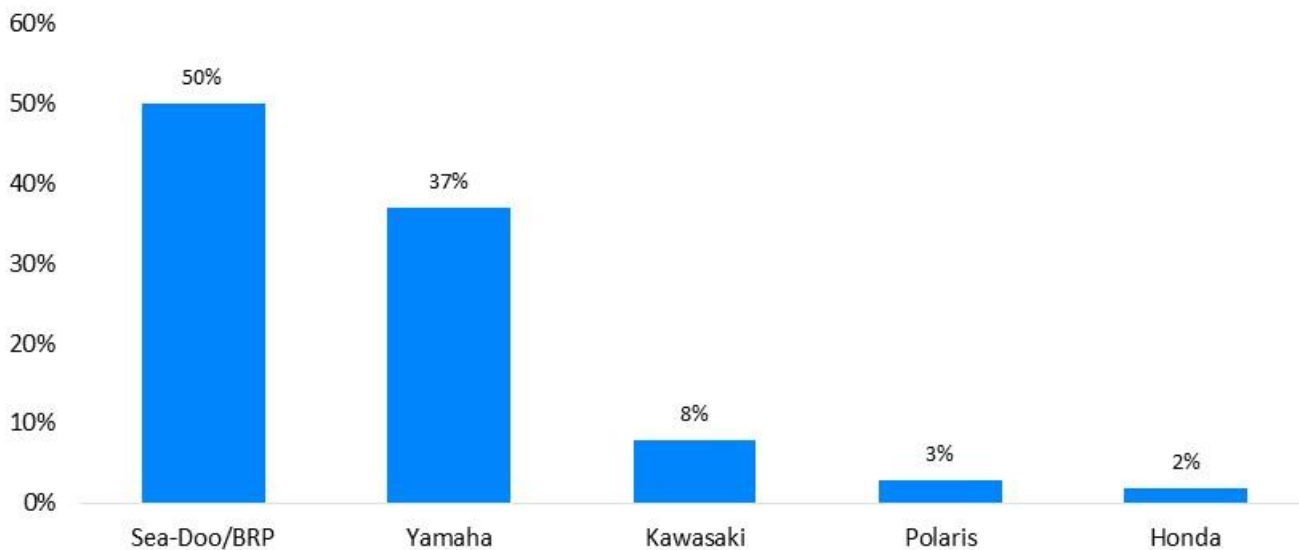
Marine Brands

Top Researched Brands in 2021 Q1-Q2

Inboard Brands



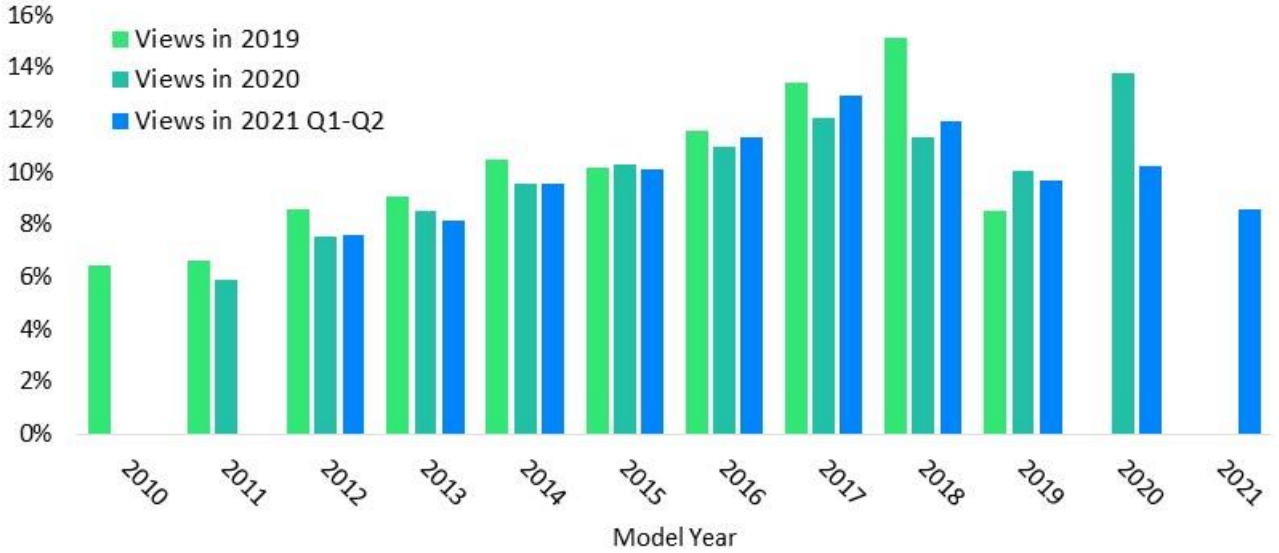
Personal Watercraft Brands



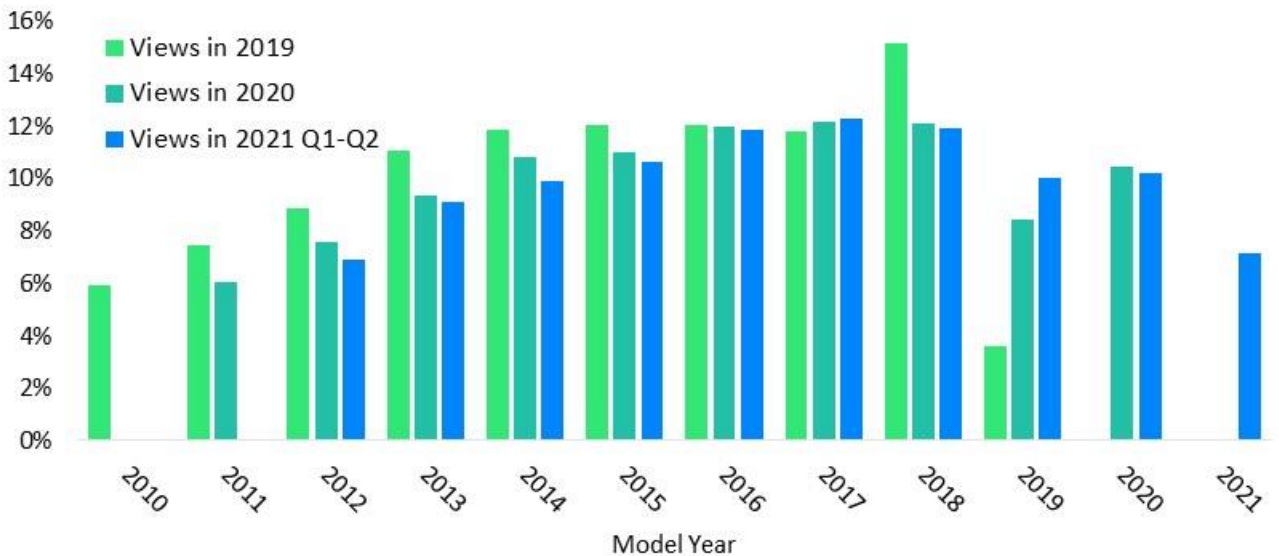
Model Years

Top Researched Model Years by Category

Outboard Boats



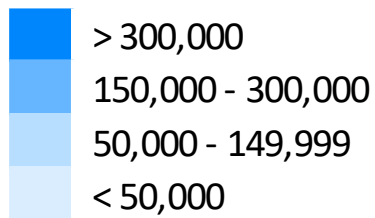
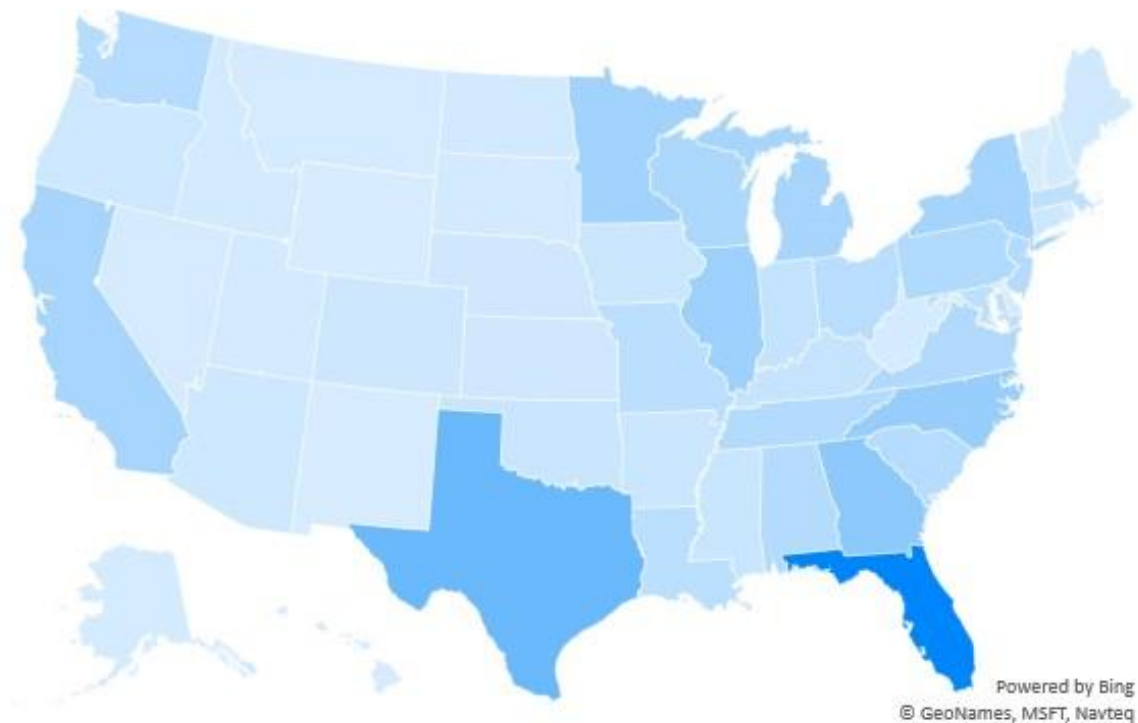
Pontoon Boats



Web Traffic by State

Traffic by State in 2021 Q1-Q2

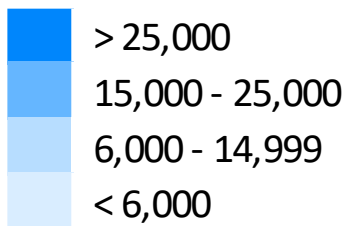
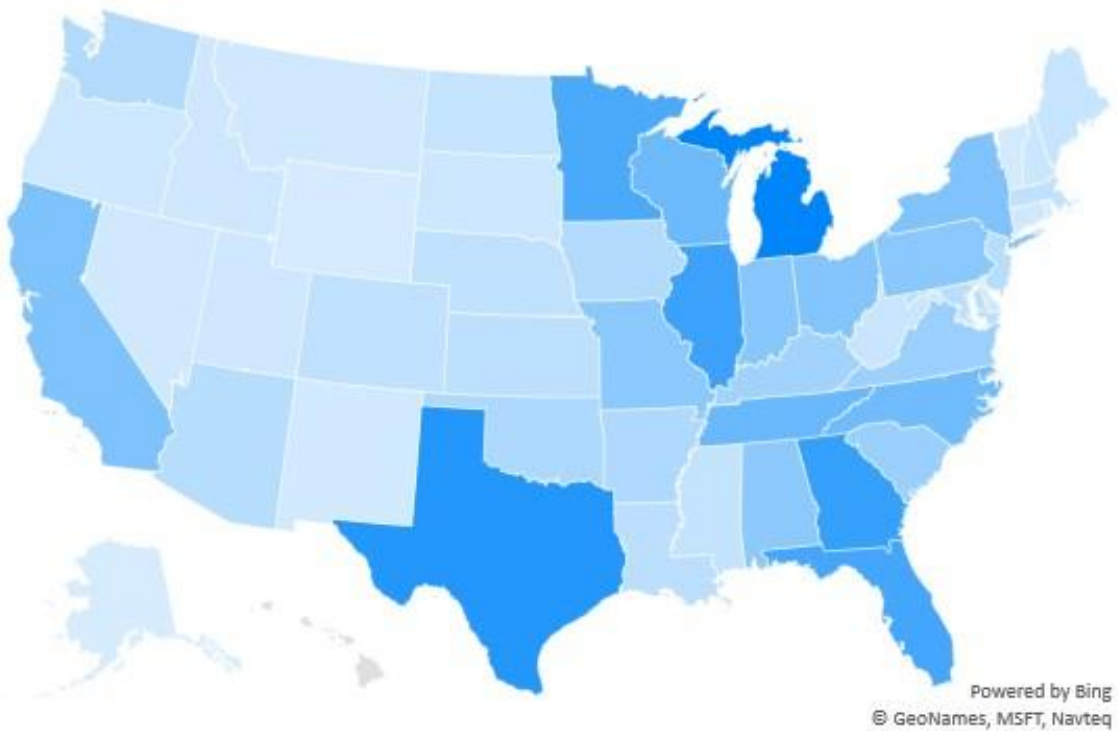
Outboard Boats



Web Traffic by State

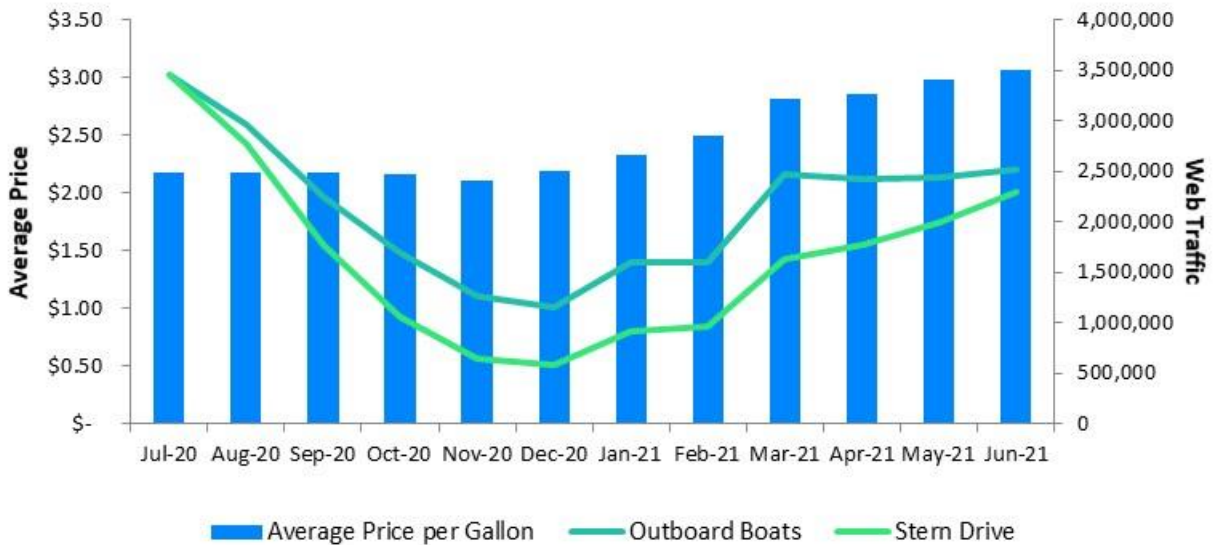
Traffic by State in 2021 Q1-Q2

Pontoon Boats



Fuel Price Data

Regular Grade Gasoline Prices vs. Consumer Traffic by Category



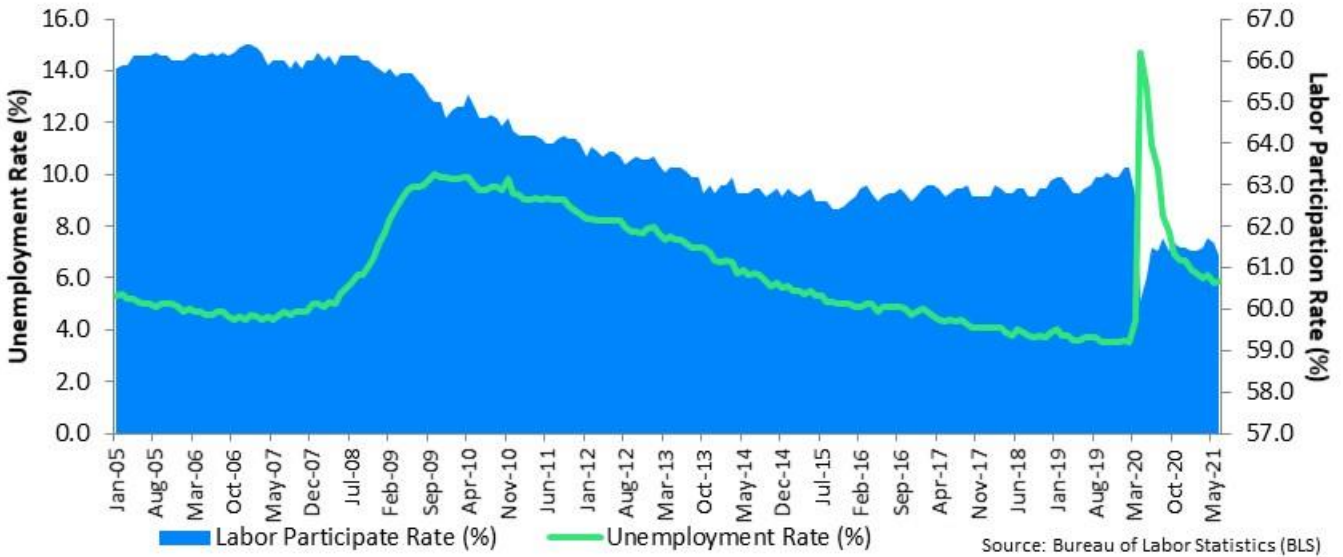
Source: U.S. Energy Information Administration



Source: U.S. Energy Information Administration

Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



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