JDPOWER

Specialty Vehicles Market Insights Report

Marine

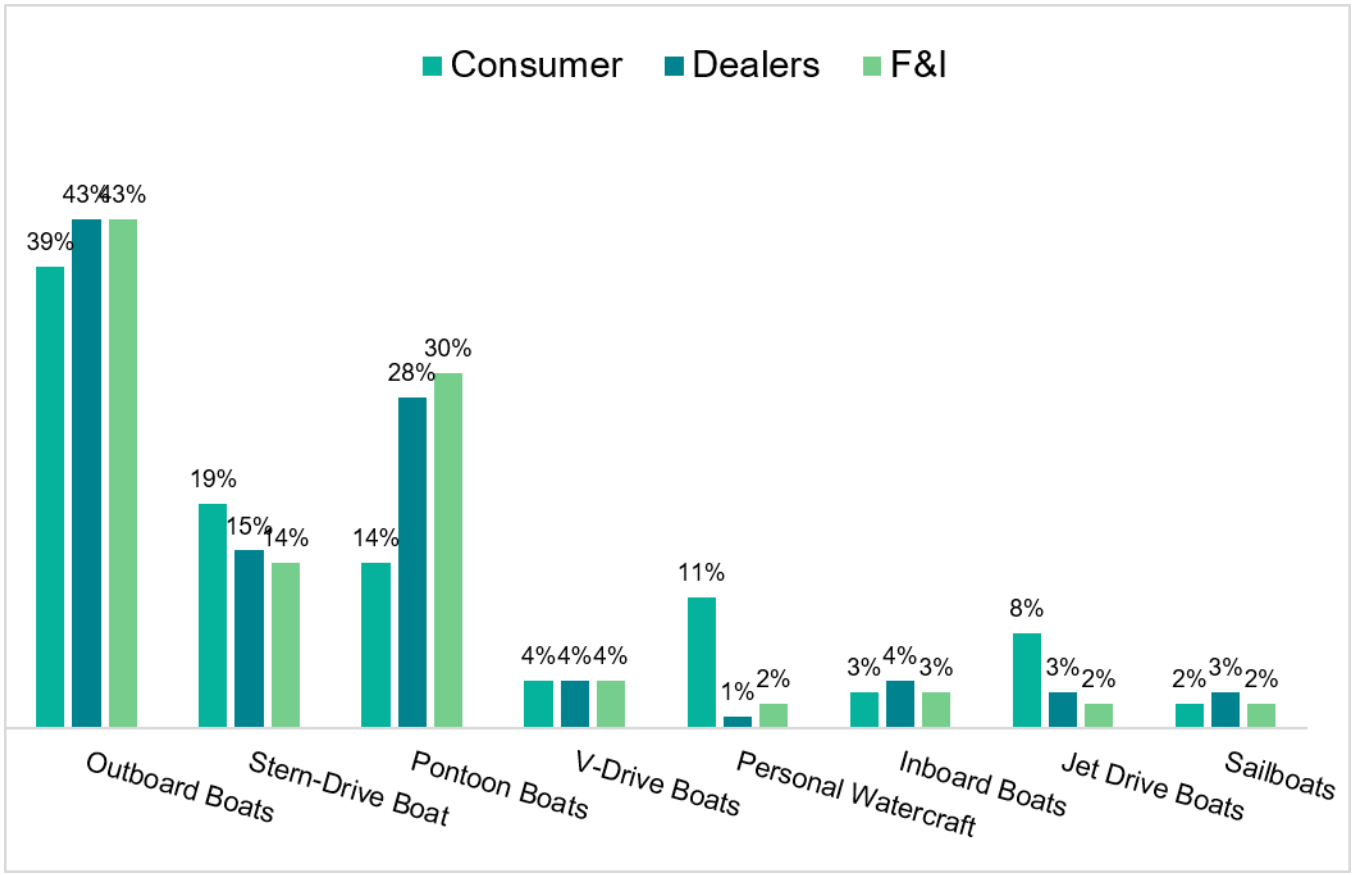
2026 Q3

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Segment Views by User Type

Outboard Boats were once again the most popular segment across all customer channels in Q3. Pontoon Boats saw healthy interest from the Dealer and F&I segments, suggesting healthy trade and financing activity.



2025 Q3 to 2026 Q3 Change in Share of Views

Model Type	Consumer	Dealers	F&I
Outboard Boats	▲ 2%	▼ -1%	▼ -2%
Stern-Drive Boat	▼ -1%	▼ -1%	▼ -3%
Pontoon Boats	▲ 2%	▲ 13%	▲ 11%
V-Drive Boats	▬ 0%	▼ -8%	▬ 0%
Personal Watercraft	▬ 0%	▼ -3%	▬ 0%
Inboard Boats	▬ 0%	▬ 0%	▼ -3%
Jet Drive Boats	▼ -3%	▼ -1%	▼ -1%
Sailboats	▬ 0%	▲ 1%	▼ -2%

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Year-Over-Year Change in Views

Brand interest across all segments was very consistent quarter-over-quarter and year-over-year.

Outboard Boats

Manufacturer	Consumer	Dealers	F&I
Tracker Marine	0%	-1%	-1%
Ranger Boats	0%	0%	0%
Skeeter Products	0%	-1%	0%
Lund Boat Co	3%	0%	1%
Boston Whaler Inc	-1%	0%	1%
Carolina Skiff	-3%	0%	-2%
Sea Hunt	0%	3%	-1%
Lowe Ind	1%	0%	2%

Stern Drive Boats

Manufacturer	Consumer	Dealers	F&I
Sea Ray Boats	-1%	-1%	-3%
Chaparral Boats	1%	1%	0%
Cobalt Boats	1%	0%	-1%
Bayliner Marine Corp	-1%	-1%	-2%
Regal Marine	0%	0%	0%
Crownline Boats	1%	0%	5%
Four Winns	0%	0%	0%
Monterey Boats	0%	0%	1%

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Year-Over-Year Change in Views

The F&I segment shows the most volatile activity, which is evident in views of Bennington and Manitou Pontoons.

Pontoon Boats

Manufacturer	Consumer	Dealers	F&I
Bennington Pontoons	▼ -1%	▼ -3%	▲ 15%
Tracker Marine	▼ -1%	▲ 1%	▼ -4%
Godfrey Pontoon Boats	▬ 0%	▲ 1%	▼ -2%
Avalon	▲ 1%	▬ 0%	▬ 0%
Harris	▬ 0%	▬ 0%	▬ 0%
Sylvan Ind	▬ 0%	▬ 0%	▲ 4%
Crest Pontoons	▬ 0%	▲ 1%	▼ -4%
Manitou Pontoon	▬ 0%	▲ 1%	▼ -9%

V-Drive Boats

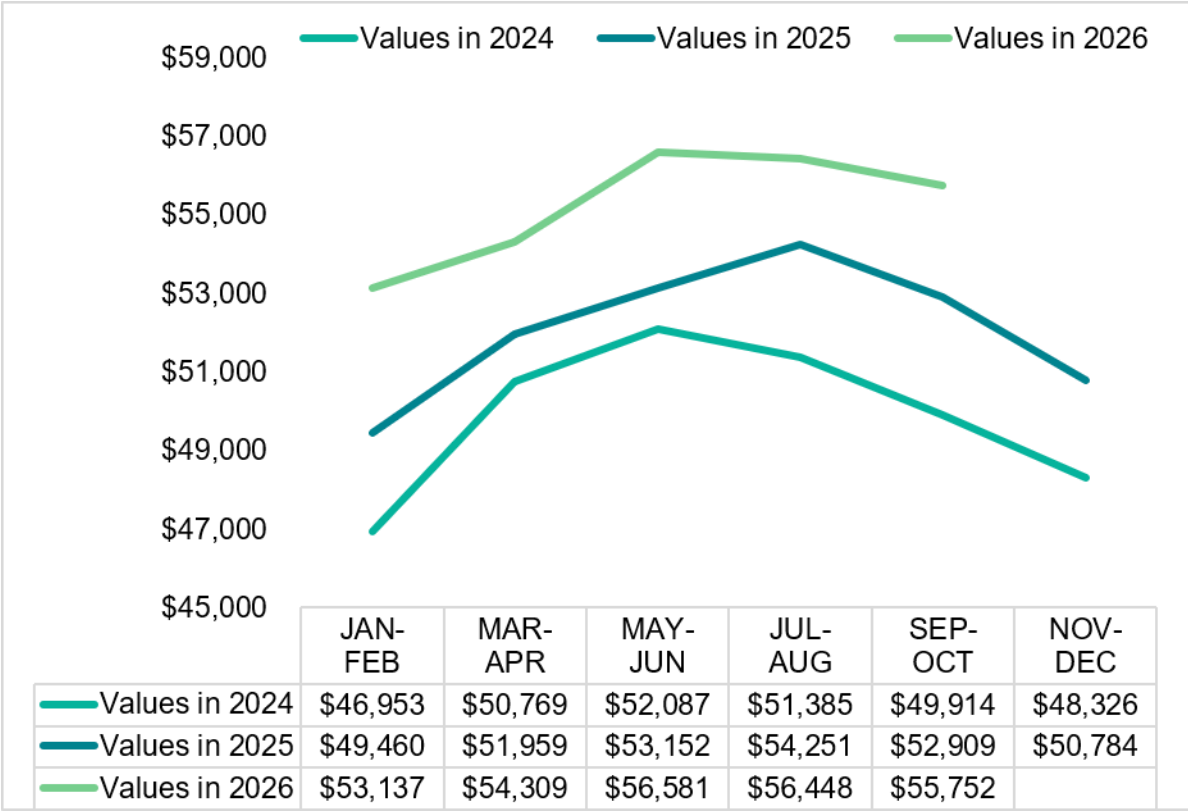
Manufacturer	Consumer	Dealers	F&I
Malibu Boats	▬ 0%	▼ -1%	▼ -5%
MasterCraft Boat Co	▬ 0%	▬ 0%	▲ 1%
Nautique Boat Company, Inc.	▲ 1%	▬ 0%	▼ -1%
Tige' Boats Inc	▬ 0%	▬ 0%	▲ 1%
Axis Wake Research	▬ 0%	▲ 1%	▲ 3%
Moomba	▼ -1%	▼ -1%	▬ 0%
Supra	▬ 0%	▬ 0%	▲ 2%
Centurion Boats	▲ 1%	▲ 1%	▬ 0%

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Average Retail Value by Category – Last 10 Model Years

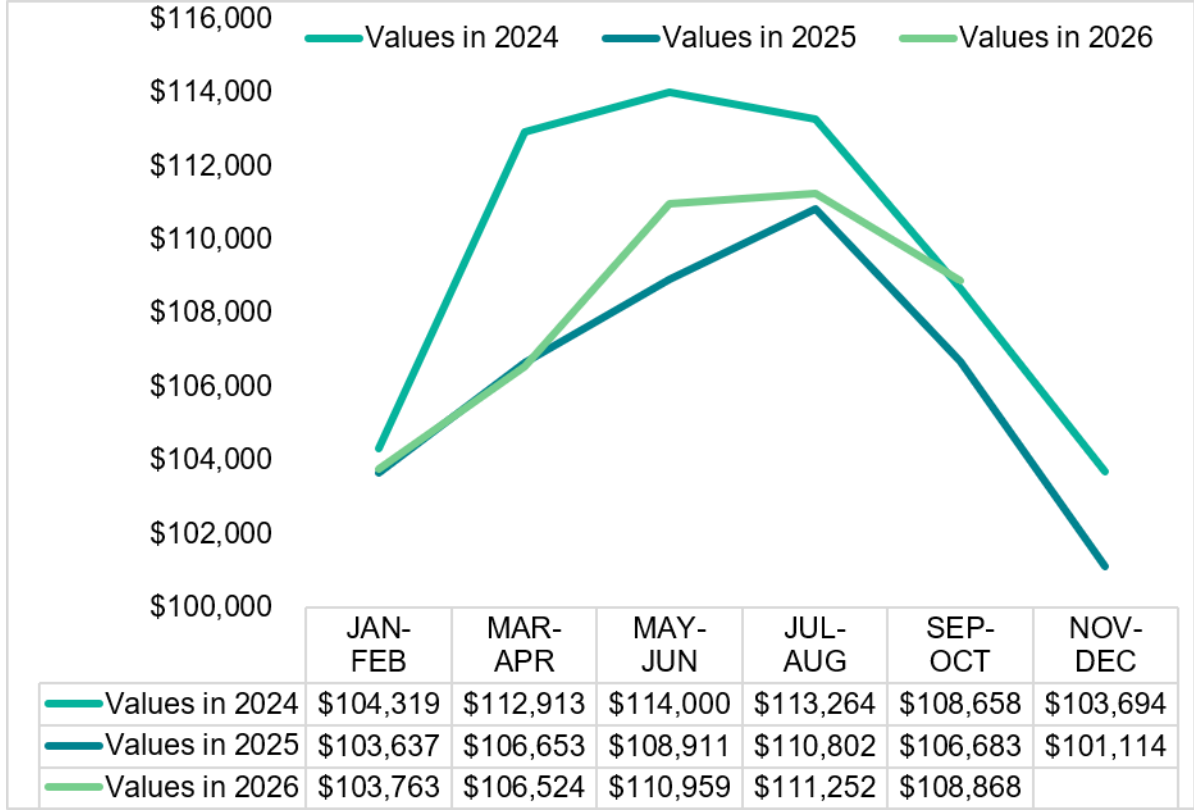
Outboard Boats continue to bring strong values, while Stern Drive values are ahead of 2025 by 2% and essentially identical to 2024.

Outboard Boats



	JAN-FEB	MAR-APR	MAY-JUN	JUL-AUG	SEP-OCT	NOV-DEC
Values in 2024	$46,953	$50,769	$52,087	$51,385	$49,914	$48,326
Values in 2025	$49,460	$51,959	$53,152	$54,251	$52,909	$50,784
Values in 2026	$53,137	$54,309	$56,581	$56,448	$55,752	

Stern-Drive Boats



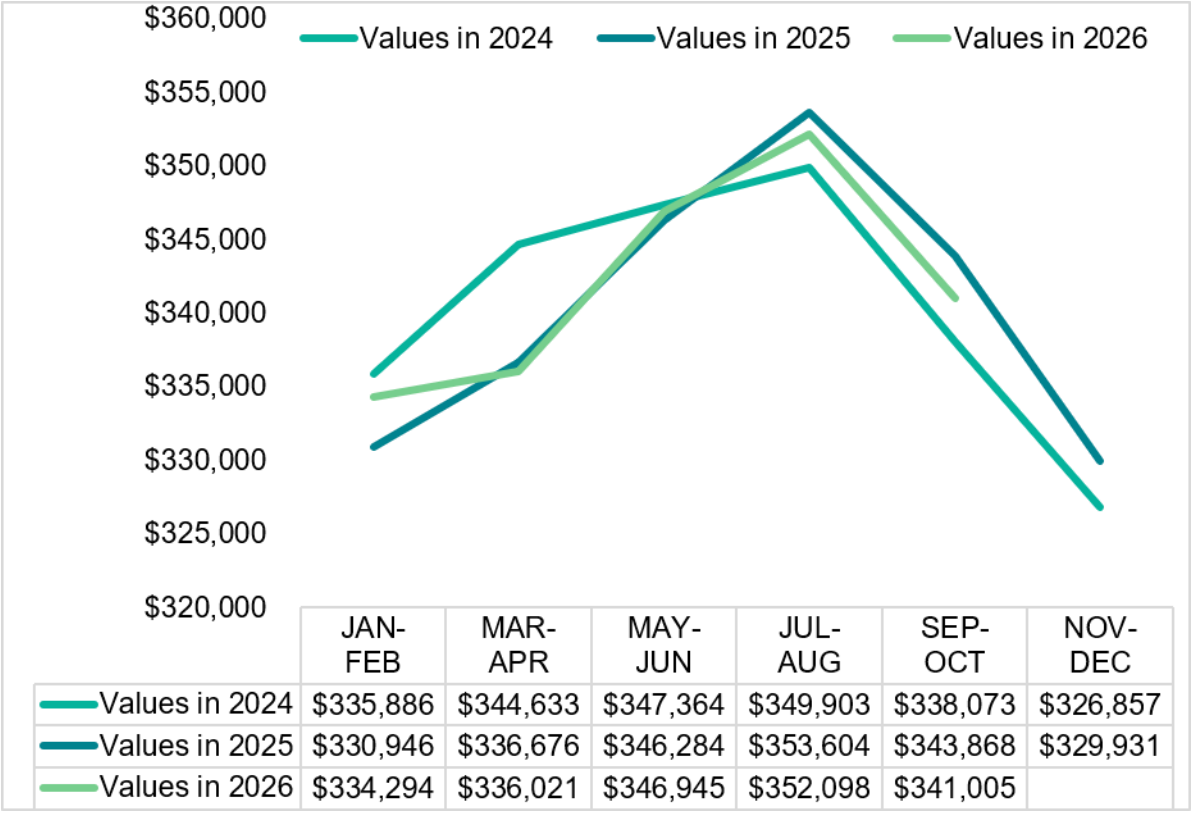
	JAN-FEB	MAR-APR	MAY-JUN	JUL-AUG	SEP-OCT	NOV-DEC
Values in 2024	$104,319	$112,913	$114,000	$113,264	$108,658	$103,694
Values in 2025	$103,637	$106,653	$108,911	$110,802	$106,683	$101,114
Values in 2026	$103,763	$106,524	$110,959	$111,252	$108,868	

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Average Retail Value by Category – Last 10 Model Years

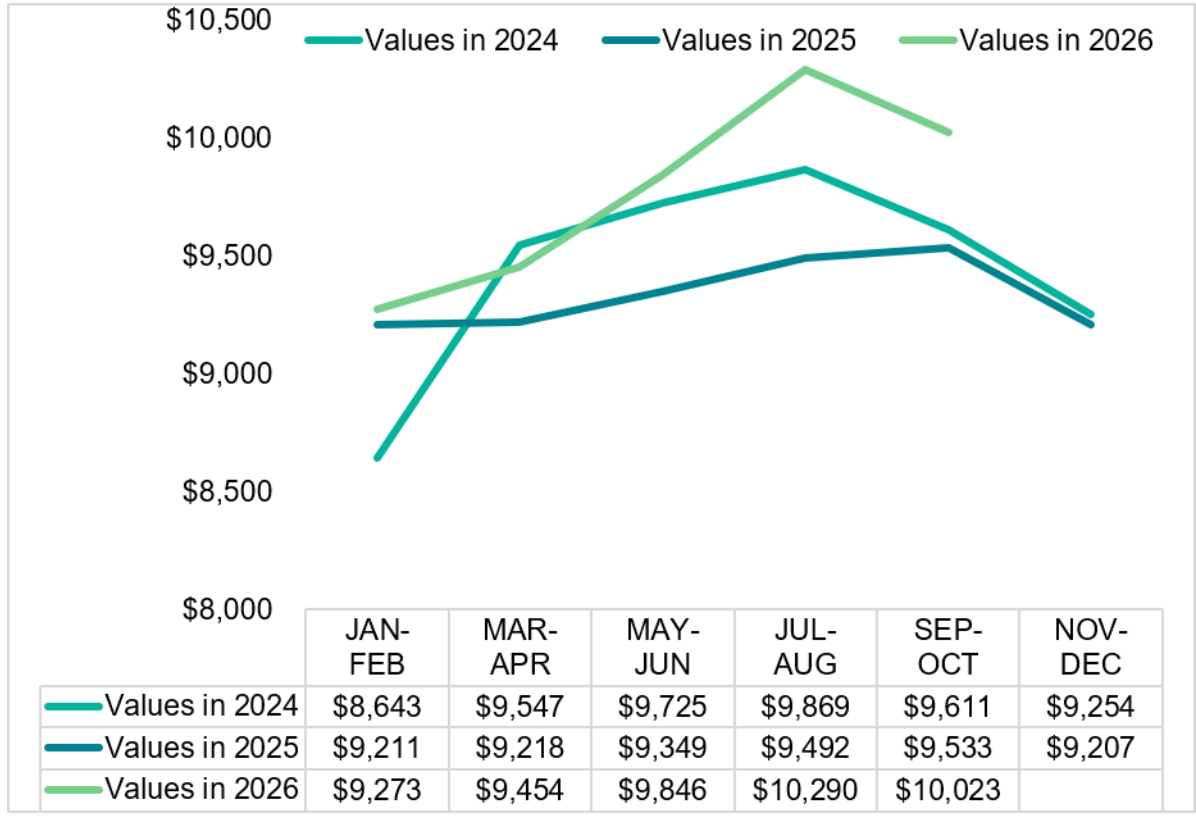
Personal Watercraft continue to perform well, with values 5% ahead of 2025.

Inboard Boats



	JAN-FEB	MAR-APR	MAY-JUN	JUL-AUG	SEP-OCT	NOV-DEC
Values in 2024	$335,886	$344,633	$347,364	$349,903	$338,073	$326,857
Values in 2025	$330,946	$336,676	$346,284	$353,604	$343,868	$329,931
Values in 2026	$334,294	$336,021	$346,945	$352,098	$341,005	

Personal Watercraft



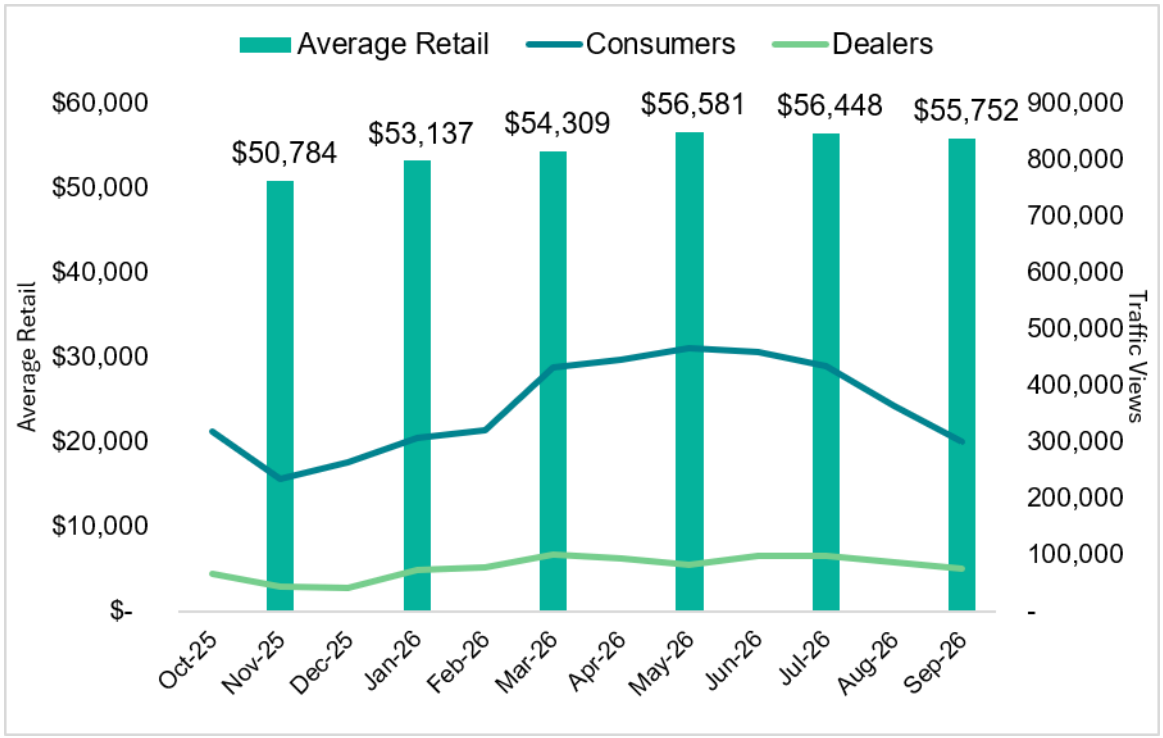
	JAN-FEB	MAR-APR	MAY-JUN	JUL-AUG	SEP-OCT	NOV-DEC
Values in 2024	$8,643	$9,547	$9,725	$9,869	$9,611	$9,254
Values in 2025	$9,211	$9,218	$9,349	$9,492	$9,533	$9,207
Values in 2026	$9,273	$9,454	$9,846	$10,290	$10,023	

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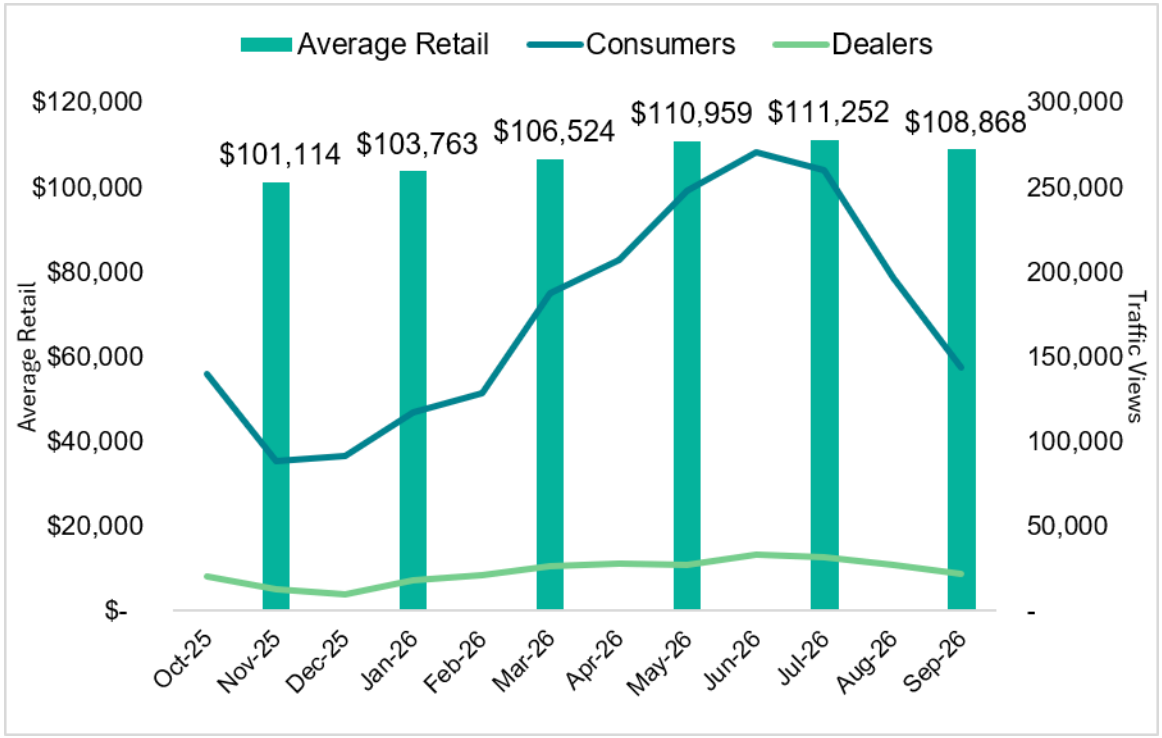
Values vs. Traffic

Outboards and Stern Drives saw typical seasonal activity through Q3 2026.

Outboard Boats



Stern-Drive Boats

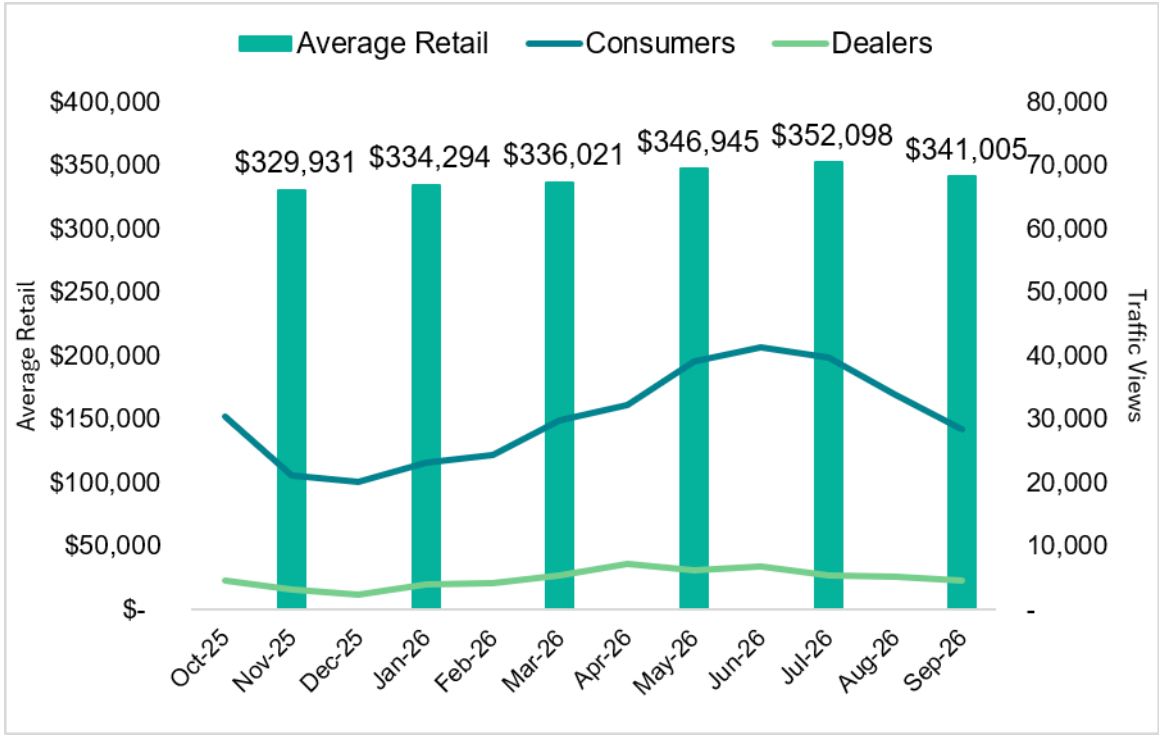


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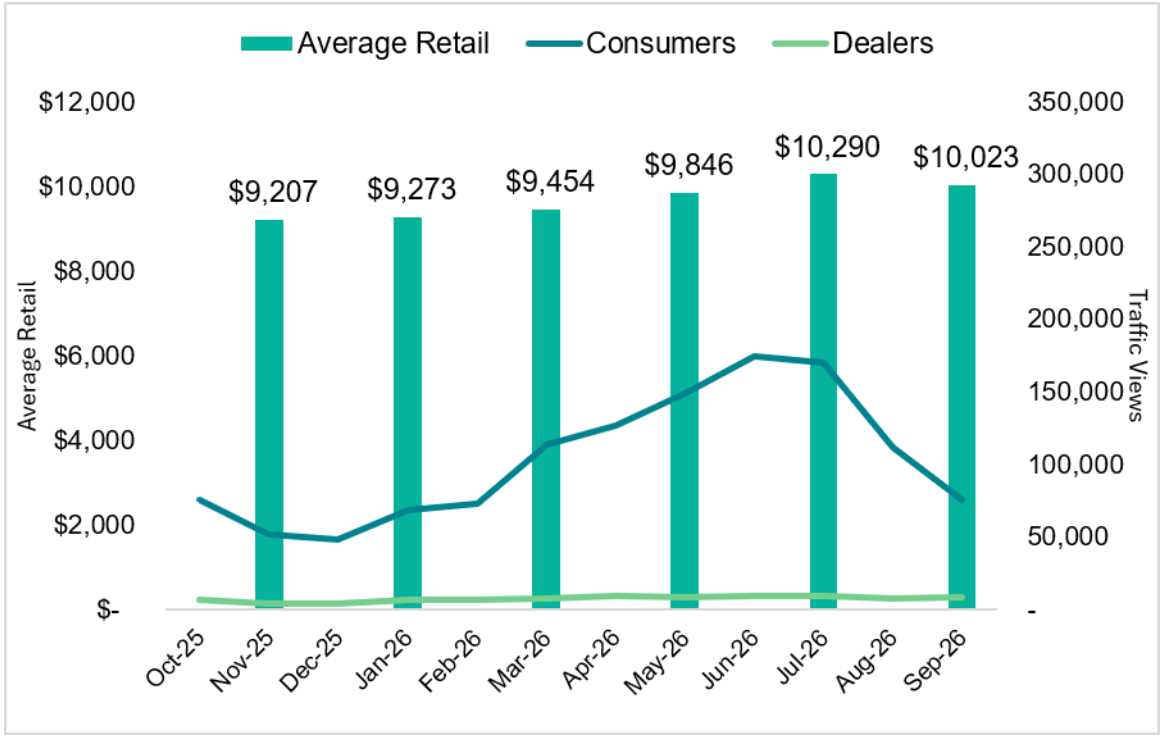
Values vs. Traffic

Views followed typical seasonal patterns in the Inboard and Personal Watercraft segments.

Inboard Boats



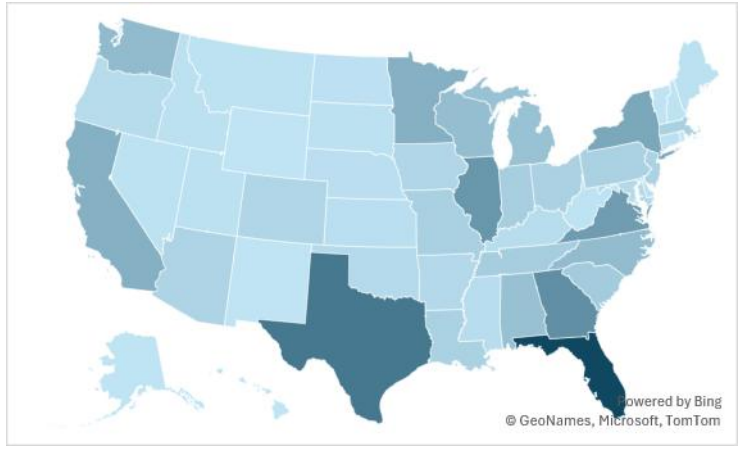
Personal Watercraft



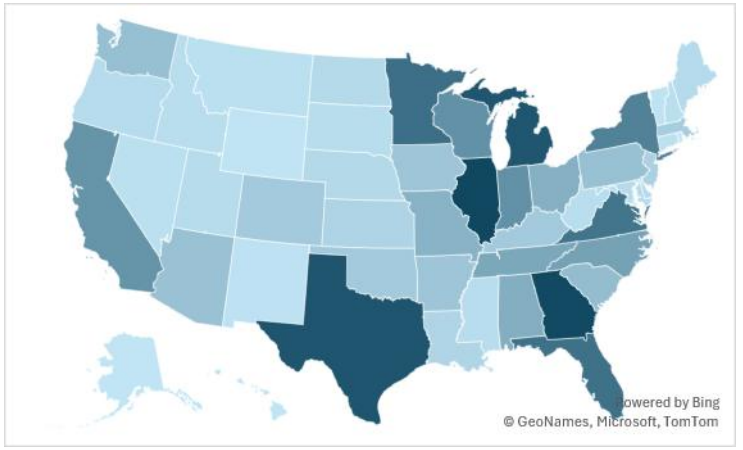
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Views by Region

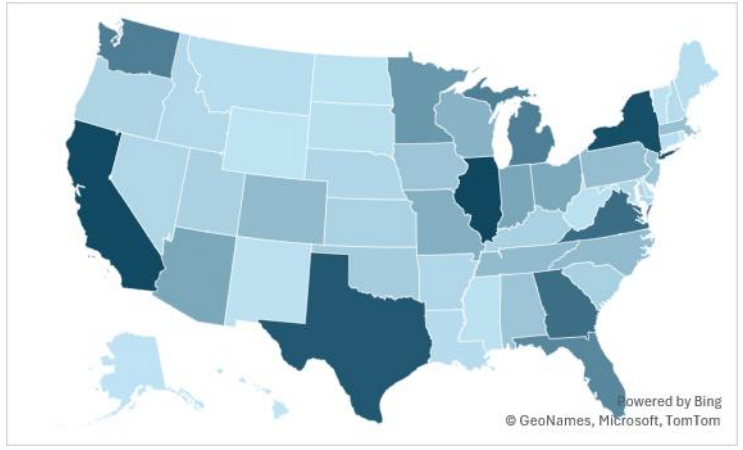
Outboard Boats



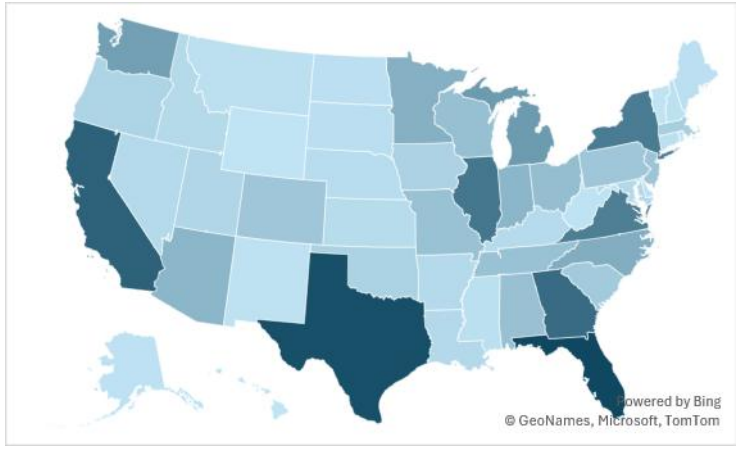
Pontoons



Stern-Drive Boats



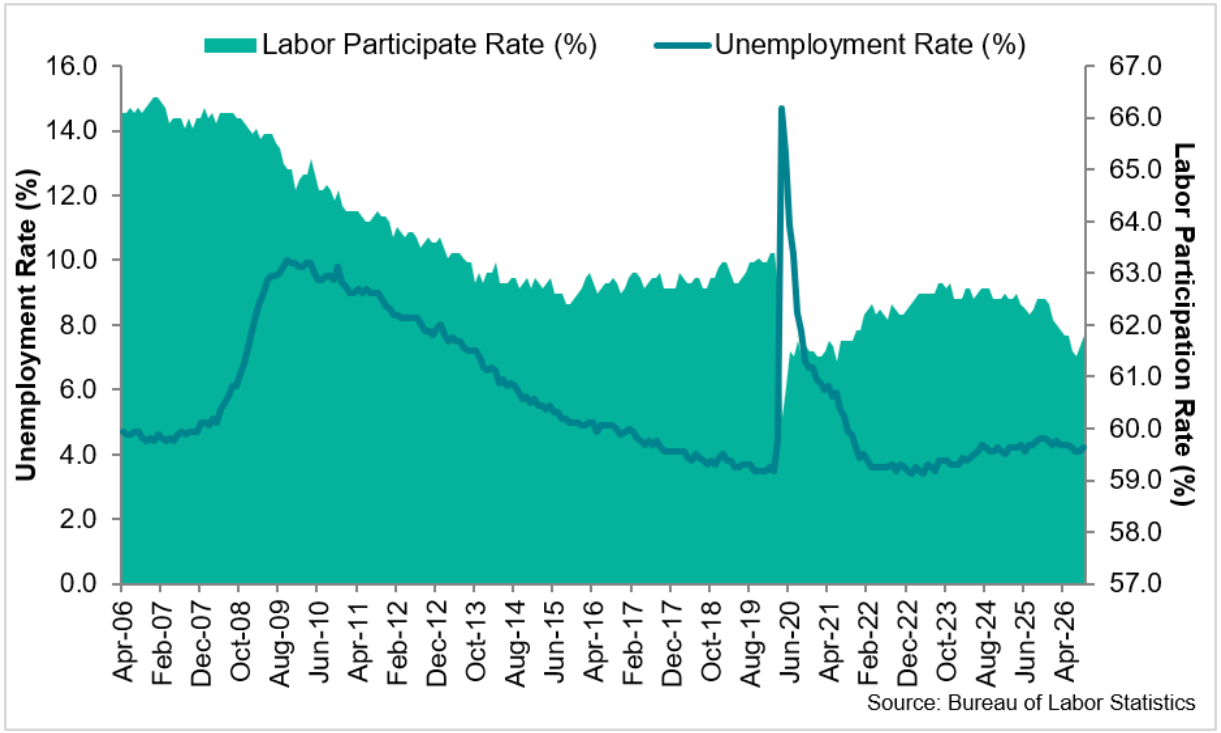
Jet-Drive Boats and PWC



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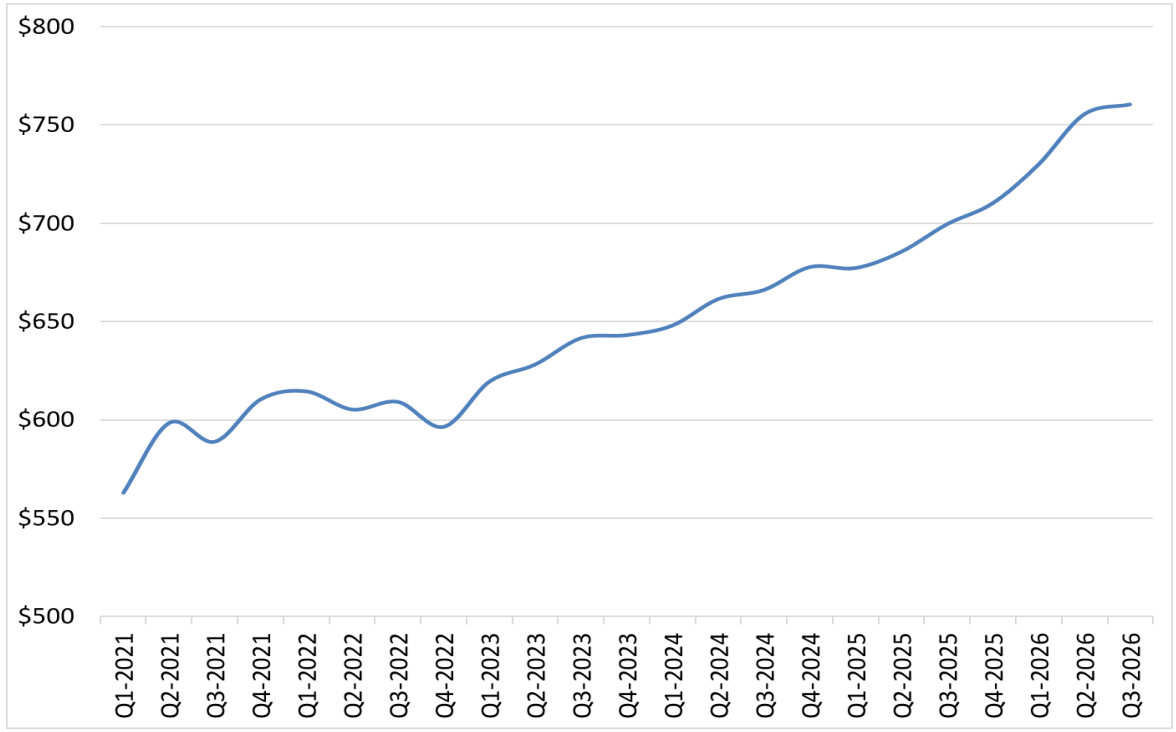
Economic Data

Unemployment and Labor Participation



Source: Bureau of Labor Statistics (BLS) (www.bea.gov)

Consumer Spending on Recreational Goods and Vehicles



Source: "Real Personal Consumption Expenditures by Major Type of Product" (billions of Dollars)
Bureau of Labor Statistics (BLS) (www.bea.gov)

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Key Takeaways

- As the selling and boating season winds down, dealers are generally reporting either elevated levels of non-current inventory or healthy inventory positions resulting from conservative ordering strategies throughout the year.
- Consumer resistance to elevated new-boat pricing is driving increased consideration of used inventory, particularly newer pre-owned models that offer similar features at a lower cost.
- During Q3, the sweet spot for dealer interest remained boats from the 2021-2024 model years, with 2023 models standing out as the most sought-after, while interest declined notably among vessels dating back to 2017 and earlier.
- According to JD Power Marine Advisory Board survey results, members report typical discounting around 5–15%, with manufacturer programs ranging from hundreds to tens of thousands of dollars which is helping to move inventory.
- Economic factors such as high fuel prices, rising interest rates, and the upcoming mid-term election are some of the constraints seen the current marketplace.

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