



April 2026

A few topline observations



Boats last a long time. Today's *average boat* is nearly 25 years old.

This will continue, boat building technology and materials have improved, so Fleet aging is likely to continue.



There is a large and active pre-owned market for boats.

Larger boats are typically well served with brokerage/support services.

Smaller boats are frequently driveway to driveway sales, so it is "buyer beware".

In 2025 there were over 4 pre-owned transactions for every new boat sale in the US.



Boats being added to the fleet over the last ten years have tended to be larger.

Outboard powered boats have been increasingly popular in most categories and in 2025, 87% of all traditional powerboat sales were Outboards.



Pricing is an issue and the industry is actively studying how to address this long term.

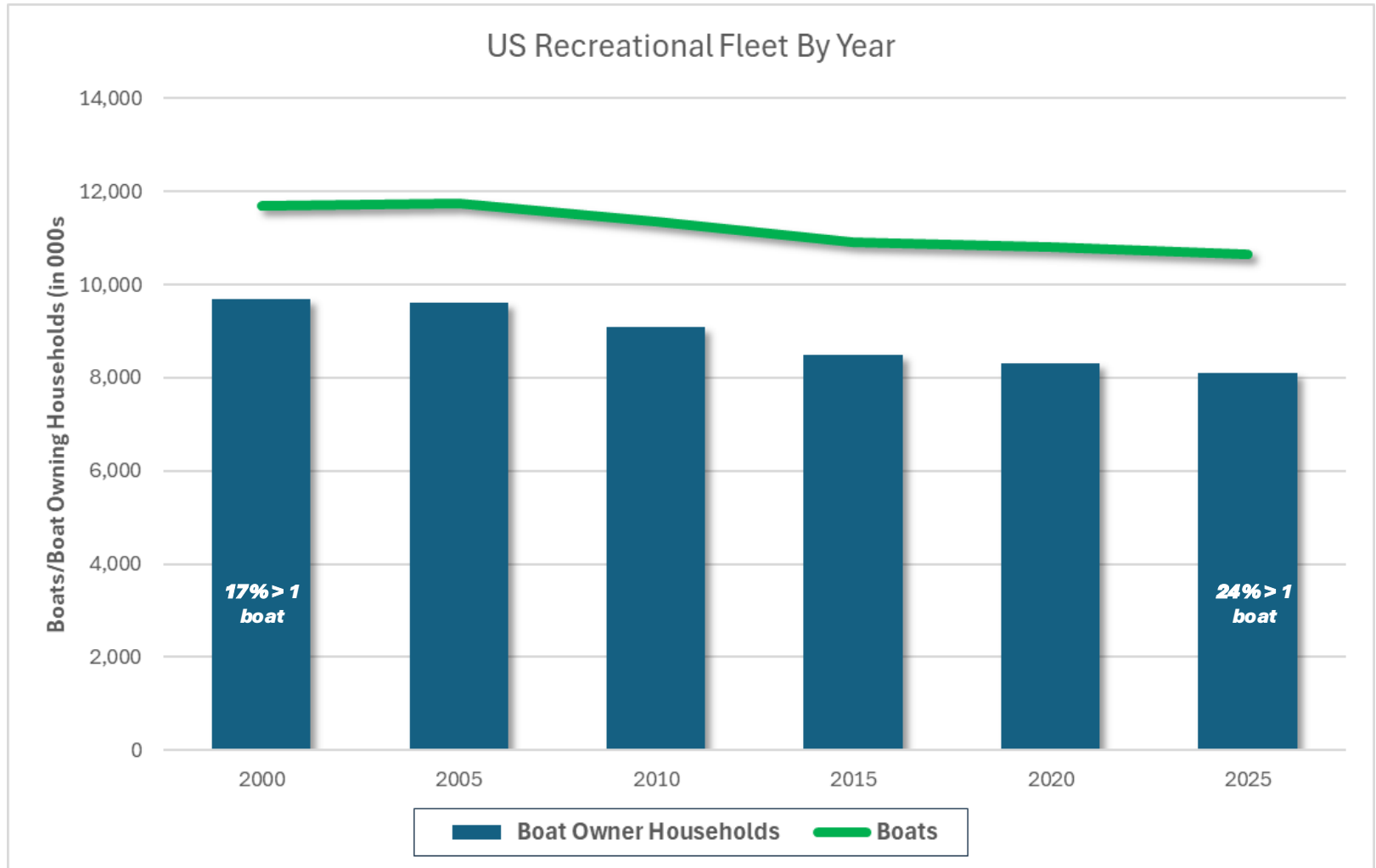
The advent of boat clubs is one visible manifestation of the industry adjusting to deliver the boating lifestyle based on consumer wants/needs.



As new technologies are introduced many existing boats are retrofit/upgraded.

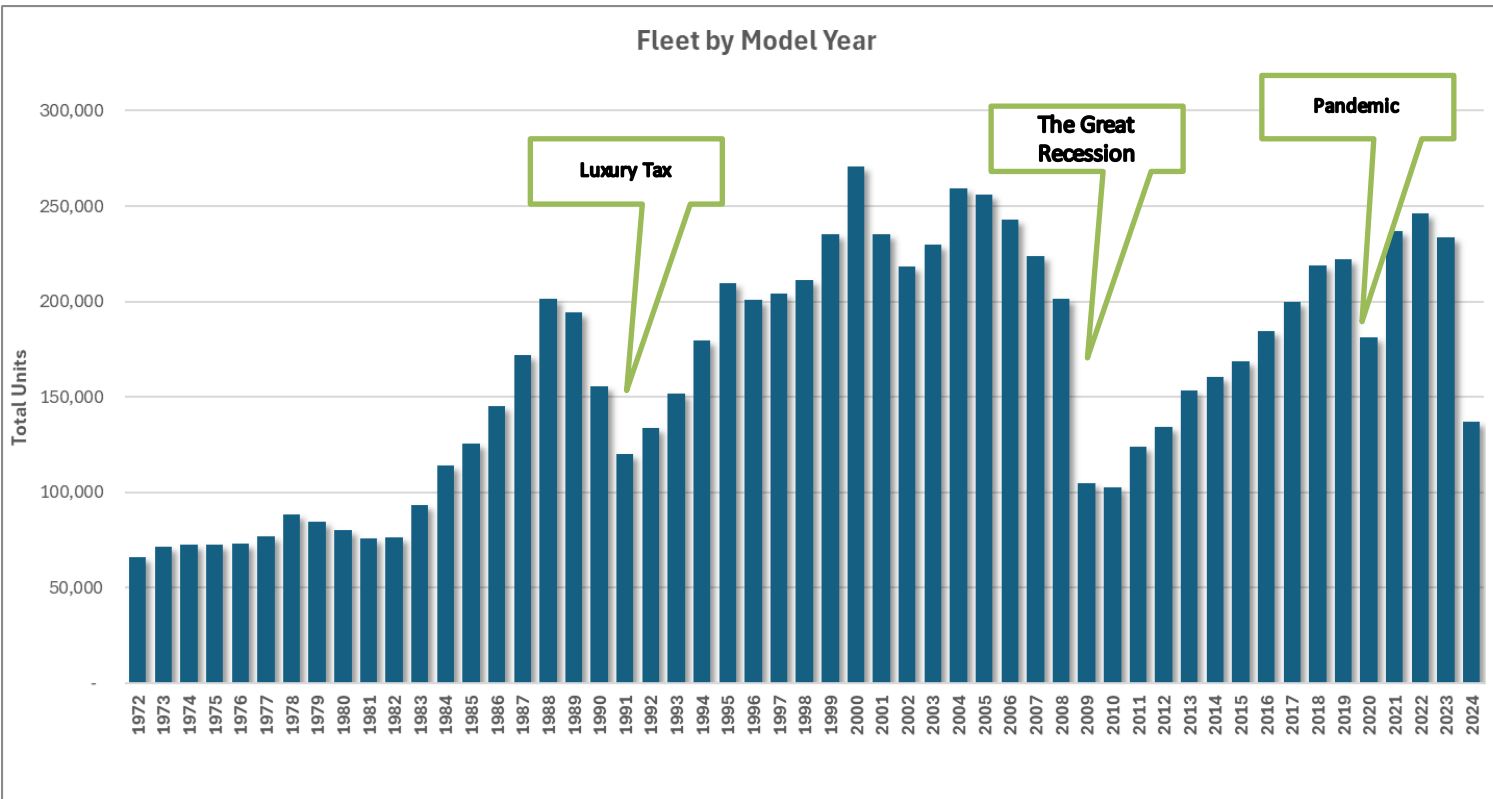
While many boat owners are quite particular about ongoing maintenance and upgrading of their boats, it is not unusual for boats to fall into disrepair, requiring significant investment to make serviceable again.

The Fleet



U.S. registered, mechanically propelled boats

Fleet by Model Year



SEGMENT	Avg Age
Sail	35
Runabout	27
Freshwater Fish	26
Yacht	25
Cruiser	22
Other	21
Saltwater Fish	20
Tow Boat	18
Pontoon	16

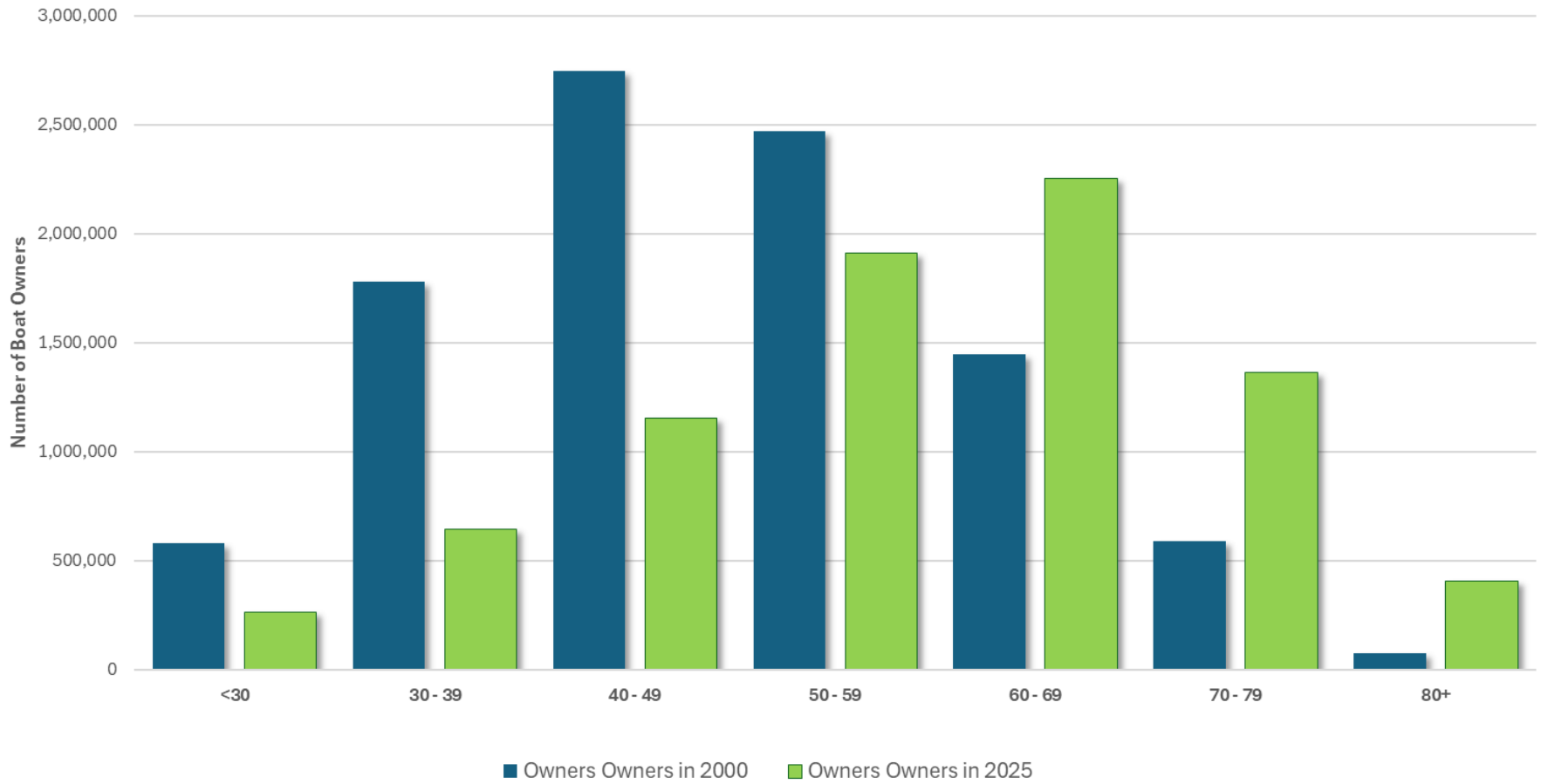
Model Year 1972 and later
Excluding PWCs

The Total Fleet isn't growing but the composition is changing significantly

SEGMENT	2015	2025	10 Yr Unit Chg	10 Yr % Chg
Freshwater Fish	4,030,345	3,631,528	(398,817)	-10%
Pontoon	992,786	1,328,576	335,790	34%
Runabout	1,601,083	1,155,444	(445,639)	-28%
Saltwater Fish	943,033	1,035,215	92,182	10%
Cruiser	583,304	538,102	(45,202)	-8%
Tow Boat	213,056	275,688	62,632	29%
Sail	301,458	236,166	(65,292)	-22%
Yacht	136,165	132,866	(3,299)	-2%
Other	900,854	784,027	(116,827)	-13%
Total	9,702,084	9,117,612	(584,472)	-6%

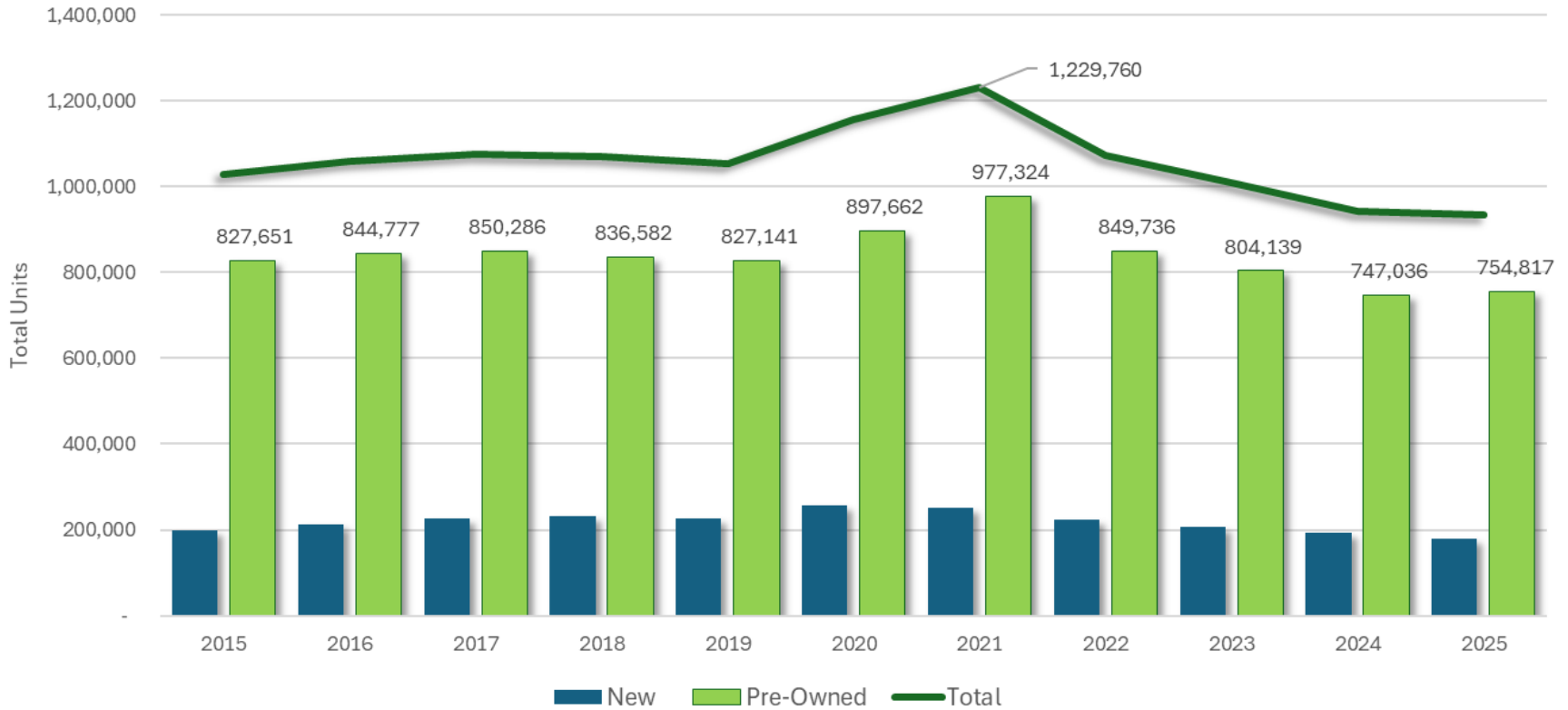
All registered boats (excluding PWCs)

**Recreational Boat Owner by Age Range
2000 vs 2025**



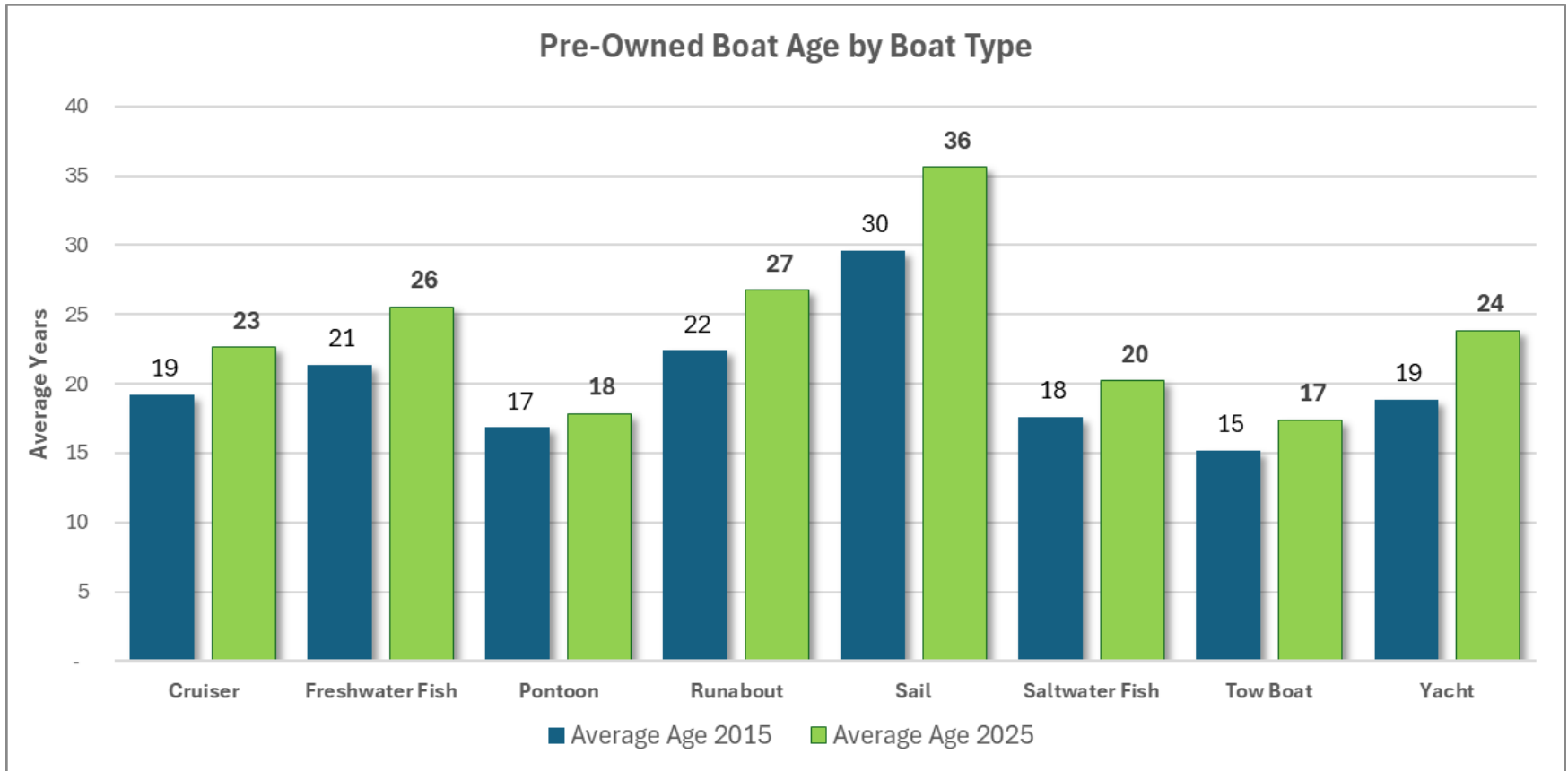
New and Pre-Owned Transactions

New and Pre-Owned Transaction Volumes by Year

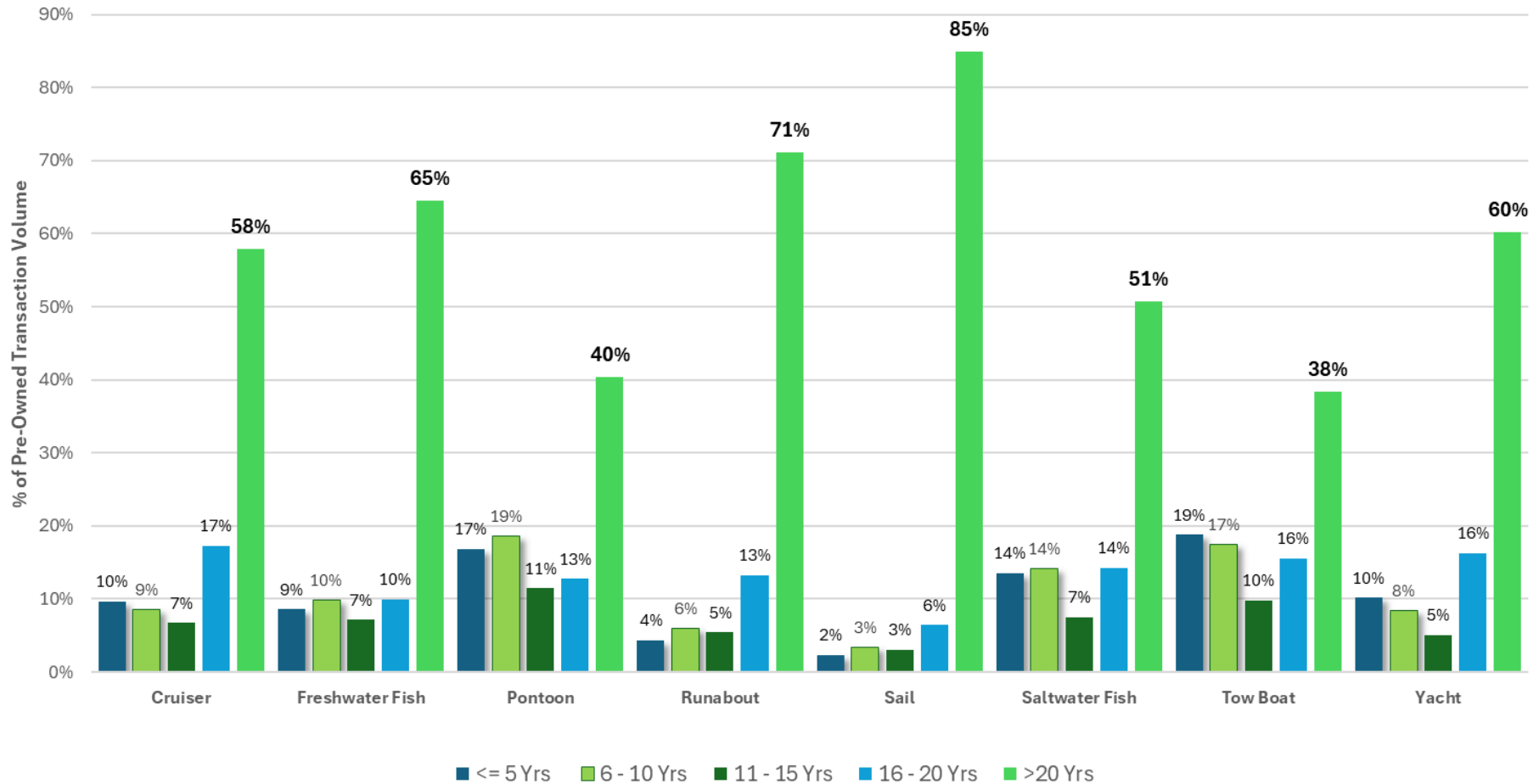


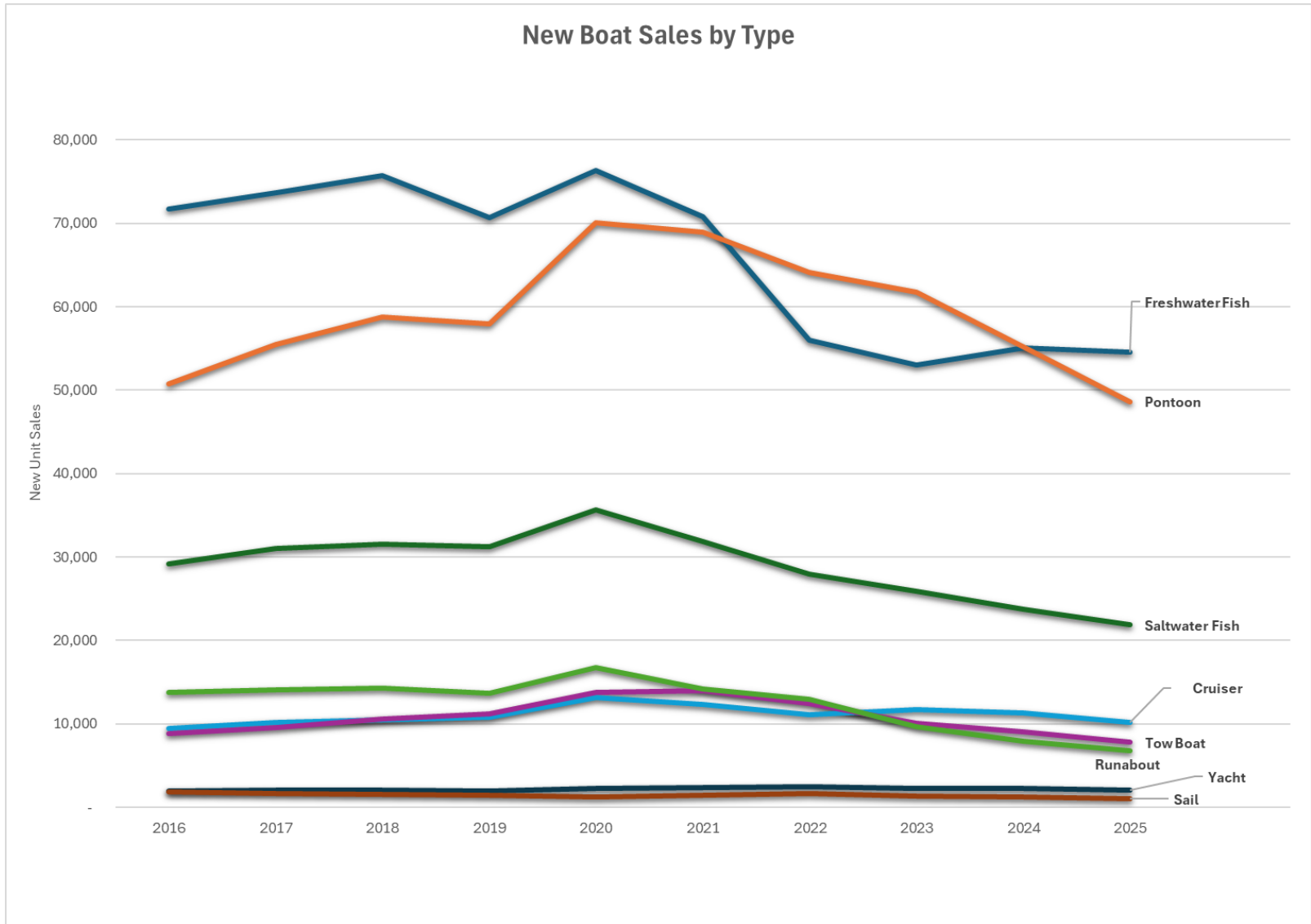
YEAR	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
New/Pre-Owned Ratio	4.1	4.0	3.8	3.6	3.7	3.5	3.9	3.8	3.9	3.8	4.2

All Boat Types (excluding PWCs)



2025 Pre-Owned Boat Sales by Age Range and Type





Powerboat Sales by State

Rolling 12 Months through January 2026

Report Controls

Report Type

- ☐ 1 Month
☐ Rolling 3 Months
☒ Rolling 12 Months
☐ Year To Date

Vessel Characteristics

Boat Segment

Multiple values

Hull Type

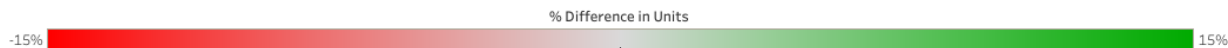
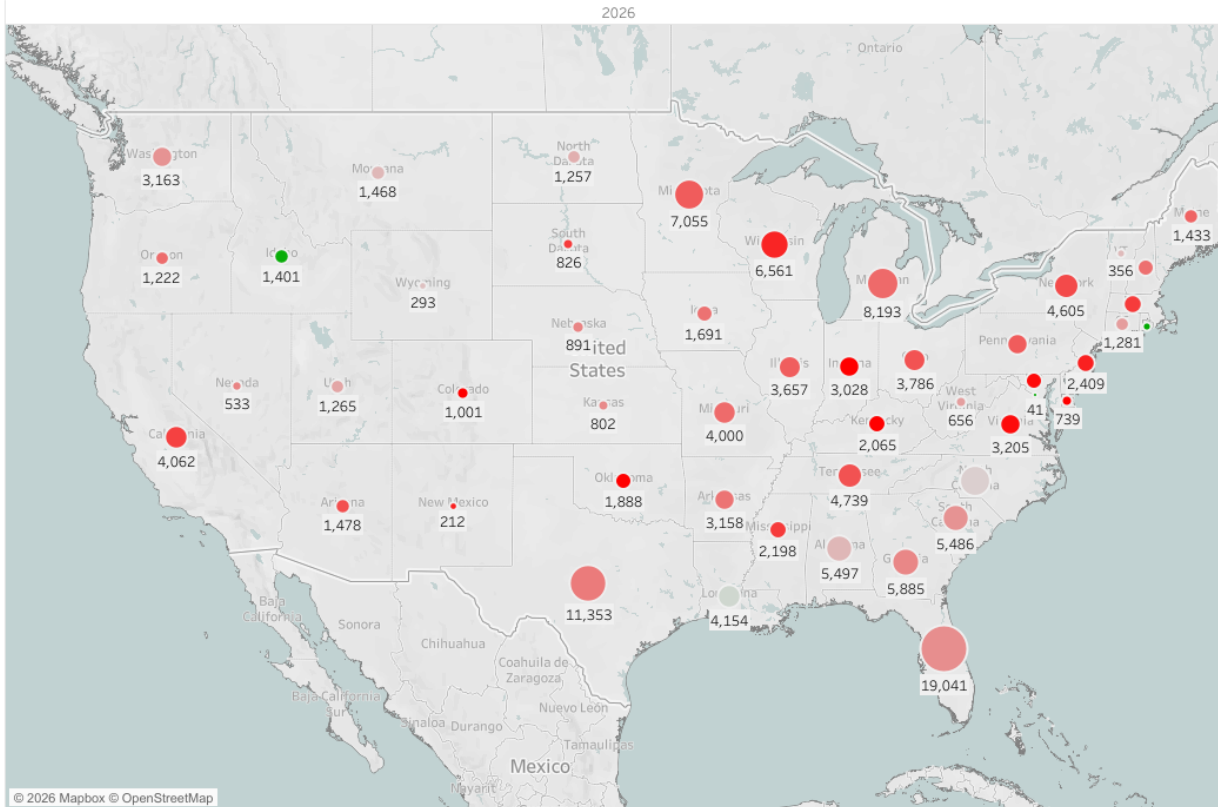
- ☒ Aluminum
☒ Fiberglass

Prop Type

- ☒ Inboard
☒ Jet
☒ Outboard
☒ Stern

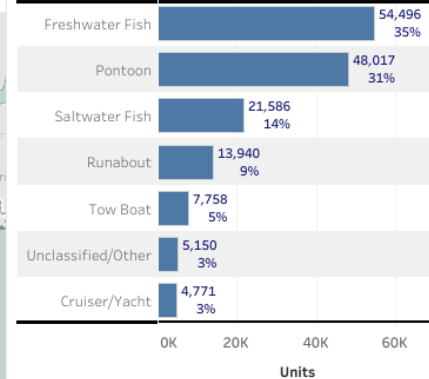
Length Range

- ☒ <16'
☒ 16' - 20'
☒ 21' - 26'
☒ 27' - 32'
☒ 33' +



State: All
Rolling 12 Months through January 2026

Boat Segment



State: All
Rolling 12 Months through January

Boat Segment		2025	2026
Pontoon	Units	55,040	48,017
	% Chg YOY	-10.1%	-12.8%
Freshwater Fish	Units	55,408	54,496
	% Chg YOY	5.4%	-1.6%
Saltwater Fish	Units	23,495	21,586
	% Chg YOY	-7.8%	-8.1%
Runabout	Units	16,494	13,940
	% Chg YOY	-10.0%	-15.5%
Tow Boat	Units	8,990	7,758
	% Chg YOY	-10.4%	-13.7%
Cruiser/Yacht	Units	4,879	4,771
	% Chg YOY	-4.4%	-2.2%
Unclassified/Other	Units	5,091	5,150
	% Chg YOY	-3.6%	1.2%
Grand Total	Units	169,397	155,718
	% Chg YOY	-4.8%	-8.1%

Excludes PWCs and Sailboats

Days in Inventory
New US Powerboats
Segment: All
Time Period: 3 Month

