

BOATS GROUP

YEAR-END

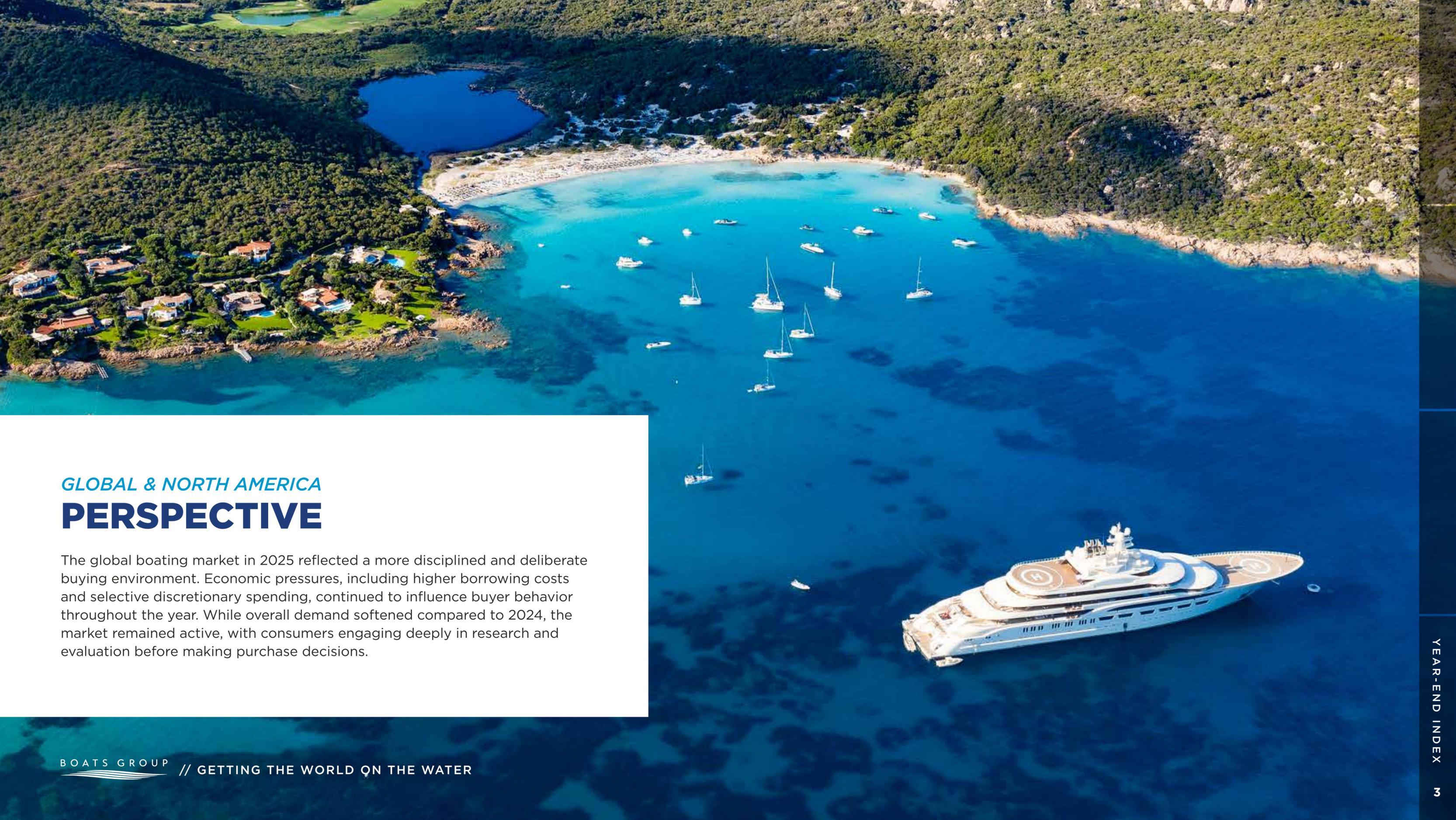
Market Index

INSIDE:

- *Consumer engagement remained steady*
- *Pricing held firm across many segments*
- *Premium, well-positioned inventory continued to transact*

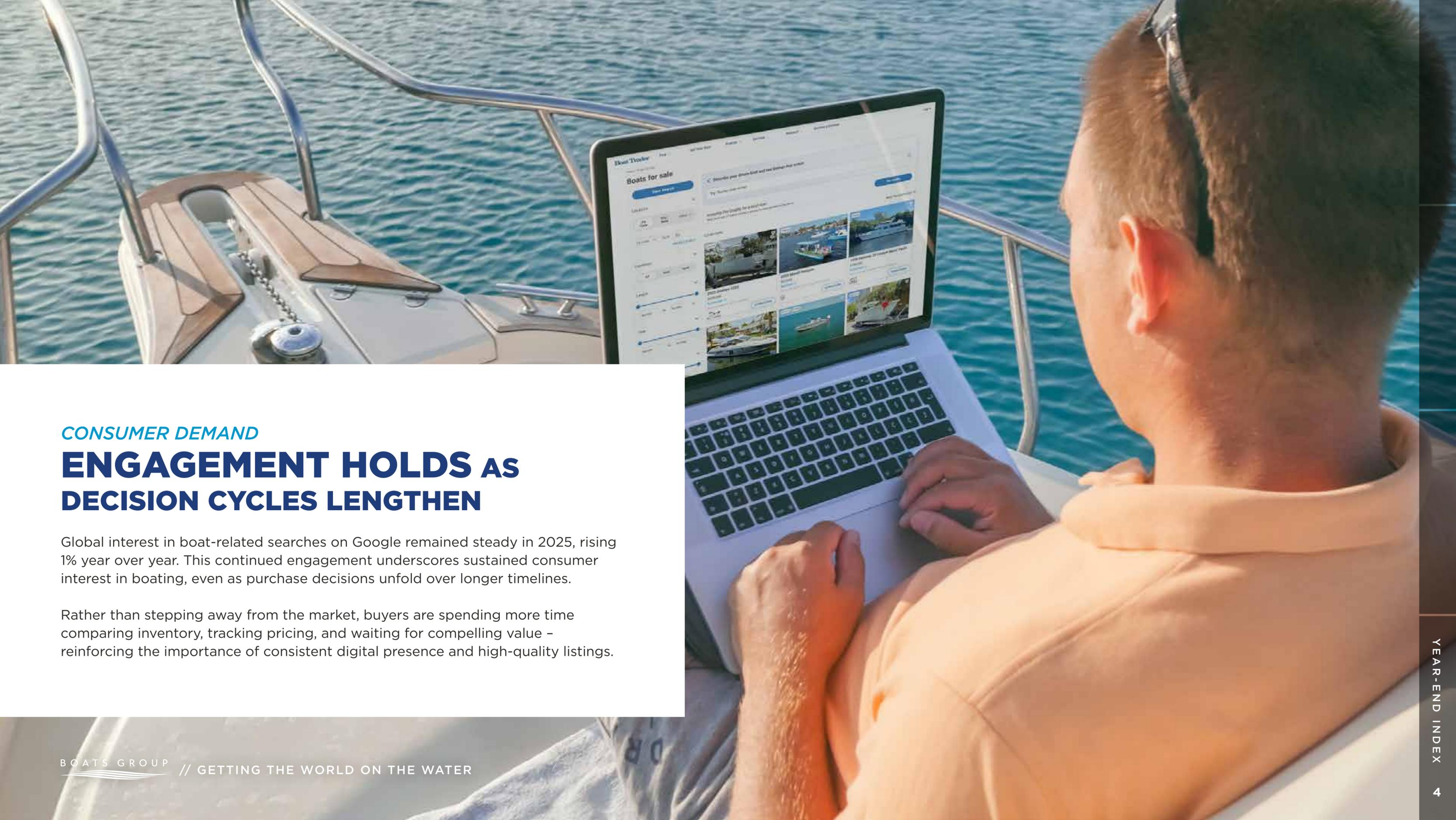
2025

TABLE OF
CONTENTS



GLOBAL & NORTH AMERICA **PERSPECTIVE**

The global boating market in 2025 reflected a more disciplined and deliberate buying environment. Economic pressures, including higher borrowing costs and selective discretionary spending, continued to influence buyer behavior throughout the year. While overall demand softened compared to 2024, the market remained active, with consumers engaging deeply in research and evaluation before making purchase decisions.



CONSUMER DEMAND

ENGAGEMENT HOLDS AS DECISION CYCLES LENGTHEN

Global interest in boat-related searches on Google remained steady in 2025, rising 1% year over year. This continued engagement underscores sustained consumer interest in boating, even as purchase decisions unfold over longer timelines.

Rather than stepping away from the market, buyers are spending more time comparing inventory, tracking pricing, and waiting for compelling value – reinforcing the importance of consistent digital presence and high-quality listings.

SALES VOLUMES

SOFTER DEMAND, IMPROVING PACE

Global boat sales declined 9.0% in 2025 compared to 2024, but the full-year comparison masks the improving momentum that developed as the year progressed. By Q3, YoY comparisons had largely stabilized, and Q4 finished with modest growth, signaling that demand began regaining traction in the second half of the year.

In North America, unit sales followed a similar pattern. Late-year performance showed clear improvement, underscoring the relative resilience of core recreational segments.

The evolving quarterly pace indicates that demand is recalibrating. Late-year stabilization suggests the market may be positioning for gradual recovery, supported by improving supply-demand alignment and more confident buyer behavior.

A key structural dynamic continued throughout 2025:

- **New boat sales experienced the most pressure**, particularly in higher price brackets where affordability and financing constraints were most pronounced.
- **Used boats outperformed new boats on a relative basis**, benefiting from buyers seeking value, availability, and flexibility.

This widening gap between new and used inventory reflects shifting buyer preferences rather than disappearing demand – and remains one of the defining characteristics of the current market.

[VIEW THE DATA ON PAGE 12 »](#)



PRICING TRENDS

STABILITY OVER CONCESSION

Despite lower volumes, pricing remained resilient across both global and North American markets in 2025. Average sold prices held steady or increased modestly in many segments, indicating that sellers have largely resisted broad price erosion.

In North America, pricing strength was especially evident in well-maintained used boats and premium segments. Globally, pricing trends followed a similar pattern: fewer transactions overall, but consistent pricing across boats that met buyer expectations.

This combination of softer volumes and stable pricing signals a disciplined market where value alignment – not discounting – drives transactions.

[VIEW THE DATA ON PAGE 12 >>](#)



TIME ON MARKET

EXTENDED BUT STABILIZING

Days on market continued to rise in 2025 across most size and condition categories. However, like the overall sales pace, the increase began to moderate as the year progressed.

Longer sales cycles reflect:

- More selective buyers
- Greater inventory choice
- Increased emphasis on price accuracy and presentation

Rather than signaling weak demand, longer sales cycles suggest a rebalancing of negotiating leverage. Buyers have time, and sellers who price and present effectively are still transacting.

[VIEW THE DATA ON PAGE 13 »](#)



LENGTH-BASED TRENDS

CORE SEGMENTS REMAIN ACTIVE

Boats under 26 feet remained the primary driver of unit sales in both global and North American markets during 2025. While volumes declined year over year, pricing in this segment remained relatively stable, underscoring continued demand from recreational and entry-level buyers.

The 36-45 foot segment continued to demonstrate pricing resilience despite softer unit volumes. This segment remains attractive to buyers, balancing size, capability, and operating costs - an ongoing trend that held steady throughout 2025.

Larger boats experienced fewer transactions overall, but average sold prices increased, reflecting concentrated demand for premium, high-quality inventory rather than broad-based participation.

[VIEW THE DATA ON PAGES 14 & 15 >>](#)



AGE & CONDITION

BUYERS PRIORITIZE MODERN INVENTORY

Buyer preference in 2025 continued to favor newer used boats, particularly those under 10 years old. These boats offer modern features, updated systems, and lower perceived ownership risk.

Older inventory remained active but required sharper pricing and stronger presentation to move efficiently.

[VIEW THE DATA ON PAGE 16 »](#)



POWER VS. SAIL

DIVERGING PERFORMANCE

Powerboats continued to drive the global and North American markets, accounting for the majority of transactions. While unit volumes declined year over year, average sold prices increased modestly, reflecting committed buyers and selective purchasing.

Sailboats saw steeper unit declines, particularly outside North America. However, pricing for well-maintained sailboats remained firm, suggesting that while the segment is smaller, demand persists among highly engaged buyers.

[VIEW THE DATA ON PAGES 17 & 18 »](#)



2025

MARKET TAKEAWAY

The 2025 boating market is best characterized as a year of stabilization and strengthening fundamentals. The trajectory of the year tells an encouraging story, with sales stabilizing in Q3 and finishing with modest YoY growth in Q4, a meaningful signal that demand is beginning to rebuild momentum.

Consumer engagement remained steady, pricing held firm across many segments, and premium, well-positioned inventory continued to transact – clear indicators of a disciplined and resilient market.

The improving pace of sales in the second half of 2025 suggests the industry is moving toward a healthier balance, marked by steadier seasonality, more predictable demand patterns, and stronger alignment between buyer expectations and seller positioning.

Heading into 2026, the market appears to be operating from a more stable foundation. If late-year momentum continues, the industry could see firmer YoY comparisons and a more normalized seasonal curve. While disciplined pricing and inventory management will remain essential, the second-half performance of 2025 provides credible reason for optimism. Buyers remain active, pricing integrity has been preserved, and the underlying drivers of boating participation remain strong.

The 2025 Market Index from Boats Group draws on self-reported and contracted sold boats data to analyze trends by length, condition, age range, power versus sail, and consumer engagement. These insights provide marine professionals with the clarity and confidence needed to plan for the year ahead.



GLOBAL & NORTH AMERICA
COMBINED SALES

GLOBAL	2023	2024	2025	CHANGE '25 VS. '24
VALUE OF BOATS SOLD	\$11.37B	\$10.42B	\$9.97B	-4.26%
NUMBER OF BOATS SOLD	55,652	48,667	44,240	-9.10%
AVERAGE BOAT VALUE	\$198,602	\$211,805	\$215,798	1.89%
NORTH AMERICA	2023	2024	2025	CHANGE '25 VS. '24
VALUE OF BOATS SOLD	\$7.75B	\$6.80B	\$6.54B	-3.83%
NUMBER OF BOATS SOLD	44,309	39,559	36,195	-8.50%
AVERAGE BOAT VALUE	\$164,944	\$162,062	\$169,997	4.90%



GLOBAL & NORTH AMERICA

AVERAGE DAYS ON MARKET

	2023	2024	2025	CHANGE '25 VS. '24
GLOBAL				
NEW	179	234	291	▲ 57 DAYS
USED	130	140	156	▲ 16 DAYS
COMBINED	155	187	224	▲ 37 DAYS
NORTH AMERICA	2023	2024	2025	CHANGE '25 VS. '24
NEW	169	229	279	▲ 50 DAYS
USED	110	122	139	▲ 16 DAYS
COMBINED	140	176	209	▲ 37 DAYS



GLOBAL SALES BY LENGTH

LENGTH		2023	2024	2025	CHANGE '25 vs. '24
<26'	NUMBER OF BOATS SOLD	24,069	22,107	19,957	-9.73%
	VALUE OF BOATS SOLD	\$1.37B	\$1.23B	\$1.16B	-5.86%
	AVERAGE BOAT VALUE	\$57,112	\$55,695	\$58,077	4.28%
26'-35'	NUMBER OF BOATS SOLD	16,485	13,577	12,541	-7.63%
	VALUE OF BOATS SOLD	\$2.00B	\$1.70B	\$1.62B	-5.03%
	AVERAGE BOAT VALUE	\$121,349	\$125,525	\$129,063	2.82%
36'-45'	NUMBER OF BOATS SOLD	10,194	8,534	7,760	-9.07%
	VALUE OF BOATS SOLD	\$2.42B	\$2.12B	\$1.97B	-7.24%
	AVERAGE BOAT VALUE	\$237,835	\$248,263	\$253,260	2.01%
46'-55'	NUMBER OF BOATS SOLD	3,050	2,792	2,372	-15.04%
	VALUE OF BOATS SOLD	\$1.51B	\$1.38B	\$1.20B	-12.96%
	AVERAGE BOAT VALUE	\$495,264	\$494,994	\$507,142	2.45%
56'-79'	NUMBER OF BOATS SOLD	1,395	1,229	1,154	-6.10%
	VALUE OF BOATS SOLD	\$1.56B	\$1.43B	\$1.39B	-2.89%
	AVERAGE BOAT VALUE	\$1.12M	\$1.16M	\$1.20M	3.42%
>80'	NUMBER OF BOATS SOLD	459	428	456	6.54%
	VALUE OF BOATS SOLD	\$2.50B	\$2.56B	\$2.64B	3.42%
	AVERAGE BOAT VALUE	\$5.45M	\$5.97M	\$5.80M	-2.93%



SALES BY LENGTH

LENGTH		2023	2024	2025	CHANGE '25 vs. '24
<26'	NUMBER OF BOATS SOLD	20,961	19,610	17,710	-9.69%
	VALUE OF BOATS SOLD	\$1.13B	\$1.05B	\$968M	-7.50%
	AVERAGE BOAT VALUE	\$54,035	\$53,369	\$54,661	2.42%
26'-35'	NUMBER OF BOATS SOLD	13,129	11,065	10,329	-6.65%
	VALUE OF BOATS SOLD	\$1.72B	\$1.47B	\$1.41B	-4.13%
	AVERAGE BOAT VALUE	\$131,144	\$132,568	\$136,149	2.70%
36'-45'	NUMBER OF BOATS SOLD	7,230	6,141	5,640	-8.16%
	VALUE OF BOATS SOLD	\$1.85B	\$1.63B	\$1.50B	-7.67%
	AVERAGE BOAT VALUE	\$255,495	\$265,136	\$266,538	0.53%
46'-55'	NUMBER OF BOATS SOLD	1,972	1,833	1,599	-12.77%
	VALUE OF BOATS SOLD	\$1.04B	\$988M	\$818M	-17.14%
	AVERAGE BOAT VALUE	\$528,013	\$538,806	\$511,817	-5.01%
56'-79'	NUMBER OF BOATS SOLD	804	731	716	-2.05%
	VALUE OF BOATS SOLD	\$962M	\$854M	\$844M	-1.20%
	AVERAGE BOAT VALUE	\$1.19M	\$1.17M	\$1.18M	0.87%
>80'	NUMBER OF BOATS SOLD	213	179	201	12.29%
	VALUE OF BOATS SOLD	\$1.05B	\$818M	\$1.00B	22.37%
	AVERAGE BOAT VALUE	\$4.93M	\$4.57M	\$4.98M	8.98%

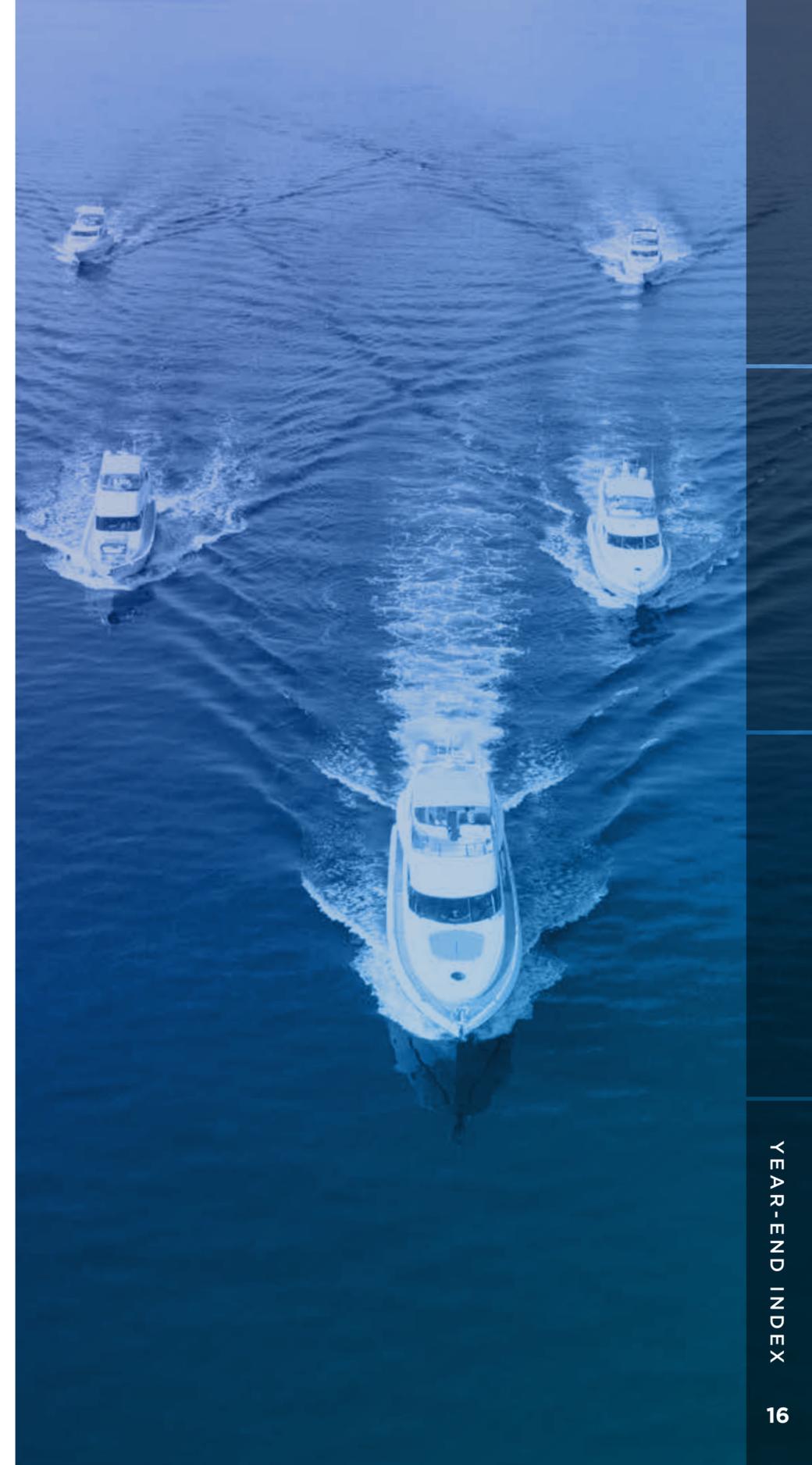


GLOBAL & NORTH AMERICA

SALES BY MODEL YEAR

GLOBAL	2023	2024	2025	CHANGE '25 VS. '24
CURRENT YEAR	6,334	4,319	3,564	-17.48%
1 YEAR	3,746	4,644	3,181	-31.50%
2 YEARS	2,877	2,833	2,985	5.37%
3-5 YEARS	7,036	6,282	6,470	2.99%
6-10 YEARS	7,575	7,483	7,343	-1.87%
10+ YEARS	28,084	23,106	20,697	-10.43%

NORTH AMERICA	2023	2024	2025	CHANGE '25 VS. '24
CURRENT YEAR	5,854	4,079	3,395	-16.77%
1 YEAR	3,216	4,101	2,905	-29.16%
2 YEARS	2,502	2,410	2,572	6.72%
3-5 YEARS	5,940	5,360	5,492	2.46%
6-10 YEARS	6,150	6,244	6,174	-1.12%
10+ YEARS	20,647	17,365	15,657	-9.84%



GLOBAL
POWER VS. SAIL

TOTAL	2023	2024	2025	CHANGE '25 VS. '24
VALUE OF BOATS SOLD	\$11.37B	\$10.42B	\$9.97B	-4.26%
NUMBER OF BOATS SOLD	55,635	48,652	44,213	-9.12%
AVERAGE BOAT VALUE	\$189,367	\$199,510	\$213,616	7.07%
POWER	2023	2024	2025	CHANGE '25 VS. '24
VALUE OF BOATS SOLD	\$9.86B	\$9.16B	\$8.80B	-3.93%
NUMBER OF BOATS SOLD	46,593	41,643	38,279	-8.08%
AVERAGE BOAT VALUE	\$211,550	\$220,035	\$229,971	4.52%
SAIL	2023	2024	2025	CHANGE '25 VS. '24
VALUE OF BOATS SOLD	\$1.51B	\$1.25B	\$1.17B	-6.69%
NUMBER OF BOATS SOLD	9,042	7,009	5,934	-15.34%
AVERAGE BOAT VALUE	\$167,184	\$178,984	\$197,260	10.21%



NORTH AMERICA

POWER VS. SAIL

TOTAL	2023	2024	2025	CHANGE '25 VS. '24
VALUE OF BOATS SOLD	\$7.75B	\$6.80B	\$6.54B	-3.82%
NUMBER OF BOATS SOLD	44,295	39,550	36,171	-8.54%
AVERAGE BOAT VALUE	\$155,415	\$155,991	\$163,236	4.64%
POWER	2023	2024	2025	CHANGE '25 VS. '24
VALUE OF BOATS SOLD	\$7.14B	\$6.28B	\$6.08B	-3.29%
NUMBER OF BOATS SOLD	39,557	35,757	32,901	-7.99%
AVERAGE BOAT VALUE	\$180,419	\$175,736	\$184,702	5.10%
SAIL	2023	2024	2025	CHANGE '25 VS. '24
VALUE OF BOATS SOLD	\$618M	\$517M	\$464M	-10.29%
NUMBER OF BOATS SOLD	4,738	3,793	3,270	-13.79%
AVERAGE BOAT VALUE	\$130,411	\$136,245	\$141,769	4.05%



BOATS GROUP



Contact us for additional market information:
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