

BOATS GROUP

2023 MIDYEAR MARKET INDEX

INSIDE:

Five-year global market analysis
Inventory begins to recover
Consumer demand remains high

GLOBAL PERSPECTIVE

DESPITE “GETTING BACK TO NORMAL” and faced with economic headwinds, the boating industry continues to show signs of resilience and strong consumer demand. The 2023 Midyear Market Index from Boats Group includes a global market analysis of boats sold by length group, location, power versus sail and more. Data sources include soldboats.com data from Boat Trader, YachtWorld and boats.com.

The average days on the market have increased for the first time since 2019, indicating a recovery in inventory both domestically and internationally. However, the current time on the market remains significantly lower than observed in 2019, suggesting a sustained level of consumer demand. The average number of days on the market during the first half of 2023 was 187 compared to 261 days in 2019.

While boats are selling more quickly in 2023 than in 2019, the total volume of boats sold was down 9.8% compared to 2019, indicating that inventory supply is still recovering from the 2020-2022 surge. However, recovery is well underway as Boat Trader, YachtWorld and boats.com have seen a 56% increase in listings YoY.

The overall value of boats globally has remained flat to last year, and not surprisingly, nearly 20% above 2019 values. This further reinforces the health of the boating industry as strong consumer demand continues to drive up value.



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US & INTERNATIONAL BROKERAGE COMBINED SALES

GLOBAL

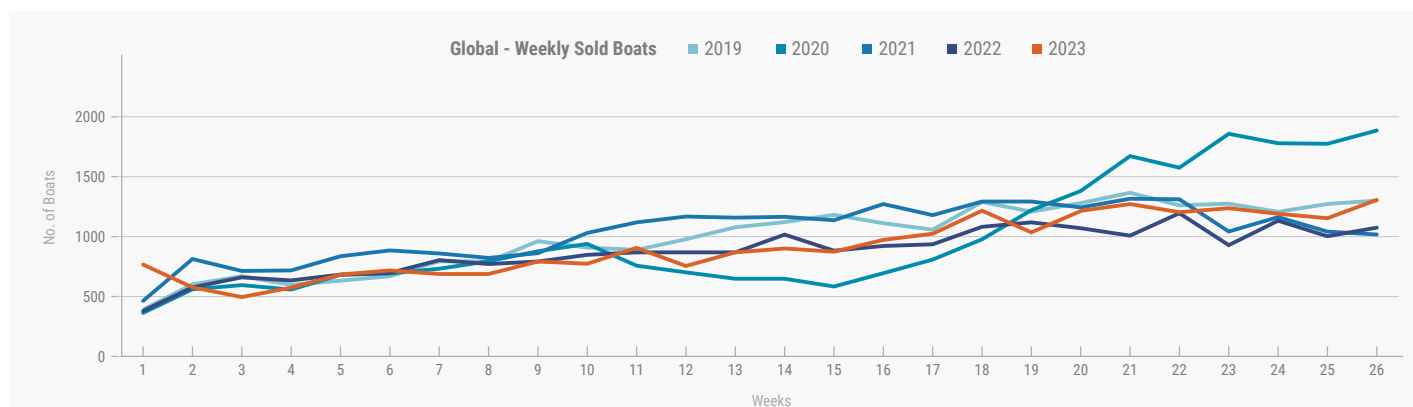
	H1 2019	H1 2020	H1 2021	H1 2022	H1 2023	CHANGE '19 vs. '23
VALUE OF BOATS SOLD	\$3.8B	\$3.2B	\$5.7B	\$4.7B	\$4.5B	19.11%
NUMBER OF BOATS SOLD	25,214	25,636	26,342	22,715	22,755	-9.75%
AVERAGE BOAT VALUE	\$136,843	\$122,606	\$186,933	\$181,185	\$190,059	38.89%

US TOTAL

	H1 2019	H1 2020	H1 2021	H1 2022	H1 2023	CHANGE '19 vs. '23
VALUE OF BOATS SOLD	\$2.3B	\$2.2B	\$3.3B	\$2.5B	\$2.6B	13.74%
NUMBER OF BOATS SOLD	19,822	21,195	19,975	17,256	17,184	-13.31%
AVERAGE BOAT VALUE	\$103,629	\$96,854	\$151,150	\$136,513	\$139,152	34.28%

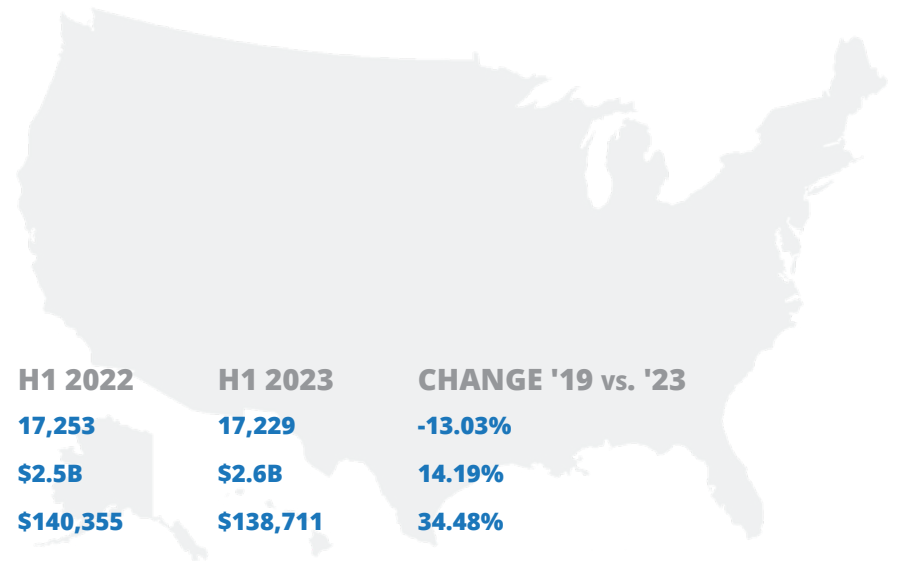
INTL TOTAL

	H1 2019	H1 2020	H1 2021	H1 2022	H1 2023	CHANGE '19 vs. '23
VALUE OF BOATS SOLD	\$1.5B	\$1B	\$2.3B	\$2.1B	\$1.9B	27.30%
NUMBER OF BOATS SOLD	5,391	4,440	6,361	5,459	5,571	3.34%
AVERAGE BOAT VALUE	\$400,175	\$472,060	\$354,919	\$348,803	\$426,999	6.70%



*Data sources: soldboats.com (contributions from Boat Trader, YachtWorld, boats.com)

UNITED STATES POWER & SAIL



TOTAL

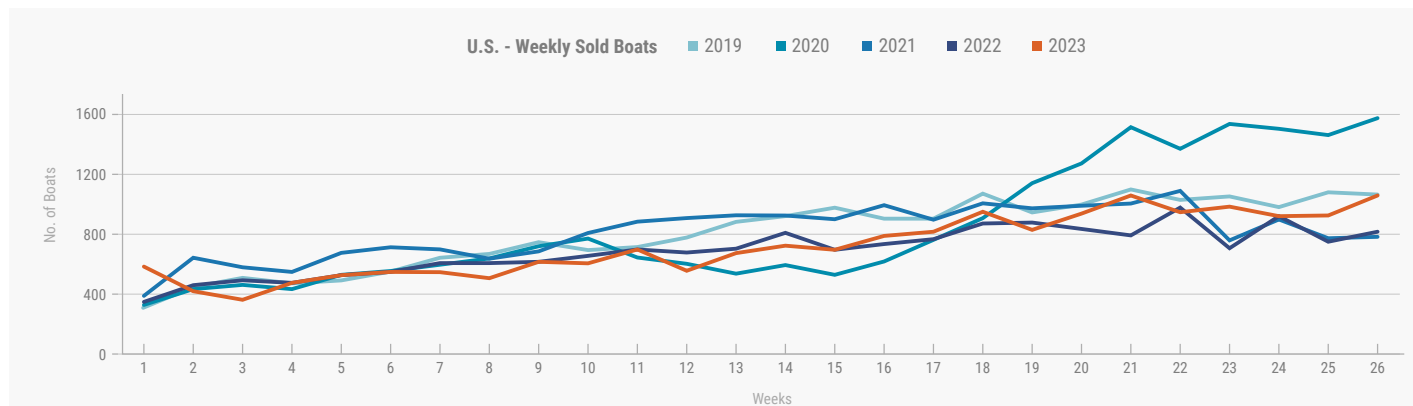
	H1 2019	H1 2020	H1 2021	H1 2022	H1 2023	CHANGE '19 vs. '23
NUMBER OF BOATS SOLD	19,810	21,190	19,970	17,253	17,229	-13.03%
VALUE OF BOATS SOLD	\$2.3B	\$2.2B	\$3.3B	\$2.5B	\$2.6B	14.19%
AVERAGE BOAT VALUE	\$103,149	\$97,043	\$145,237	\$140,355	\$138,711	34.48%

POWER

	H1 2019	H1 2020	H1 2021	H1 2022	H1 2023	CHANGE '19 vs. '23
NUMBER OF BOATS SOLD	17,673	19,285	17,459	15,381	15,619	-11.62%
VALUE OF BOATS SOLD	\$2.1B	\$2B	\$3.1B	\$2.3B	\$2.4B	14.96%
AVERAGE BOAT VALUE	\$117,817	\$104,064	\$174,775	\$149,058	\$153,254	30.08%

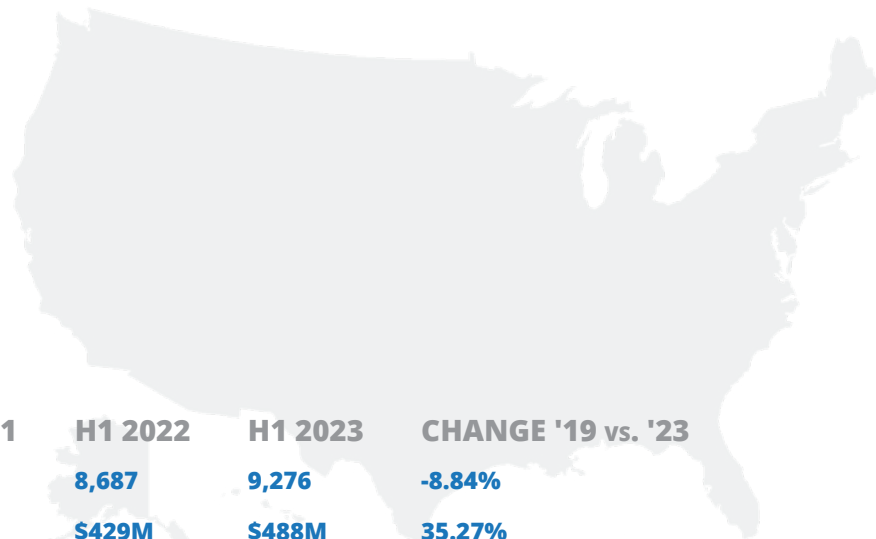
SAIL

	H1 2019	H1 2020	H1 2021	H1 2022	H1 2023	CHANGE '19 vs. '23
NUMBER OF BOATS SOLD	2,137	1,905	2,511	1,872	1,610	-24.66%
VALUE OF BOATS SOLD	\$189M	\$171M	\$291M	\$246M	\$200M	5.73%
AVERAGE BOAT VALUE	\$88,480	\$90,021	\$115,699	\$131,652	\$124,167	40.33%



*Data sources: soldboats.com (contributions from Boat Trader, YachtWorld, boats.com)

UNITED STATES BY LENGTH GROUP



LENGTH		H1 2019	H1 2020	H1 2021	H1 2022	H1 2023	CHANGE '19 vs. '23
< 26'	NUMBER OF BOATS SOLD	10,176	11,800	8,746	8,687	9,276	-8.84%
	VALUE OF BOATS SOLD	\$360M	\$457M	\$435M	\$429M	\$488M	35.27%
	AVERAGE BOAT VALUE	\$35,425	\$38,792	\$49,736	\$49,343	\$52,570	48.40%
26'—35'	NUMBER OF BOATS SOLD	5,598	5,682	5,913	4,816	4,813	-14.02%
	VALUE OF BOATS SOLD	\$445M	\$483M	\$639M	\$575M	\$611M	37.34%
	AVERAGE BOAT VALUE	\$79,421	\$85,085	\$107,995	\$119,501	\$126,868	59.74%
36'—45'	NUMBER OF BOATS SOLD	2,796	2,623	3,583	2,631	2,241	-19.85%
	VALUE OF BOATS SOLD	\$456M	\$442M	\$720M	\$616M	\$537M	17.65%
	AVERAGE BOAT VALUE	\$163,240	\$168,428	\$200,877	\$234,007	\$239,615	46.79%
46'—55'	NUMBER OF BOATS SOLD	789	675	1,119	691	599	-24.08%
	VALUE OF BOATS SOLD	\$259M	\$225M	\$467M	\$304M	\$305M	17.58%
	AVERAGE BOAT VALUE	\$328,361	\$333,505	\$417,257	\$440,549	\$508,560	54.88%
56'—79'	NUMBER OF BOATS SOLD	368	326	477	347	243	-33.97%
	VALUE OF BOATS SOLD	\$265M	\$250M	\$475M	\$352M	\$389M	46.58%
	AVERAGE BOAT VALUE	\$720,402	\$766,279	\$996,635	\$1M	\$1.6M	121.98%
80'+	NUMBER OF BOATS SOLD	95	89	137	84	68	-28.42%
	VALUE OF BOATS SOLD	\$486M	\$320M	\$606M	\$263M	\$265M	-45.38%
	AVERAGE BOAT VALUE	\$5.1M	\$3.6M	\$4.4M	\$3.1M	\$3.9M	-23.70%

*Data sources: soldboats.com (contributions from Boat Trader, YachtWorld, boats.com)

INTERNATIONAL POWER & SAIL

TOTAL

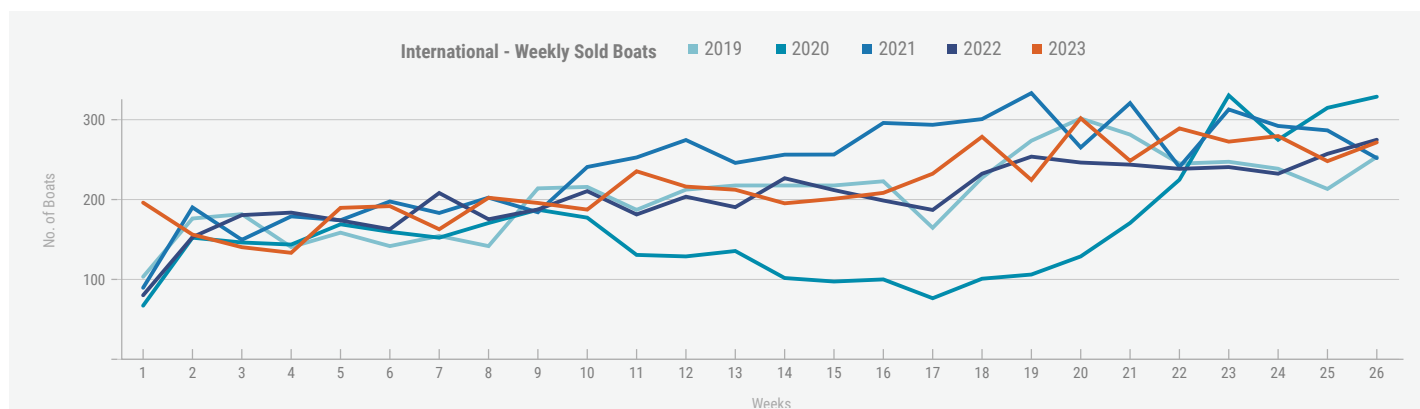
	H1 2019	H1 2020	H1 2021	H1 2022	H1 2023	CHANGE '19 vs. '23
NUMBER OF BOATS SOLD	5,391	4,440	6,361	5,458	5,591	3.71%
VALUE OF BOATS SOLD	\$1.5B	\$1B	\$2.3B	\$2.1B	\$1.9B	27.93%
AVERAGE BOAT VALUE	\$264,220	\$216,506	\$339,503	\$358,026	\$317,296	20.09%

POWER

	H1 2019	H1 2020	H1 2021	H1 2022	H1 2023	CHANGE '19 vs. '23
NUMBER OF BOATS SOLD	2,968	2,548	3,724	3,286	3,455	16.41%
VALUE OF BOATS SOLD	\$1.2B	\$784M	\$1.8B	\$1.7B	\$1.5B	24.55%
AVERAGE BOAT VALUE	\$395,711	\$307,575	\$496,687	\$521,177	\$423,377	6.99%

SAIL

	H1 2019	H1 2020	H1 2021	H1 2022	H1 2023	CHANGE '19 vs. '23
NUMBER OF BOATS SOLD	2,423	1,892	2,637	2,172	2,136	-11.84%
VALUE OF BOATS SOLD	\$322M	\$237M	\$481M	\$423M	\$451M	40.28%
AVERAGE BOAT VALUE	\$132,729	\$125,437	\$182,319	\$194,875	\$211,214	59.13%



*Data sources: soldboats.com (contributions from Boat Trader, YachtWorld, boats.com)

INTERNATIONAL BY LENGTH GROUP

LENGTH		H1 2019	H1 2020	H1 2021	H1 2022	H1 2023	CHANGE '19 vs. '23
< 26'	NUMBER OF BOATS SOLD	3,248	2,786	3,874	3,494	3,767	15.98%
	VALUE OF BOATS SOLD	\$470M	\$384M	\$809M	\$1.2B	\$717M	52.38%
	AVERAGE BOAT VALUE	\$144,788	\$137,802	\$208,781	\$336,013	\$190,233	31.39%
26'—35'	NUMBER OF BOATS SOLD	986	894	1,092	922	889	-9.84%
	VALUE OF BOATS SOLD	\$147M	\$142M	\$341M	\$265M	\$257M	75.11%
	AVERAGE BOAT VALUE	\$148,602	\$158,315	\$311,921	\$287,471	\$288,602	94.21%
36'—45'	NUMBER OF BOATS SOLD	762	490	896	652	598	-21.52%
	VALUE OF BOATS SOLD	\$184M	\$151M	\$269M	\$224M	\$262M	41.98%
	AVERAGE BOAT VALUE	\$241,717	\$308,570	\$300,554	\$343,179	\$437,320	80.92%
46'—55'	NUMBER OF BOATS SOLD	250	171	270	223	195	-22.00%
	VALUE OF BOATS SOLD	\$148M	\$78M	\$194M	\$189M	\$183M	23.52%
	AVERAGE BOAT VALUE	\$593,611	\$454,215	\$719,140	\$848,994	\$940,044	58.36%
56'—79'	NUMBER OF BOATS SOLD	120	73	184	131	101	-15.83%
	VALUE OF BOATS SOLD	\$273M	\$146M	\$274M	\$210M	\$319M	16.67%
	AVERAGE BOAT VALUE	\$2.3M	\$2M	\$1.5M	\$1.6M	\$3.2M	38.61%
80'+	NUMBER OF BOATS SOLD	25	26	45	38	42	68.00%
	VALUE OF BOATS SOLD	\$273M	\$121M	\$443M	\$74M	\$177M	-35.25%
	AVERAGE BOAT VALUE	\$10.9M	\$4.6M	\$9.8M	\$1.9M	\$4.2M	-61.46%

*Data sources: soldboats.com (contributions from Boat Trader, YachtWorld, boats.com)

US & INTERNATIONAL NEW AND USED TOP CLASSES

NEW

2023 Q1

1. Center Consoles
2. Pontoon Boats
3. Bowrider

2023 Q2

1. Pontoon Boats ▲1
2. Center Consoles ▼1
3. Bowrider

2023 Q1

1. Cruisers
2. Rigid Sports Inflatable
3. Sports Cruiser ▲1

2023 Q2

1. Cruisers
2. Motor Yachts ▲3
3. Rigid Sports Inflatable ▼1

UNITED STATES

INTERNATIONAL

USED

2023 Q1

1. Center Consoles ▲1
2. Cruisers ▼1
3. Bowrider ▲3

2023 Q2

1. Center Consoles
2. Cruisers
3. Bowrider

2023 Q1

1. Cruisers
2. Motor Yachts
3. Racer/Cruisers

2023 Q2

1. Cruisers
2. Motor Yachts
3. Racer/Cruisers

*Data sources: soldboats.com (contributions from Boat Trader, YachtWorld, boats.com)



US & INTERNATIONAL AVERAGE DAYS ON MARKET

GLOBAL

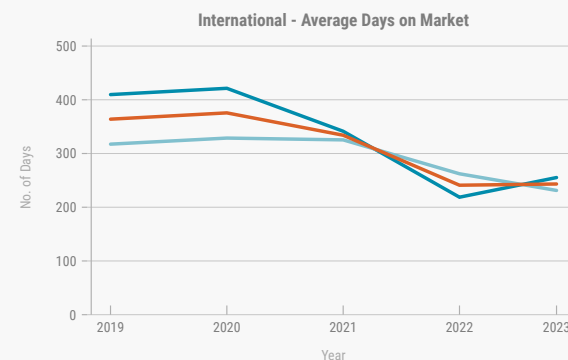
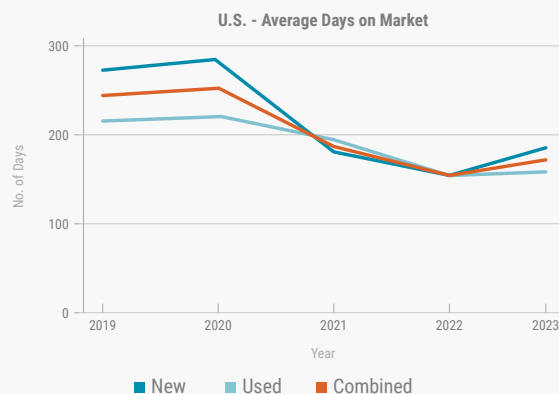
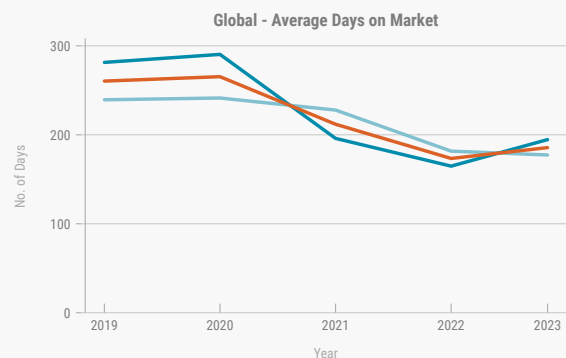
	H1 2019	H1 2020	H1 2021	H1 2022	H1 2023	CHANGE '19 vs. '23
NEW	282	291	197	165	195	▼ 87 DAYS
USED	240	242	229	183	178	▼ 62 DAYS
COMBINED	261	267	213	174	187	▼ 74 DAYS

US

	H1 2019	H1 2020	H1 2021	H1 2022	H1 2023	CHANGE '19 vs. '23
NEW	272	284	182	156	185	▼ 87 DAYS
USED	215	220	194	154	158	▼ 57 DAYS
COMBINED	244	252	188	155	172	▼ 72 DAYS

INTL

	H1 2019	H1 2020	H1 2021	H1 2022	H1 2023	CHANGE '19 vs. '23
NEW	409	419	343	219	256	▼ 153 DAYS
USED	320	328	326	264	232	▼ 88 DAYS
COMBINED	365	374	335	242	244	▼ 121 DAYS



*Data sources: soldboats.com (contributions from Boat Trader, YachtWorld, boats.com)

H1 2023

MARKET INDEX

BOATS GROUP

