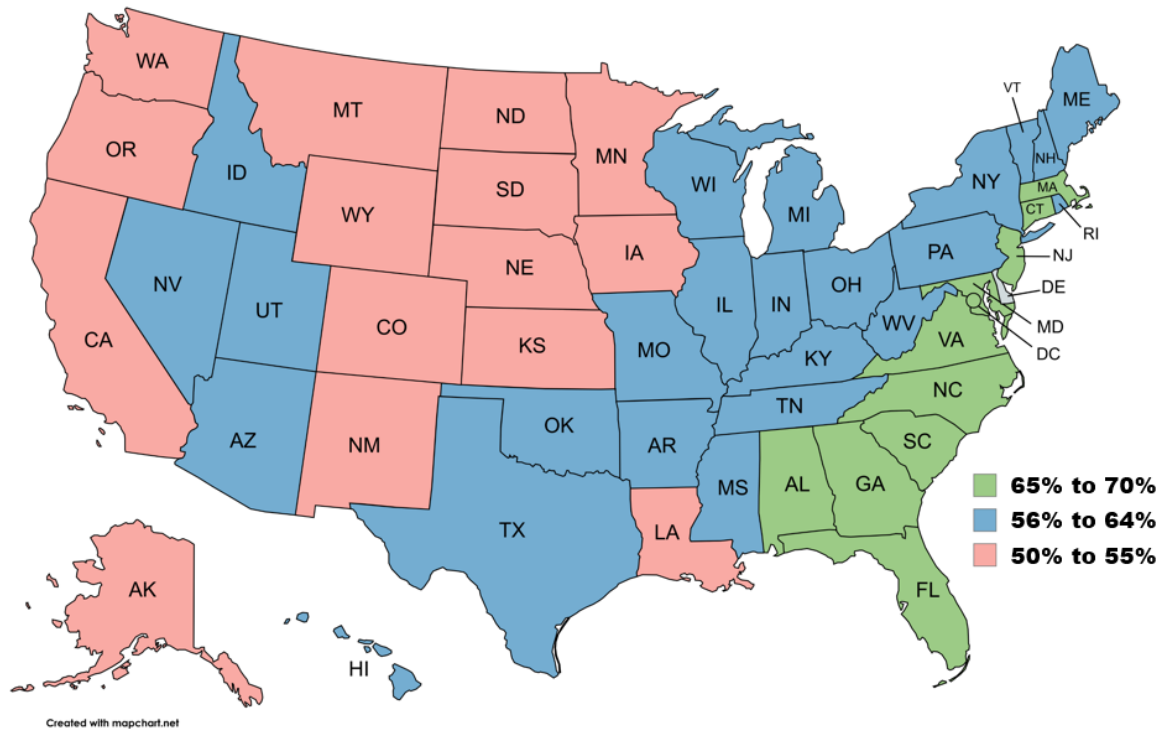


2025 New Traditional Powerboat Sales through June % Current Model-year Boats



With more consumers taking a wait-and-see approach to major discretionary purchases, new traditional powerboat sales declined by about 9% in the first half of 2025 compared to the same period in 2024. And an unusually high number of these boats were built more than a year ago.

When our industry is firing on all cylinders, about 75% of all powerboats purchased during the first half of the year are current model-year boats. During the first half of 2025, only 61% were current model-year -- the lowest level in fifteen years.

Thankfully, many manufacturers and dealers have been working together to address this temporary imbalance, but this is easier said than done because this varies by boat type and region. Fishing boats have been turning more quickly while general recreation boats, like runabouts, tow boats and pontoon boats have seen slower movement. Regionally, dealers along the east coast are selling more current-year inventory while their counterparts out west are still working through older stock (see map below).

We're already seeing improvement, but it will likely take the rest of this season to regain stable footing from an aged inventory perspective.
