**Marine Industry 2022**

**Limited Production Meets a Wave of Demand**

After benefiting from one of the best years (2020) for boat sales, manufacturers and dealers experienced the same supply-chain issues and limited inventory as the RV, motorsports and automobile markets.

Americans, however, were still escaping to the outdoors during the pandemic and boating was one of their top choices, but the industry couldn’t satisfy that demand. The table below shows Americans’ 2021 spending for pleasure boats exceeded 2020 and 2019.

According to Statistical Surveys, which publishes monthly marine industry sales data, production has improved. Every newly-manufactured boat is already sold and more inventory should be available for the annual peak season during May and the summer.

**Comparison of Personal Consumption Spending for Pleasure Boats,**

**by SAAR\* (Seasonally Adjusted Annual Rate) 2021 vs. 2020 and 2019**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Period | 2021 | Change from 2020 | Change from 2019 | Period | 2021 | Change from 2020 | Change from 2019 |
| Q1 | $23.15 B | +49.6% | +38.5% | Q3 | $22.60 B | +10.9% | +41.3% |
| Q2 | $23.34 B | +32.8% | +48.6% | Q4 | $27.04 B | +24.8% | +64.8% |
| 1H average | $23.25 B | +40.7% | +43.4% | 2H average | $24.82 B | +18.1% | +53.1% |

Bureau of Economic Analysis, March 2022 \*not period’s sales total

**Good, But Stalled Boat Sales**

The National Marine Manufacturers Association (NMMA) estimates more than 300,000 new powerboats were sold during 2021, which was only the second year of the past 15 exceeding that total; however, that would be 4% to 6% fewer units than 2021.

Statistical Surveys reported total 2021 sales of 288,203 units, a 6.0% YOY decrease, but that represents 60.44% of the total industry. November and December’s YOY performances at +0.1 and -4.0%, were a significant improvement from October’s -19.9% YOY decrease.

**Selected Segments of Powerboat Sales for 2021**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Powerboats Segment | 2021 | YOY Change | Others Segment | 2021 | YOY Change |
| Aluminum fishing | * 47, 463
 | * -8.0%
 | * Electric
 | * 324
 | * +38.5%
 |
| Pontoons | * 62,787
 | -4.7% | Houseboats | 64 | +18.5% |
| Outboard (inshore/offshore) | * 62,859
 | -5.9% | Jet boats | 4,959 | -20.9% |
| Outboard (bowrider/deck) | * 8,048
 | -21.1% | Personal watercraft | 76,654 | +0.3% |
| All cruisers | * 932
 | -12.7% | Sailboats | 1,516 | +28.6% |
| All yachts | * 689
 | -11.6% | All (general recreation) | 7,677 | -33.6% |
| Semi-custom/custom yachts | * 165
 | * +12.2%
 | * All others
 | * 4,575
 | * -3.6%
 |
| Ski wake | * 13,195
 | * -2.6%
 | * Total industry
 | * 288,203
 | * -6.0%
 |
| Powerboats subtotal | * 192,434
 | -6.6% |  |  |  |

*Trade Only Today* (Statistical Surveys), February 2022

**Dealers Becalmed with Little Inventory**

In the Marine Retailers Association of the Americas (MRAA)/Robert W. Baird/Soundings Trade Only December 2021 Marine Retailer Pulse Report, 91% of dealers said their new boat inventory was “too low” and 85% said the same of their used boat inventory.

Of seven “demand factors,” dealers said the strength of the US economy had the most positive effect, but new products and government action/inaction had the most negative effect, with trade-in activity and OEM promotions also stifling demand.

A summer 2021 MRAA dealer survey found 71.5% of dealers said “parts availability” was their biggest obstacle to completing customers’ boat repairs and 73.5% said “parts availability” was the biggest reason they required more time to return boats to customers.

**The Factors Dealers “Agree” and “Strongly Agree” Are**

**Negatively Affecting Their Marine Service Work, 2021**

|  |  |  |
| --- | --- | --- |
| Factor | Agree | Strongly Agree |
| More service work than we can manage | * 34.2%
 | * 22.7%
 |
| New boats from manufacturers require more warranty work | * 31.8%
 | * 54.8%
 |
| Our sales department is accepting trades that need plenty of work | * 27.8%
 | * 14.3%
 |
| Our service team is stressed and pressured | * 37.2%
 | * 30.3%
 |
| We need more technicians | * 32.2%
 | * 46.7%
 |

Marine Retailers Association of the Americas, July 2021

**Boaters Take to the Water**

Data analysis of five 2021 representative consumer/market surveys (summer and fall) conducted by The Media Audit reveals 7.2% of all households own a power or motorboat and 1.1% own a sailboat.

The average age of adults 18+ living in a household that owns a power or motorboat was 43.3 and their average income was $79,900. Gen Zers over-indexed the most living in these households at 139, indicating strong ownership in families with teenagers and young adults.

The average age of adults 18+ living in a household that owns a sailboat was 40.7 and their average income was $68,100. Although Baby Boomers and Gen Zers over-indexed at 136 and 132, respectively, Millennials over-indexed the most at 144.

**Indices of Adults 18+ Who Went Boating or Sailing During the**

**Past 4 Weeks by Generation, in Selected Markets, 2021**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Generation | Miami-Ft. Lauderdale | Southern New Hampshire\* | Austin | Monterey-Salinas, CA | Portland, OR |
| Gen Z | * 182
 | * 137
 | * 111
 | * 183
 | 150 |
| Millennials | * 87
 | * 105
 | * 112
 | * 195
 | * 134
 |
| Gen X | * 38
 | * 85
 | * 120
 | * 22
 | * 89
 |
| Baby Boomers | 178 | * 122
 | * 76
 | * 18
 | * 76
 |
| Silent Generation | * 81
 | * †
 | * 52
 | * †
 | * 16
 |

Based on The Media Audit’s 2021 surveys \*represents 6 counties †insufficient data

**Boating is a Family Activity**

A different set of data from The Media Audit’s same five consumer/market surveys reveals households with any children at home and 6–12 and 13–17 of age over-indexed, on average, for boat ownership, or 128, 140 and 137, respectively.

The average indices are even larger for some age groups in these households that have been boating or sailing during the past four weeks: children at home any age at 126, children younger than 6 at 117, children 6–12 at 151 and 13–17 at 174.

Working or not working from home is another interesting comparison. Those adults 18+ who work from 3 to 4 days per week over-indexed the most, on average, at 166 compared to those who are employed full-time and don’t work from home at an average of 143.

**Indices of Adults 18+ Who Went Boating or Sailing During the Past**

**4 Weeks by Their Work-from-Home Status, in Selected Markets, 2021**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Work-from-Home Status | Miami-Ft. Lauderdale | Southern New Hampshire\* | Austin | Monterey-Salinas, CA | Portland, OR |
| Work from home | * 126
 | * 205
 | * 128
 | * 177
 | 155 |
| Always | * 16
 | * 165
 | * 146
 | * 268
 | * 31
 |
| 1–2 days/week | * 148
 | * 235
 | * 170
 | * 328
 | * 120
 |
| 3–4 days/week | 218 | * 296
 | * 94
 | * 43
 | * 265
 |
| Employed-full time, don’t work from home | * 122
 | * 101
 | * 135
 | * 89
 | * 73
 |

Based on The Media Audit’s 2021 surveys \*represents 6 counties

**Upbeat for 2022**

The NMMA is forecasting as much as a 3% increase for 2022 boat sales compared to 2021. A 2022 *Boating Industry* dealer survey found 30.7% said their 2022 sales would increase by less than 10% and another 25.8% said by 10% to 25%.

Despite that optimism, two-thirds (66.7%) of the dealers said they think it will be 2023 before manufacturing and available inventory will be able to satisfy consumer demand.

On a scale of 1 to 5, the dealers said affordability at 4.3 was the biggest challenge for the industry, with labor issues second at 4.2 and customer experience fourth at 3.9.

**The Factors Dealers Think Are the Most**

**Critical to Their 2022 Success, January 2022**

|  |  |
| --- | --- |
| Factor\* | Percent |
| Overall economy | * 4.5
 |
| Inventory | * 4.3
 |
| Consumer confidence | * 4.2
 |
| Government regulations | * 3.4
 |
| Weather | * 3.4
 |
| Pandemic | * 3.3
 |

 *Boating Industry*, February 2022 issue

 \* on a five-point scale

**More Valuable Insights**

The Outdoor Foundation’s 2021 Outdoor Participation Trends Report presents comparative data for various boating/watersports activities for all persons 6+ and ages 6–17.

**Comparison of Various Boating/Watersports**

**Activities for Persons 6+ and Age 6–17, 2020**

|  |  |  |
| --- | --- | --- |
| Activity | Persons 6+ | Ages 6–17 |
|  | * 2019
 | * 2020
 | * 2019
 | * 2020
 |
| Boardsailing/Windsurfing | * 0.5%
 | * 0.4%
 | * 0.4%
 | * 0.6%
 |
| Canoeing | * 3.0%
 | * 3.2%
 | * 5.4%
 | * 5.0%
 |
| Recreational kayaking | * 3.8%
 | * 4.3%
 | * 3.5%
 | * 3.2%
 |
| Sea/Touring kayaking | * 0.9%
 | * 0.8%
 | * 0.7%
 | * 0.8%
 |
| White water kayaking | * 0.9%
 | * 0.9%
 | * 0.9%
 | * 0.8%
 |
| Rafting | * 1.1%
 | * 1.1%
 | * 1.6%
 | * 1.7%
 |
| Sailing | * 1.2%
 | * 1.1%
 | * 1.1%
 | * 1.3%
 |
| Standing Paddling | * 1.2%
 | * 1.2%
 | * 0.6%
 | * 1.1%
 |
| Wakeboarding | * 0.9%
 | * 0.9%
 | * 2.0%
 | * 2.0%
 |

 Outdoor Foundation, 2021 (color represents the change from the previous year)

*Sources:* National Marine Manufacturers Association Website, 3/22; *Trade Only Today* Website, 3/22; U.S. Bureau of Economic Analysis Website, 3/22; Marine Retailers Association of the Americas Website, 3/22; The Media Audit Website, 3/22; *Boating Industry* Website, 3/22; Outdoor Industry Website, 3/22.

*Updated*: March 2022

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**Local Market and Station Information**