

BOATS GROUP



2021 MARKET INDEX

INSIDE:

Three-year global market analysis

Skyrocketing values

Consumer demand surge



GLOBAL PERSPECTIVE

AS 2022 GETS UNDERWAY, the global market analysis of the past three years indicates that demand for boating is expected to continue.

The surge in consumer demand that began at the start of the pandemic continued to make waves through the end of 2021 — outpacing production capabilities. Given the shrinking inventory levels and increase in boat buyers, boats sold much more quickly in 2021 compared to 2020. Days on the market were down internationally by 100 days and by 50 days in the U.S., respectively.

Across the globe, the overall value of sold boats skyrocketed, surpassing 2019 by 54 percent, 2020 by 34 percent and totaling over \$13 billion in sales. Boat buyers continued to seek out family-friendly and multifunctional options. Pontoons ranked at the top of new boats sold in the U.S. and cruisers continued to lead the charge of used boats sold globally.

Data sources soldboats.com and YachtCloser from Boats Group further illustrate boats in the 35-foot segment continued to be the key driver in sales from 2019 to 2021. Additionally, boats in the 36 to 45-foot range trailed closely behind in the U.S. showing a 26 percent uptick in boats sold compared to 2019.

As the industry worked through significant inventory constraints in 2021, resilience was apparent despite the challenges in the supply chain. Manufacturers have hustled to catch up to the demand, delivering boats at a remarkable rate, with the average delivery being 130 days. Many have also reported that they are sold out of inventory for at least the upcoming season, and others are out 2-3 years. These pandemic-induced trends are expected to continue throughout 2022 as consumer demand remains strong.



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US & INTL BROKERAGE COMBINED SALES

The 2021 Market Index data is derived from Boats Group's *soldboats.com* and YachtCloser data sources.

GLOBAL

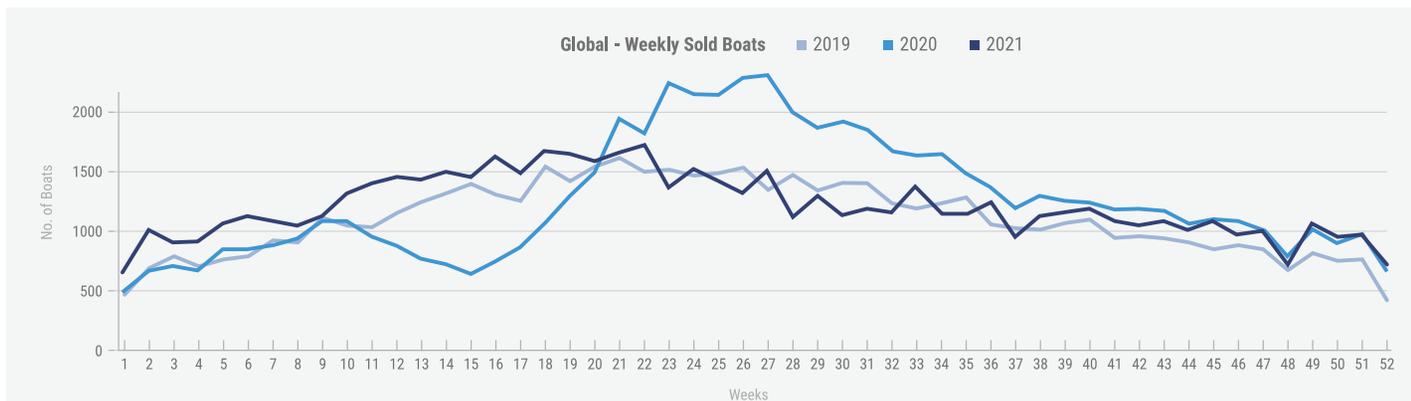
| | 2019 | 2020 | 2021 | CHANGE '20-'21 | CHANGE '19-'21 |
|-----------------------------|---------------|---------------|----------------|----------------|----------------|
| VALUE OF BOATS SOLD | \$8.8B | \$10B | \$13.6B | 35.51% | 54.31% |
| NUMBER OF BOATS SOLD | 57,087 | 64,969 | 61,932 | -4.67% | 8.49% |

US TOTAL

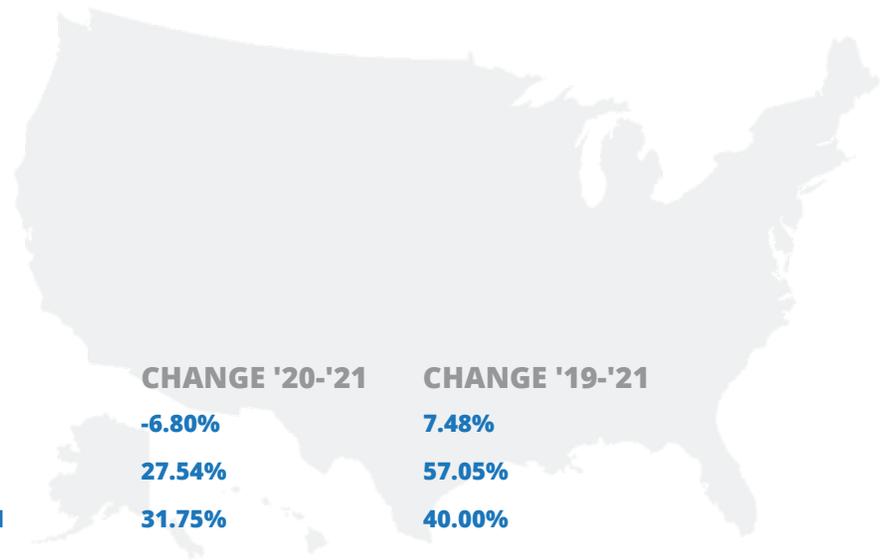
| | 2019 | 2020 | 2021 | CHANGE '20-'21 | CHANGE '19-'21 |
|-----------------------------|---------------|---------------|---------------|----------------|----------------|
| VALUE OF BOATS SOLD | \$5.9B | \$7.2B | \$9.3B | 27.54% | 57.06% |
| NUMBER OF BOATS SOLD | 46,381 | 53,486 | 49,846 | -6.81% | 7.47% |

INTL TOTAL

| | 2019 | 2020 | 2021 | CHANGE '20-'21 | CHANGE '19-'21 |
|-----------------------------|---------------|---------------|---------------|----------------|----------------|
| VALUE OF BOATS SOLD | \$2.9B | \$2.8B | \$4.3B | 56.14% | 48.80% |
| NUMBER OF BOATS SOLD | 10,706 | 11,483 | 12,086 | 5.25% | 12.89% |



UNITED STATES POWER & SAIL



TOTAL

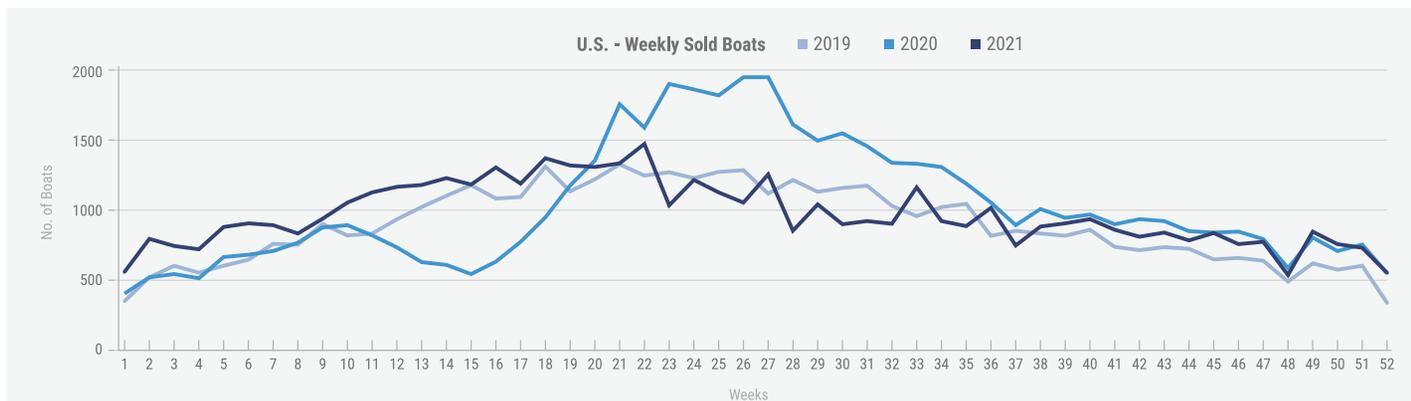
| | 2019 | 2020 | 2021 | CHANGE '20-'21 | CHANGE '19-'21 |
|----------------------|-----------|-----------|-----------|----------------|----------------|
| NUMBER OF BOATS SOLD | 46,369 | 53,473 | 49,836 | -6.80% | 7.48% |
| VALUE OF BOATS SOLD | \$5.9B | \$7.2B | \$9.2B | 27.54% | 57.05% |
| AVERAGE BOAT VALUE | \$112,637 | \$119,693 | \$157,691 | 31.75% | 40.00% |

POWER

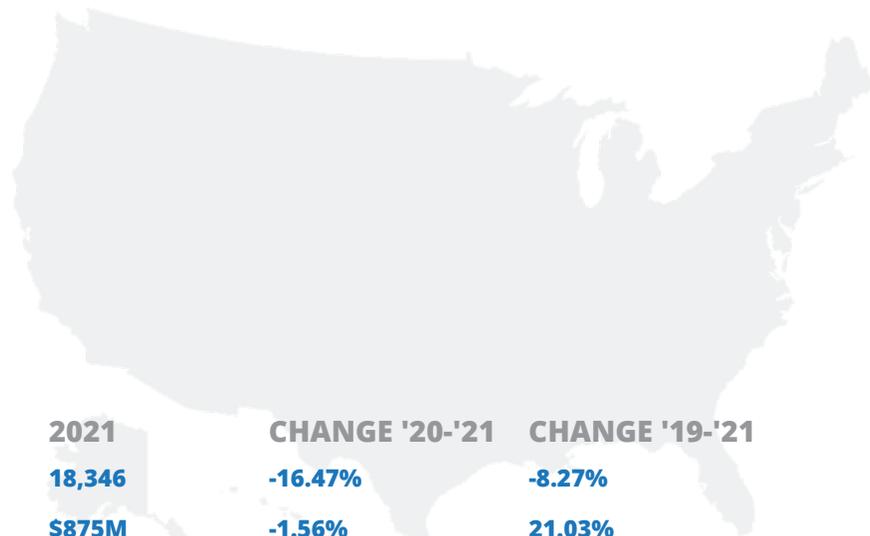
| | 2019 | 2020 | 2021 | CHANGE '20-'21 | CHANGE '19-'21 |
|----------------------|-----------|-----------|-----------|----------------|----------------|
| NUMBER OF BOATS SOLD | 40,622 | 46,803 | 42,874 | -8.39% | 5.54% |
| VALUE OF BOATS SOLD | \$5.4B | \$6.6B | \$8.4B | 27.68% | 57.34% |
| AVERAGE BOAT VALUE | \$131,835 | \$141,006 | \$196,538 | 39.38% | 49.08% |

SAIL

| | 2019 | 2020 | 2021 | CHANGE '20-'21 | CHANGE '19-'21 |
|----------------------|----------|----------|-----------|----------------|----------------|
| NUMBER OF BOATS SOLD | 5,747 | 6,670 | 6,962 | 4.38% | 21.14% |
| VALUE OF BOATS SOLD | \$537M | \$656M | \$827M | 26.09% | 54.08% |
| AVERAGE BOAT VALUE | \$93,438 | \$98,379 | \$118,844 | 20.80% | 27.19% |



UNITED STATES BY LENGTH GROUP



| LENGTH | | 2019 | 2020 | 2021 | CHANGE '20-'21 | CHANGE '19-'21 |
|---------|----------------------|-----------|-----------|-----------|----------------|----------------|
| < 26' | NUMBER OF BOATS SOLD | 20,001 | 21,964 | 18,346 | -16.47% | -8.27% |
| | VALUE OF BOATS SOLD | \$723M | \$887M | \$875M | -1.56% | 21.03% |
| | AVERAGE BOAT VALUE | \$36,136 | \$40,458 | \$47,682 | 17.86% | 31.95% |
| 26'—35' | NUMBER OF BOATS SOLD | 14,291 | 16,994 | 15,890 | -6.50% | 11.19% |
| | VALUE OF BOATS SOLD | \$1.2B | \$1.5B | \$1.8B | 16.17% | 50.14% |
| | AVERAGE BOAT VALUE | \$82,190 | \$89,325 | \$110,982 | 24.25% | 35.03% |
| 36'—45' | NUMBER OF BOATS SOLD | 8,417 | 10,160 | 10,601 | 4.34% | 25.95% |
| | VALUE OF BOATS SOLD | \$1.4B | \$1.8B | \$2.3B | 23.68% | 59.59% |
| | AVERAGE BOAT VALUE | \$168,437 | \$180,057 | \$213,436 | 18.54% | 26.72% |
| 46'—55' | NUMBER OF BOATS SOLD | 2,425 | 2,845 | 3,243 | 13.99% | 33.73% |
| | VALUE OF BOATS SOLD | \$871M | \$1.1B | \$1.4B | 30.64% | 58.11% |
| | AVERAGE BOAT VALUE | \$358,975 | \$370,326 | \$424,408 | 14.60% | 18.23% |
| 56'—79' | NUMBER OF BOATS SOLD | 1,021 | 1,229 | 1,413 | 14.97% | 38.39% |
| | VALUE OF BOATS SOLD | \$813M | \$1.1B | \$1.5B | 39.39% | 83.68% |
| | AVERAGE BOAT VALUE | \$796,455 | \$871,881 | \$1.1M | 21.24% | 32.72% |
| 80'+ | NUMBER OF BOATS SOLD | 227 | 299 | 365 | 22.07% | 60.79% |
| | VALUE OF BOATS SOLD | \$894M | \$895M | \$1.9B | 116.74% | 117.04% |
| | AVERAGE BOAT VALUE | \$3.9M | \$3M | \$5.3M | 77.55% | 34.98% |

INTERNATIONAL POWER & SAIL

TOTAL

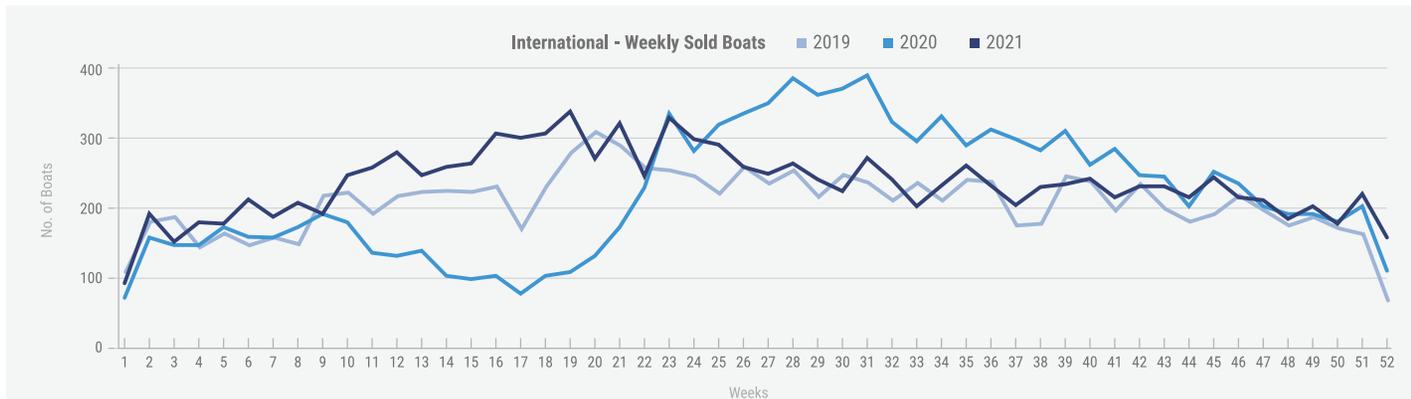
| | 2019 | 2020 | 2021 | CHANGE '20-'21 | CHANGE '19-'21 |
|-----------------------------|------------------|------------------|------------------|----------------|----------------|
| NUMBER OF BOATS SOLD | 10,706 | 11,484 | 12,088 | 5.26% | 12.91% |
| VALUE OF BOATS SOLD | \$2.9B | \$2.8B | \$4.4B | 56.13% | 48.80% |
| AVERAGE BOAT VALUE | \$262,357 | \$228,985 | \$337,782 | 47.51% | 28.75% |

POWER

| | 2019 | 2020 | 2021 | CHANGE '20-'21 | CHANGE '19-'21 |
|-----------------------------|------------------|------------------|------------------|----------------|----------------|
| NUMBER OF BOATS SOLD | 5,898 | 6,728 | 7,014 | 4.25% | 18.92% |
| VALUE OF BOATS SOLD | \$2.3B | \$2.1B | \$3.5B | 60.90% | 51.08% |
| AVERAGE BOAT VALUE | \$387,247 | \$318,746 | \$491,950 | 54.34% | 27.04% |

SAIL

| | 2019 | 2020 | 2021 | CHANGE '20-'21 | CHANGE '19-'21 |
|-----------------------------|------------------|------------------|------------------|----------------|----------------|
| NUMBER OF BOATS SOLD | 4,808 | 4,756 | 5,074 | 6.69% | 5.53% |
| VALUE OF BOATS SOLD | \$661M | \$662M | \$932M | 40.70% | 40.96% |
| AVERAGE BOAT VALUE | \$137,466 | \$139,223 | \$183,613 | 31.88% | 33.57% |



INTERNATIONAL BY LENGTH GROUP

| LENGTH | | 2019 | 2020 | 2021 | CHANGE '20-'21 | CHANGE '19-'21 |
|---------|----------------------|-----------|-----------|-----------|----------------|----------------|
| < 26' | NUMBER OF BOATS SOLD | 6,338 | 6,739 | 7,163 | 6.29% | 13.02% |
| | VALUE OF BOATS SOLD | \$922M | \$1B | \$1.5B | 49.29% | 66.79% |
| | AVERAGE BOAT VALUE | \$145,518 | \$152,907 | \$214,757 | 40.45% | 47.58% |
| 26'—35' | NUMBER OF BOATS SOLD | 2,005 | 2,392 | 2,238 | -6.44% | 11.62% |
| | VALUE OF BOATS SOLD | \$289M | \$407M | \$674M | 65.58% | 133.10% |
| | AVERAGE BOAT VALUE | \$144,275 | \$170,249 | \$301,296 | 76.97% | 108.83% |
| 36'—45' | NUMBER OF BOATS SOLD | 1,556 | 1,571 | 1,712 | 8.98% | 10.03% |
| | VALUE OF BOATS SOLD | \$347M | \$452M | \$572M | 26.54% | 64.69% |
| | AVERAGE BOAT VALUE | \$223,017 | \$287,494 | \$333,825 | 16.12% | 49.69% |
| 46'—55' | NUMBER OF BOATS SOLD | 504 | 491 | 548 | 11.61% | 8.73% |
| | VALUE OF BOATS SOLD | \$252M | \$233M | \$426M | 82.67% | 69.09% |
| | AVERAGE BOAT VALUE | \$499,582 | \$474,684 | \$776,922 | 63.67% | 55.51% |
| 56'—79' | NUMBER OF BOATS SOLD | 244 | 215 | 336 | 56.28% | 37.70% |
| | VALUE OF BOATS SOLD | \$495M | \$354M | \$516M | 45.79% | 4.34% |
| | AVERAGE BOAT VALUE | \$2M | \$1.6M | \$1.5M | -6.71% | -24.23% |
| 80'+ | NUMBER OF BOATS SOLD | 59 | 76 | 94 | 23.68% | 59.32% |
| | VALUE OF BOATS SOLD | \$640M | \$330M | \$656M | 98.78% | 2.59% |
| | AVERAGE BOAT VALUE | \$10.8M | \$4.3M | \$7M | 60.71% | -35.61% |

UNITED STATES

SEARCHES: NEW & USED TOP CLASSES

NEW

2021 Q1

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

2021 Q2

1. Pontoon Boats
2. Center Consoles
3. Bowrider

2021 Q3

1. Pontoon Boats ▲1
2. Center Consoles ▼1
3. Aluminum Fish Boats ▲1

2021 Q4

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

USED

2021 Q1

1. Cruisers
2. Center Consoles
3. Motor Yachts

2021 Q2

1. Cruisers
2. Center Consoles
3. Motor Yachts

2021 Q3

1. Cruisers
2. Center Consoles
3. Motor Yachts

2021 Q4

1. Cruisers
2. Center Consoles
3. Motor Yachts



INTERNATIONAL SEARCHES: NEW & USED TOP CLASSES

NEW

2021 Q1

1. Cruisers
2. Sport Cruiser
3. Motor Yachts ▲1

2021 Q2

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

2021 Q3

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

2021 Q4

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

USED

2021 Q1

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

2021 Q2

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

2021 Q3

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

2021 Q4

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



2021
MARKET INDEX

BOATS GROUP

