VESSEL MARKET BRIEF

North America & Caribbean

The largest boating market in the world; access through partners, not direct sale.

Potential signal 3/5 · Indicative, September 2026

approx. 12 M

registered boats in the US

US$ 60 bn+

annual US recreational boating spend

Outboards

dominant propulsion; 200 to 600 hp growth

Tariffs

trade policy volatility on engines and parts

BOATS
Centre consoles, bass boats, pontoons, cruisers

ENGINES
Mercury, Yamaha, Suzuki, Honda

PARTS
Deep dealer networks; marketplaces

VENDORS
Brunswick, Yamaha US, distributors

ECONOMICS
USD, state sales taxes, strong consumer finance

VESSEL VIEW
Watch list: Caribbean lanes and tariff arbitrage with partners.

REGIONAL SIGNALS

- Multi-engine centre consoles
- Caribbean charter and tourism fleets sourcing from Europe
- Repower of freshwater fleets
- Parts marketplaces

METHODOLOGY AND SOURCES

Potential scores are comparative planning signals, not forecasts. Indicative, September 2026. Sources include EBI, NMMA, Acobar, São Paulo Boat Show and Vessel's operating dataset.

Independent trader and reseller. Brand names and model references identify products only.