

2014
**RECREATIONAL
BOATING**
Statistical Abstract



\$1,800

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4.1 New boats: retail market data

SOURCE: NMMA/SSI/TSC

TABLE 4.1 New boats: retail market data

		2002	2003	2004	2005	2006	2007	2008
Outboard boats	Total units sold							
	Retail value (billions of dollars)							
	Average unit cost							
Outboard engines	Total units sold							
	Retail value (billions of dollars)							
	Average unit cost							
Boat trailers***	Total units sold							
	Retail value (billions of dollars)							
	Average unit cost							
Inboard boats– ski/wakeboard boats	Total units sold							
	Retail value (billions of dollars)							
	Average unit cost							
Inboard boats– cruisers	Total units sold							
	Retail value (billions of dollars)							
	Average unit cost							
Sterndrive boats	Total units sold							
	Retail value (billions of dollars)							
	Average unit cost							
Canoes	Total units sold							
	Retail value (billions of dollars)							
	Average unit cost							
Kayaks	Total units sold							
	Retail value (billions of dollars)							
	Average unit cost							
Inflatables	Total units sold							
	Retail value (billions of dollars)							
	Average unit cost							
Personal watercraft	Total units sold							
	Retail value (billions of dollars)							
	Average unit cost							
Jet boats	Total units sold							
	Retail value (billions of dollars)							
	Average unit cost							
Houseboats**	Total units sold							
	Retail value (billions of dollars)							
	Average unit cost							
Sailboats*	Total units sold							
	Retail value (billions of dollars)							
	Average unit cost							
TOTAL NEW BOAT SALES	UNITS							
	TOTAL DOLLARS (BILLIONS)							
	PERCENT CHANGE UNITS							
	PERCENT CHANGE DOLLARS							

Historical retail value and average unit cost have changed for outboard boats, sterndrive boats, inboard boats, and sailboats have changed.

*Source: The Sailing Company's Annual Sailing Business Review.

**Included in inboard cruisers.

***Historical boat trailer unit and retail value has changed.

TABLE 4.1 New boats: retail market data (continued)

		2009	2010	2011	2012	2013	2014	% CHANGE
Outboard boats	Total units sold							
	Retail value (billions of dollars)							
	Average unit cost							
Outboard engines	Total units sold							
	Retail value (billions of dollars)							
	Average unit cost							
Boat trailers***	Total units sold							
	Retail value (billions of dollars)							
	Average unit cost							
Inboard boats– ski/wakeboard boats	Total units sold							
	Retail value (billions of dollars)							
	Average unit cost							
Inboard boats– cruisers	Total units sold							
	Retail value (billions of dollars)							
	Average unit cost							
Sterndrive boats	Total units sold							
	Retail value (billions of dollars)							
	Average unit cost							
Canoes	Total units sold							
	Retail value (billions of dollars)							
	Average unit cost							
Kayaks	Total units sold							
	Retail value (billions of dollars)							
	Average unit cost							
Inflatables	Total units sold							
	Retail value (billions of dollars)							
	Average unit cost							
Personal watercraft	Total units sold							
	Retail value (billions of dollars)							
	Average unit cost							
Jet boats	Total units sold							
	Retail value (billions of dollars)							
	Average unit cost							
Houseboats**	Total units sold							
	Retail value (billions of dollars)							
	Average unit cost							
Sailboats*	Total units sold							
	Retail value (billions of dollars)							
	Average unit cost							
TOTAL NEW BOAT SALES	UNITS							
	TOTAL DOLLARS (BILLIONS)							
	PERCENT CHANGE UNITS							
	PERCENT CHANGE DOLLARS							

Historical retail value and average unit cost have changed for outboard boats, sterndrive boats, inboard boats, and sailboats have changed

*Source: The Sailing Company's Annual Sailing Business Review.

**Included in inboard cruisers.

***Historical boat trailer unit and retail value has changed.