



Marine Market Brand Consideration Report

Q3 2025

Top 20 Brands Searched

Q By Q search by Category

Brand	2024 Q4	2025 Q1	2025 Q2	2025 Q3 ▾
1. Yamaha	8.3%	8.9%	9.1%	8.4%
2. Sea Doo	13.5%	12.0%	7.2%	7.6%
3. Mercury Marine	6.1%	6.4%	6.5%	6.3%
4. Quintrex	5.6%	6.0%	6.2%	6.0%
5. Suzuki Marine	3.7%	4.0%	4.2%	4.1%
6. Haines Hunter	3.5%	3.5%	3.5%	3.7%
7. Highfield Boats	2.5%	2.4%	3.3%	3.5%
8. Bertram	2.4%	2.4%	3.0%	3.4%
9. Bar Crusher	3.3%	3.0%	3.8%	3.3%
10. Beneteau	2.4%	2.2%	2.8%	3.0%
11. Volvo Penta	2.3%	2.3%	2.8%	2.9%
12. Stabicraft	2.7%	2.7%	3.0%	2.8%
13. Honda Marine	2.4%	2.5%	2.6%	2.7%
14. Riviera	2.5%	2.4%	2.7%	2.6%
15. Sunseeker	2.4%	1.9%	1.7%	2.0%
16. Jeanneau Boats	1.7%	1.6%	1.9%	2.0%
17. Sea Ray	2.0%	1.8%	1.9%	1.9%
18. Bayliner	1.8%	1.8%	1.5%	1.8%
19. Malibu Boats	2.4%	2.9%	1.8%	1.7%
20. Haines Signature	1.3%	1.4%	1.4%	1.4%
Grand total	100.0%	100.0%	100.0%	100.0%



Brian Sullivan

Director

P. 0403 381 013

E. brian@retainmedia.com.au

Nick Ainge Roy

Content & Communications Lead

P. 0414 184 452

E. nick@retainmedia.com.au

www.retainmedia.com.au