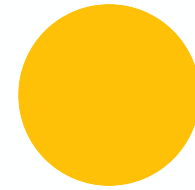




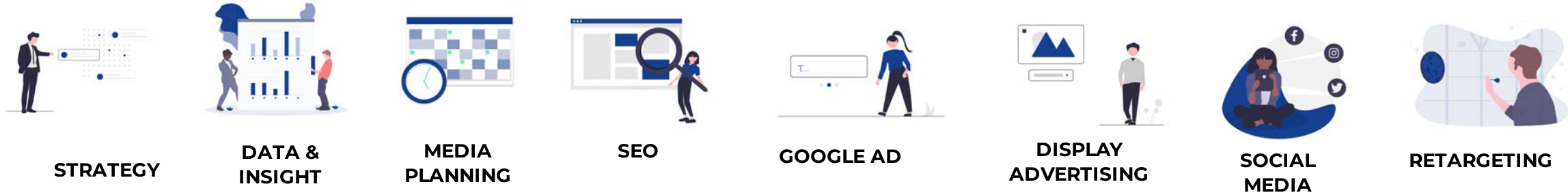
Marine Market Brand Consideration Report Q4 2025



Top 20 Brands Searched

Q By Q search by Category

Brand		2025 Q1	2025 Q2	2025 Q3	2025 Q4 ▾
1.	Sea Doo	10.4%	6.4%	7.4%	11.2%
2.	Yamaha	8.5%	8.7%	8.9%	8.2%
3.	Mercury Marine	6.8%	6.9%	6.9%	6.5%
4.	Quintrex	6.4%	6.6%	7.8%	6.1%
5.	Suzuki Marine	4.3%	4.5%	4.7%	4.1%
6.	Haines Hunter	3.8%	3.7%	3.8%	3.5%
7.	Bar Crusher	3.2%	4.0%	3.3%	3.4%
8.	Highfield Boats	2.4%	3.3%	3.4%	2.7%
9.	Malibu Boats	3.1%	1.9%	1.7%	2.7%
10.	Stabicraft	2.9%	3.1%	2.8%	2.6%
11.	Sunseeker	2.0%	1.8%	2.2%	2.6%
12.	Beneteau	2.3%	3.0%	2.9%	2.6%
13.	Volvo Penta	2.4%	3.0%	2.8%	2.5%
14.	Riviera	2.2%	2.6%	2.3%	2.4%
15.	Honda Marine	2.5%	2.5%	2.6%	2.4%
16.	Sea Ray	1.9%	2.0%	1.9%	2.3%
17.	Bayliner	1.9%	1.6%	2.0%	1.9%
18.	Jeanneau Boats	1.8%	2.1%	2.0%	1.9%
19.	Stacer	1.8%	1.7%	1.8%	1.6%
20.	Mastercraft	1.7%	1.2%	1.0%	1.4%
Grand total		100.0%	100.0%	100.0%	100.0%



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