



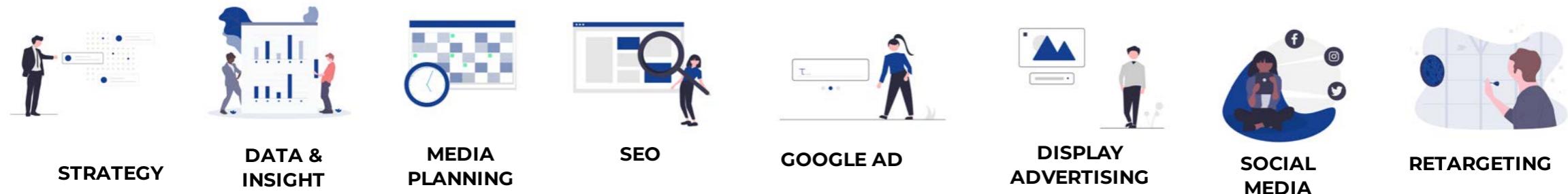
# Marine Market Brand Consideration Report

## 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%
<b>Grand total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>



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