

Outboard Engine

Sales Trends 2011–2024



\$1,099.00

Outboard Engine

Sales Trends 2011–2024

©2025 National Marine Manufacturers Association

*The entire content of this report is the exclusive property of NMMA, with all rights reserved.
No reproduction of any kind may be made without the express permission of NMMA.*

Table of Contents

- 4 **Summary**
- 5 **National summary by horsepower**
- 7 **Unit sales by horsepower**
- 8 **Distribution of unit sales by horsepower**
- 9 **Market value by horsepower (\$ million)**
- 10 **Average retail price by horsepower (\$)**
- 11 **Average retail price per one horsepower (\$)**
- 12 **National summary by region**
- 14 **Unit sales by region**
- 15 **Market value by region (\$ million)**
- 16 **Average retail price by region (\$)**
- 17 **Table 11: Unit sales by state**
- 19 **Table 12: Market value by state (\$ million)**
- 20 **Table 13: Average retail price by state (\$)**
- 21 **Table 14: Less than 4 hp unit sales by state**
- 23 **Table 15: 4–9.9 hp unit sales by state**
- 25 **Table 16: 10–29.9 hp unit sales by state**
- 27 **Table 17: 30–49.9 hp unit sales by state**
- 29 **Table 18: 50–74.9 hp unit sales by state**
- 31 **Table 19: 75–99.9 hp unit sales by state**
- 33 **Table 20: 100–149.9 hp unit sales by state**
- 35 **Table 21: 150–199.9 hp unit sales by state**
- 37 **Table 22: 200–249.9 hp unit sales by state**
- 39 **Table 23: 250–299.9 hp unit sales by state**
- 41 **Table 24: 300 hp and greater unit sales by state**
- 43 **Source**
- 44 **Methodology**
- 45 **Price list**



Outboard Engine Sales Trends

Summary

The U.S. outboard engine market closed 2024 with 278,000 units sold and a total value of \$3.6 billion. While some segments declined from 2023, strong average prices and continued demand for higher-horsepower engines helped support overall market performance. The national average retail price held steady at \$12,777, up slightly from the previous year.

High-horsepower models remained dominant. Engines rated 300 horsepower and greater led all categories with 40,082 units sold and \$1.2 billion in value, which represented 14.4% of total volume and nearly 35% of total market value. Combined, all engines rated 200 horsepower and greater reached 88,907 units and accounted for almost one-third of total sales.

Regional trends followed familiar patterns. The South Atlantic, Great Lakes, and Gulf Coast remained the top three regions, with a combined share of more than 63% of total unit sales and more than 66% of total market value. Among states, Florida led again with 45,179 units and \$805 million in value, followed by Texas. Michigan, Wisconsin, and Minnesota also ranked among the top five in unit sales.

Average retail prices varied by region and engine size. The South Atlantic posted the highest regional average at \$16,029. Larger engines commanded premium prices: 300 hp and greater averaged \$30,774 per unit, followed by \$21,510 in the 250–299.9 hp group and \$17,509 in the 200–249.9 hp range.

Lower-horsepower segments held smaller shares but showed varied movement. Sales in the less than 10 horsepower segments totaled 34,301 units, led by Florida, Washington, and California. Some states like South Carolina and New Mexico recorded notable gains in smaller segments.

Despite an overall annual decline of 7.6% in unit sales, the outboard engine market in 2024 remained resilient—supported by stable pricing, a shift toward larger engines, and strong performance from top regions and states.

\$1,421
\$1,050

012,080

575,300

577,110,000

684,900

1,519,962,552

10,603,725,600

1,431,632

1,337

88,200

584,900

1,440,488

2,479,938,900

2,584,533,570

10,878

1,337

88,200

584,900

1,440,488

2,479,938,900

2,584,533,570

10,878

1,337

88,200

584,900

1,440,488

2,479,938,900

2,584,533,570

10,878

1,337

88,200

584,900

1,440,488

2,479,938,900

2,584,533,570

10,878

1,337

88,200

584,900

1,440,488

2,479,938,900

2,584,533,570

10,878

1,337

88,200

584,900

1,440,488

2,479,938,900

2,584,533,570

10,878

1,337

88,200

584,900

1,440,488

2,479,938,900

2,584,533,570

10,878

1,337

88,200

584,900

1,440,488

2,479,938,900

2,584,533,570

10,878

1,337

88,200

584,900

1,440,488

2,479,938,900

2,584,533,570

10,878

1,337

88,200

584,900

1,440,488

2,479,938,900

2,584,533,570

10,878

1,337

88,200

584,900

1,440,488

2,479,938,900

2,584,533,570

10,878

1,337

88,200

584,900

1,440,488

2,479,938,900

2,584,533,570

10,878

1,337

88,200

584,900

1,440,488

2,479,938,900

2,584,533,570

10,878

1,337

88,200

584,900

1,440,488

2,479,938,900

2,584,533,570

10,878

1,337

88,200

584,900

1,440,488

2,479,938,900

2,584,533,570

10,878

1,337

88,200

584,900

1,440,488

2,479,938,900

2,584,533,570

10,878

1,337

88,200

584,900

1,440,488

2,479,938,900

2,584,533,570

10,878

1,337

88,200

584,900

1,440,488

2,479,938,900

2,584,533,570

10,878

1,337

88,200

584,900

1,440,488

2,479,938,900

2,584,533,570

10,878

1,337

88,200

584,900

1,440,488

2,479,938,900

2,584,533,570

10,878

1,337

88,200

584,900

1,440,488

2,479,938,900

2,584,533,570

10,878

1,337

88,200

584,900

1,440,488

2,479,938,900

2,584,533,570

10,878

1,337

88,200

584,900

1,440,488

2,479,938,900

2,584,533,570

10,878

1,337

88,200

584,900

1,440,488

2,479,938,900

2,584,533,570

10,878

1,337

88,200

584,900

1,440,488

2,479,938,900

2,584,533,570

10,878

1,337

88,200

584,900

1,440,488

2,479,938,900

2,584,533,570

10,878

1,337

88,200

584,900

1,440,488

2,479,938,900

2,584,533,570

10,878

1,337

88,200

584,900

1,440,488

2,479,938,900

2,584,533,570

10,878

1,337

88,200

584,900

1,440,488

2,479,938,900

2,584,533,570

10,878

1,337

88,200

584,900

1,440,488

2,479,938,900

2,584,533,570

10,878

1,337

88,200

584,900

1,440,488

2,479,938,900

2,584,533,570

10,878

1,337

88,200

584,900

1,440,488

2,479,938,900

2,584,533,570

10,878

1,337

88,200

584,900

1,440,488

2,479,938,900

2,584,533,570

National summary by horsepower

In 2024, 278,000 outboard engines were sold in the U.S., and total market value reached \$3.6 billion. The average retail price was \$12,777. Strong prices and continued demand for high-horsepower models helped maintain overall market strength.

Source: NMMA

Table 1: National summary by horsepower

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% CHANGE	% TOTAL
Less than 4 hp																
Units	7,215	6,802	6,720	6,940	7,240	7,590	7,569	7,423	6,767	9,321	8,103	7,612	7,884	6,588	-16.4%	2.4%
Market value (\$ million)	\$6.6	\$6.4	\$6.4	\$6.5	\$6.8	\$7.2	\$7.2	\$6.9	\$6.4	\$8.6	\$7.6	\$7.5	\$7.4	\$6.3	-13.9%	0.2%
Average retail price (\$)	\$910	\$946	\$946	\$931	\$938	\$946	\$957	\$932	\$943	\$921	\$943	\$987	\$935	\$963	3.1%	
4–9.9 hp																
Units	24,606	25,170	25,141	25,163	25,889	26,648	29,261	27,846	25,075	32,405	30,411	31,994	28,009	27,713	-1.1%	10.0%
Market value (\$ million)	\$50.1	\$56.7	\$56.9	\$57.4	\$60.0	\$62.1	\$68.6	\$64.4	\$57.0	\$72.6	\$68.9	\$77.6	\$67.3	\$65.9	-2.0%	1.9%
Average retail price (\$)	\$2,037	\$2,252	\$2,263	\$2,281	\$2,316	\$2,329	\$2,343	\$2,314	\$2,272	\$2,240	\$2,265	\$2,426	\$2,403	\$2,379	-1.0%	
10–29.9 hp																
Units	21,599	22,810	23,321	23,665	24,771	24,910	23,616	24,926	25,503	30,133	28,981	28,422	28,892	29,059	0.6%	10.5%
Market value (\$ million)	\$70.3	\$79.2	\$81.2	\$82.5	\$87.3	\$87.6	\$86.0	\$90.3	\$92.1	\$106.8	\$103.3	\$105.7	\$111.7	\$109.5	-2.0%	3.1%
Average retail price (\$)	\$3,255	\$3,472	\$3,481	\$3,485	\$3,523	\$3,517	\$3,640	\$3,621	\$3,611	\$3,544	\$3,564	\$3,718	\$3,867	\$3,768	-2.6%	
30–49.9 hp																
Units	12,936	13,712	14,263	14,818	15,061	15,843	15,514	17,904	13,155	13,914	11,186	11,720	11,656	11,479	-1.5%	4.1%
Market value (\$ million)	\$64.0	\$69.9	\$75.4	\$79.4	\$81.3	\$87.9	\$85.9	\$94.2	\$72.1	\$78.3	\$62.2	\$69.4	\$68.6	\$68.2	-0.6%	1.9%
Average retail price (\$)	\$4,944	\$5,098	\$5,288	\$5,361	\$5,398	\$5,551	\$5,534	\$5,264	\$5,484	\$5,629	\$5,556	\$5,919	\$5,883	\$5,939	1.0%	
50–74.9 hp																
Units	31,349	33,126	33,920	33,018	33,918	33,596	33,224	31,529	32,556	38,142	32,902	31,005	30,784	28,020	-9.0%	10.1%
Market value (\$ million)	\$186.2	\$203.0	\$208.5	\$203.5	\$215.9	\$212.5	\$208.3	\$200.3	\$203.8	\$236.4	\$212.8	\$207.0	\$207.1	\$189.8	-8.4%	5.3%
Average retail price (\$)	\$5,938	\$6,127	\$6,146	\$6,164	\$6,365	\$6,326	\$6,269	\$6,353	\$6,260	\$6,197	\$6,467	\$6,677	\$6,729	\$6,773	0.7%	
75–99.9 hp																
Units	18,443	18,905	19,751	20,152	21,475	22,854	24,171	24,610	24,815	29,486	27,463	26,836	25,463	23,626	-7.2%	8.5%
Market value (\$ million)	\$139.1	\$144.8	\$152.4	\$156.8	\$168.6	\$178.6	\$186.5	\$191.5	\$196.3	\$230.2	\$220.0	\$223.0	\$214.9	\$202.3	-5.9%	5.7%
Average retail price (\$)	\$7,541	\$7,658	\$7,717	\$7,780	\$7,852	\$7,816	\$7,715	\$7,780	\$7,910	\$7,806	\$8,011	\$8,311	\$8,440	\$8,563	1.4%	
100–149.9 hp																
Units	19,597	22,423	25,746	27,055	31,187	34,413	36,333	36,536	34,996	39,590	37,370	35,577	32,820	28,356	-13.6%	10.2%
Market value (\$ million)	\$167.1	\$192.8	\$223.0	\$235.7	\$274.4	\$303.3	\$319.2	\$324.0	\$315.5	\$358.3	\$340.7	\$345.9	\$329.4	\$285.8	-13.2%	8.0%
Average retail price (\$)	\$8,529	\$8,599	\$8,660	\$8,711	\$8,800	\$8,814	\$8,786	\$8,868	\$9,016	\$9,051	\$9,117	\$9,723	\$10,038	\$10,079	0.4%	
150–199.9 hp																
Units	18,824	23,692	27,452	29,135	32,056	35,637	40,326	43,224	41,683	47,445	41,913	42,136	37,761	34,252	-9.3%	12.3%
Market value (\$ million)	\$207.6	\$265.8	\$308.2	\$329.6	\$361.2	\$402.5	\$451.6	\$492.2	\$486.5	\$559.9	\$495.0	\$529.7	\$492.0	\$453.5	-7.8%	12.8%
Average retail price (\$)	\$11,028	\$11,219	\$11,226	\$11,314	\$11,269	\$11,294	\$11,199	\$11,387	\$11,671	\$11,800	\$11,810	\$12,571	\$13,029	\$13,241	1.6%	
200 hp and greater																
Units	23,931	26,560	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Market value (\$ million)	\$403.1	\$466.0	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Average retail price (\$)	\$16,842	\$17,547	—	—	—	—	—	—	—	—	—	—	—	—	—	—
200–249.9 hp																
Units	—	—	11,059	14,331	16,354	18,688	21,260	22,048	26,321	32,158	32,019	30,923	30,791	28,234	-8.3%	10.2%
Market value (\$ million)	—	—	\$167.1	\$215.1	\$246.4	\$278.3	\$314.4	\$326.7	\$393.5	\$490.9	\$482.5	\$500.8	\$529.6	\$494.3	-6.7%	13.9%
Average retail price (\$)	—	—	\$15,112	\$15,012	\$15,066	\$14,892	\$14,787	\$14,817	\$14,951	\$15,266	\$15,068	\$16,196	\$17,201	\$17,509	1.8%	

Table 1: National summary by horsepower (cont.)

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% CHANGE	% TOTAL
250–299.9 hp																
Units	—	—	11,519	12,657	14,047	15,585	16,819	17,065	19,421	22,413	21,883	21,936	22,390	\$20,591	-8.0%	7.4%
Market value (\$ million)	—	—	\$200.3	\$222.8	\$249.8	\$278.8	\$298.5	\$302.7	\$352.8	\$415.7	\$408.8	\$436.4	\$475.1	\$442.9	-6.8%	12.5%
Average retail price (\$)	—	—	\$17,390	\$17,602	\$17,780	\$17,888	\$17,746	\$17,740	\$18,167	\$18,546	\$18,679	\$19,894	\$21,219	\$21,510	1.4%	
300 hp and greater																
Units	—	—	10,108	11,466	15,502	18,336	22,207	25,389	30,008	34,493	35,569	37,739	44,450	\$40,082	-9.8%	14.4%
Market value (\$ million)	—	—	\$207.5	\$235.0	\$324.0	\$380.0	\$473.1	\$564.5	\$709.0	\$842.4	\$910.3	\$1,064.6	\$1,335.2	\$1,233.5	-7.6%	34.7%
Average retail price (\$)	—	—	\$20,532	\$20,495	\$20,898	\$20,722	\$21,305	\$22,234	\$23,628	\$24,422	\$25,594	\$28,210	\$30,039	\$30,774	2.4%	
Total																
Units	178,500	193,200	209,000	218,400	237,500	254,100	270,300	278,500	280,300	329,500	307,800	305,900	300,900	278,000		
Market value (\$ million)	\$1,294.0	\$1,484.6	\$1,686.9	\$1,824.3	\$2,075.6	\$2,278.8	\$2,499.2	\$2,657.8	\$2,885.1	\$3,400.0	\$3,312.0	\$3,567.7	\$3,838.4	\$3,552.1		
Average retail price (\$)	\$7,249	\$7,684	\$8,071	\$8,353	\$8,739	\$8,968	\$9,246	\$9,543	\$10,293	\$10,319	\$10,760	\$11,663	\$12,756	\$12,777		
Percent change																
Units	8.2%	8.2%	4.5%	8.7%	7.0%	6.4%	3.0%	0.6%	17.6%	-6.6%	-0.6%	-1.6%	-7.6%			
Market value (\$ million)	14.7%	13.6%	8.1%	13.8%	9.8%	9.7%	6.3%	8.6%	17.8%	-2.6%	7.7%	7.6%	-7.5%			
Average retail price (\$)	6.0%	5.0%	3.5%	4.6%	2.6%	3.1%	3.2%	7.9%	0.3%	4.3%	8.4%	9.4%	0.2%			

Unit sales by horsepower

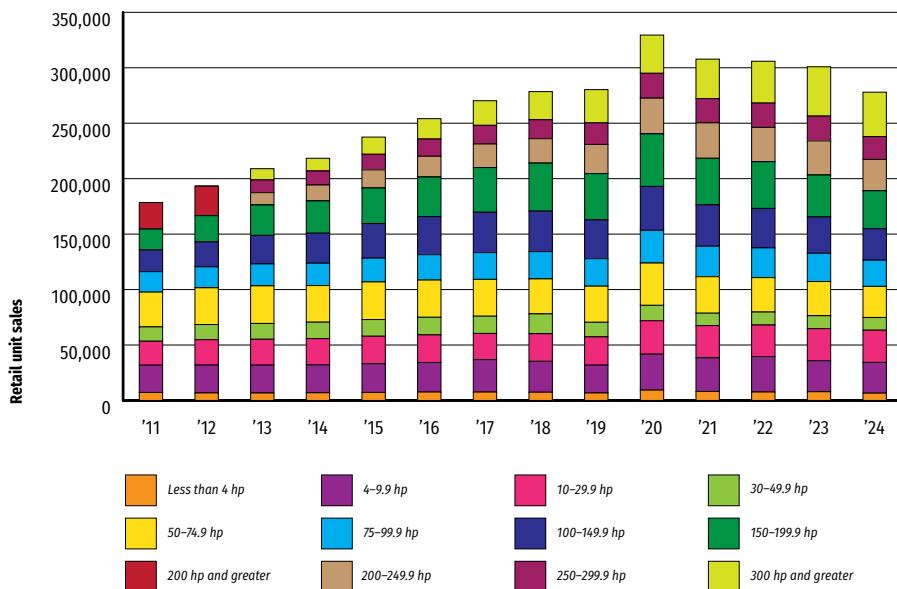
Outboard engines rated 300 horsepower and greater led the market in 2024 with 40,082 units sold, the highest of any category. This segment alone accounted for 14.4% of total sales, despite a 9.8% decline from the previous year. Combined sales of all engines rated 200 horsepower and greater reached 88,907 units, and accounted for nearly one-third of the total market.

Source: NMMA

Table 2: Unit sales by horsepower

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% CHANGE	% TOTAL
Less than 4 hp	7,215	6,802	6,720	6,940	7,240	7,590	7,569	7,423	6,767	9,321	8,103	7,612	7,884	6,588	-16.4%	2.4%
4–9.9 hp	24,606	25,170	25,141	25,163	25,889	26,648	29,261	27,846	25,075	32,405	30,411	31,994	28,009	27,713	-11%	10.0%
10–29.9 hp	21,599	22,810	23,321	23,665	24,771	24,910	23,616	24,926	25,503	30,133	28,981	28,422	28,892	29,059	0.6%	10.5%
30–49.9 hp	12,936	13,712	14,263	14,818	15,061	15,843	15,514	17,904	13,155	13,914	11,186	11,720	11,656	11,479	-1.5%	4.1%
50–74.9 hp	31,349	33,126	33,920	33,018	33,918	33,596	33,224	31,529	32,556	38,142	32,902	31,005	30,784	28,020	-9.0%	10.1%
75–99.9 hp	18,443	18,905	19,751	20,152	21,475	22,854	24,171	24,610	24,815	29,486	27,463	26,836	25,463	23,626	-7.2%	8.5%
100–149.9 hp	19,597	22,423	25,746	27,055	31,187	34,413	36,333	36,536	34,996	39,590	37,370	35,577	32,820	28,356	-13.6%	10.2%
150–199.9 hp	18,824	23,692	27,452	29,135	32,056	35,637	40,326	43,224	41,683	47,445	41,913	42,136	37,761	34,252	-9.3%	12.3%
200 hp and greater	23,931	26,560	—	—	—	—	—	—	—	—	—	—	—	—	—	—
200–249.9 hp	—	—	11,059	14,331	16,354	18,688	21,260	22,048	26,321	32,158	32,019	30,923	30,791	28,234	-8.3%	10.2%
250–299.9 hp	—	—	11,519	12,657	14,047	15,585	16,819	17,065	19,421	22,413	21,883	21,936	22,390	20,591	-8.0%	7.4%
300 hp and greater	—	—	10,108	11,466	15,502	18,336	22,207	25,389	30,008	34,493	35,569	37,739	44,450	40,082	-9.8%	14.4%
Total	178,500	193,200	209,000	218,400	237,500	254,100	270,300	278,500	280,300	329,500	307,800	305,900	300,900	278,000		
Percent change	8.2%	8.2%	4.5%	8.7%	7.0%	6.4%	3.0%	0.6%	17.6%	-6.6%	-0.6%	-1.6%	-7.6%			

Chart 2: Unit sales by horsepower



Distribution of unit sales by horsepower

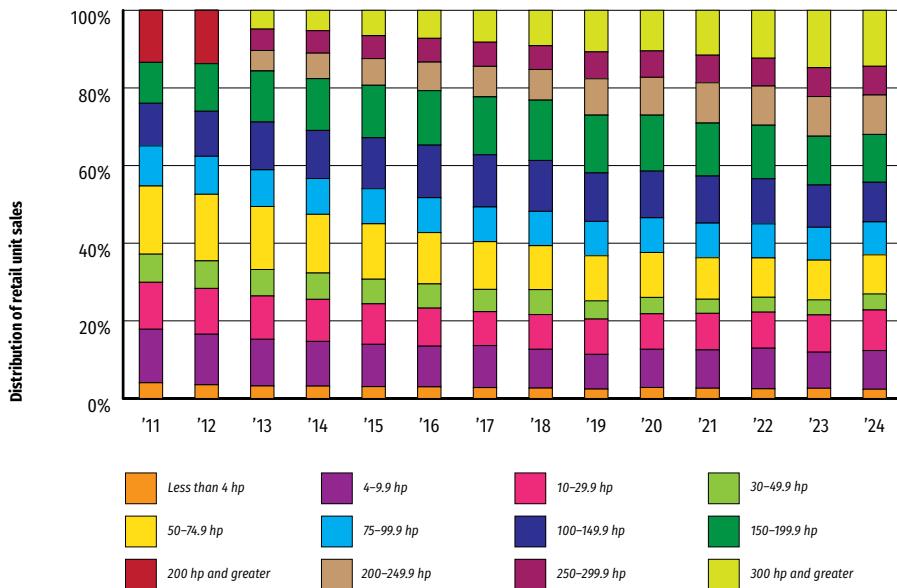
High-horsepower outboard engines maintained a strong presence in 2024, with engines rated at 300 horsepower and greater representing 14.4% of total unit sales. This segment led the market for the second year, followed by 150–199.9 horsepower segment at 12.3% and 10–29.9 horsepower segment at 10.5%.

Source: NMMA

Table 3: Distribution of unit sales by horsepower

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Less than 4 hp	4.0%	3.5%	3.2%	3.2%	3.0%	3.0%	2.8%	2.7%	2.4%	2.8%	2.6%	2.5%	2.6%	2.4%
4–9.9 hp	13.8%	13.0%	12.0%	11.5%	10.9%	10.5%	10.8%	10.0%	8.9%	9.8%	9.9%	10.5%	9.3%	10.0%
10–29.9 hp	12.1%	11.8%	11.2%	10.8%	10.4%	9.8%	8.7%	9.0%	9.1%	9.1%	9.4%	9.3%	9.6%	10.5%
30–49.9 hp	7.2%	7.1%	6.8%	6.8%	6.3%	6.2%	5.7%	6.4%	4.7%	4.2%	3.6%	3.8%	3.9%	4.1%
50–74.9 hp	17.6%	17.1%	16.2%	15.1%	14.3%	13.2%	12.3%	11.3%	11.6%	11.6%	10.7%	10.1%	10.2%	10.1%
75–99.9 hp	10.3%	9.8%	9.5%	9.2%	9.0%	9.0%	8.9%	8.8%	8.9%	8.9%	8.9%	8.8%	8.5%	8.5%
100–149.9 hp	11.0%	11.6%	12.3%	12.4%	13.1%	13.5%	13.4%	13.1%	12.5%	12.0%	12.1%	11.6%	10.9%	10.2%
150–199.9 hp	10.5%	12.3%	13.1%	13.3%	13.5%	14.0%	14.9%	15.5%	14.9%	14.4%	13.6%	13.8%	12.5%	12.3%
200 hp and greater	13.4%	13.7%	—	—	—	—	—	—	—	—	—	—	—	—
200–249.9 hp	—	—	5.3%	6.6%	6.9%	7.4%	7.9%	7.9%	9.4%	9.8%	10.4%	10.1%	10.2%	10.2%
250–299.9 hp	—	—	5.5%	5.8%	5.9%	6.1%	6.2%	6.1%	6.9%	6.8%	7.1%	7.2%	7.4%	7.4%
300 hp and greater	—	—	4.8%	5.3%	6.5%	7.2%	8.2%	9.1%	10.7%	10.5%	11.6%	12.3%	14.8%	14.4%

Chart 3: Distribution of unit sales by horsepower



Market value by horsepower (\$ million)

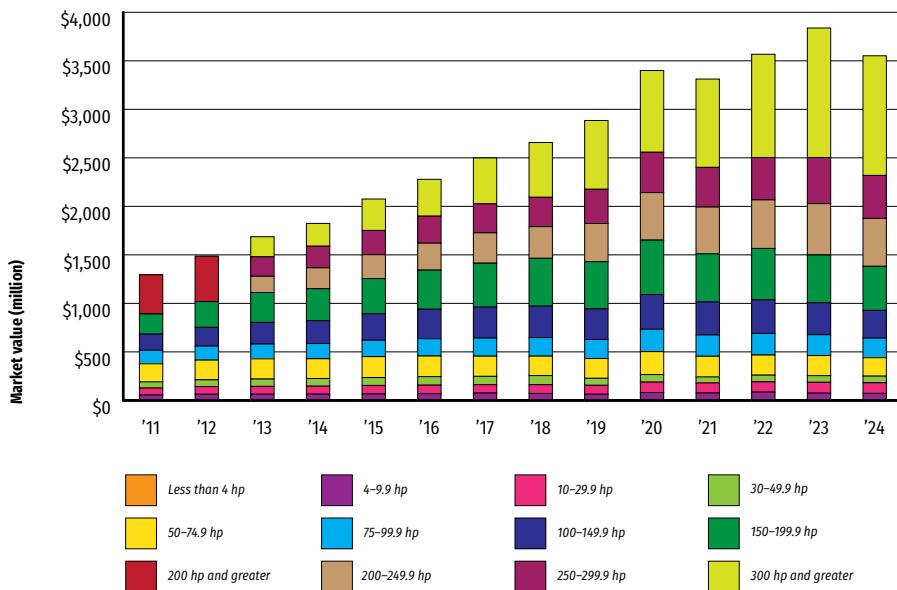
Market value reached \$3.6 billion in 2024. Engines rated 300 horsepower and greater accounted for \$1.2 billion, or 34.7% of the total. The 200–249.9 horsepower segment contributed \$494.3 million, and the 250–299.9 horsepower group posted \$442.9 million.

Source: NMMA

Table 4: Market value by horsepower (\$ million)

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% CHANGE	% TOTAL
Less than 4 hp	\$6.6	\$6.4	\$6.4	\$6.5	\$6.8	\$7.2	\$7.2	\$6.9	\$6.4	\$8.6	\$7.6	\$7.5	\$7.4	\$6.3	-13.9%	0.2%
4–9.9 hp	\$50.1	\$56.7	\$56.9	\$57.4	\$60.0	\$62.1	\$68.6	\$64.4	\$57.0	\$72.6	\$68.9	\$77.6	\$67.3	\$65.9	-2.0%	1.9%
10–29.9 hp	\$70.3	\$79.2	\$81.2	\$82.5	\$87.3	\$87.6	\$86.0	\$90.3	\$92.1	\$106.8	\$103.3	\$105.7	\$111.7	\$109.5	-2.0%	3.1%
30–49.9 hp	\$64.0	\$69.9	\$75.4	\$79.4	\$81.3	\$87.9	\$85.9	\$94.2	\$72.1	\$78.3	\$62.2	\$69.4	\$68.6	\$68.2	-0.6%	1.9%
50–74.9 hp	\$186.2	\$203.0	\$208.5	\$203.5	\$215.9	\$212.5	\$208.3	\$200.3	\$203.8	\$236.4	\$212.8	\$207.0	\$207.1	\$189.8	-8.4%	5.3%
75–99.9 hp	\$139.1	\$144.8	\$152.4	\$156.8	\$168.6	\$178.6	\$186.5	\$191.5	\$196.3	\$230.2	\$220.0	\$223.0	\$214.9	\$202.3	-5.9%	5.7%
100–149.9 hp	\$167.1	\$192.8	\$223.0	\$235.7	\$274.4	\$303.3	\$319.2	\$324.0	\$315.5	\$358.3	\$340.7	\$345.9	\$329.4	\$285.8	-13.2%	8.0%
150–199.9 hp	\$207.6	\$265.8	\$308.2	\$329.6	\$361.2	\$402.5	\$451.6	\$492.2	\$486.5	\$559.9	\$495.0	\$529.7	\$492.0	\$453.5	-7.8%	12.8%
200 hp and greater	\$403.1	\$466.0	—	—	—	—	—	—	—	—	—	—	—	—	—	—
200–249.9 hp	—	—	\$167.1	\$215.1	\$246.4	\$278.3	\$314.4	\$326.7	\$393.5	\$490.9	\$482.5	\$500.8	\$529.6	\$494.3	-6.7%	13.9%
250–299.9 hp	—	—	\$200.3	\$222.8	\$249.8	\$278.8	\$298.5	\$302.7	\$352.8	\$415.7	\$408.8	\$436.4	\$475.1	\$442.9	-6.8%	12.5%
300 hp and greater	—	—	\$207.5	\$235.0	\$324.0	\$380.0	\$473.1	\$564.5	\$709.0	\$842.4	\$910.3	\$1,064.6	\$1,335.2	\$1,233.5	-7.6%	34.7%
Total	\$1,294.0	\$1,484.6	\$1,686.9	\$1,824.3	\$2,075.6	\$2,278.8	\$2,499.2	\$2,657.8	\$2,885.1	\$3,400.0	\$3,312.0	\$3,567.7	\$3,838.4	\$3,552.1		
Percent change	14.7%	13.6%	8.1%	13.8%	9.8%	9.7%	6.3%	8.6%	17.8%	-2.6%	7.7%	7.6%	-7.5%			

Chart 4: Market value by horsepower (\$ million)



Average retail price by horsepower (\$)

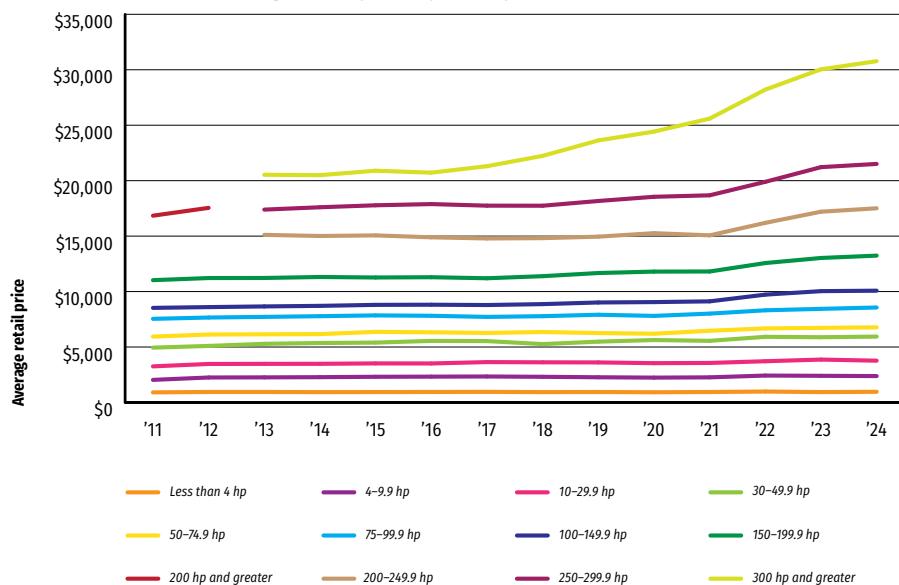
The average retail price per outboard engine reached \$12,777 in 2024. Engines rated 300 horsepower and greater averaged \$30,774, up from \$30,039 in 2023. The 250–299.9 horsepower group averaged \$21,510, and the 200–249.9 horsepower segment averaged \$17,509. The 150–199.9 horsepower category posted an average price of \$13,241.

Source: NMMA

Table 5: Average retail price by horsepower (\$)

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% CHANGE
Less than 4 hp	\$910	\$946	\$946	\$931	\$938	\$946	\$957	\$932	\$943	\$921	\$943	\$987	\$935	\$963	3.1%
4–9.9 hp	\$2,037	\$2,252	\$2,263	\$2,281	\$2,316	\$2,329	\$2,343	\$2,314	\$2,272	\$2,240	\$2,265	\$2,426	\$2,403	\$2,379	-1.0%
10–29.9 hp	\$3,255	\$3,472	\$3,481	\$3,485	\$3,523	\$3,517	\$3,640	\$3,621	\$3,611	\$3,544	\$3,564	\$3,718	\$3,867	\$3,768	-2.6%
30–49.9 hp	\$4,944	\$5,098	\$5,288	\$5,361	\$5,398	\$5,551	\$5,534	\$5,264	\$5,484	\$5,629	\$5,556	\$5,919	\$5,883	\$5,939	1.0%
50–74.9 hp	\$5,938	\$6,127	\$6,146	\$6,164	\$6,365	\$6,326	\$6,269	\$6,353	\$6,260	\$6,197	\$6,467	\$6,677	\$6,729	\$6,773	0.7%
75–99.9 hp	\$7,541	\$7,658	\$7,717	\$7,780	\$7,852	\$7,816	\$7,715	\$7,780	\$7,910	\$7,806	\$8,011	\$8,311	\$8,440	\$8,563	1.4%
100–149.9 hp	\$8,529	\$8,599	\$8,660	\$8,711	\$8,800	\$8,814	\$8,786	\$8,868	\$9,016	\$9,051	\$9,117	\$9,723	\$10,038	\$10,079	0.4%
150–199.9 hp	\$11,028	\$11,219	\$11,226	\$11,314	\$11,269	\$11,294	\$11,199	\$11,387	\$11,671	\$11,800	\$11,810	\$12,571	\$13,029	\$13,241	1.6%
200 hp and greater	\$16,842	\$17,547	—	—	—	—	—	—	—	—	—	—	—	—	—
200–249.9 hp	—	—	\$15,112	\$15,012	\$15,066	\$14,892	\$14,787	\$14,817	\$14,951	\$15,266	\$15,068	\$16,196	\$17,201	\$17,509	1.8%
250–299.9 hp	—	—	\$17,390	\$17,602	\$17,780	\$17,888	\$17,746	\$17,740	\$18,167	\$18,546	\$18,679	\$19,894	\$21,219	\$21,510	1.4%
300 hp and greater	—	—	\$20,532	\$20,495	\$20,898	\$20,722	\$21,305	\$22,234	\$23,628	\$24,422	\$25,594	\$28,210	\$30,039	\$30,774	2.4%
Total	\$7,249	\$7,684	\$8,071	\$8,353	\$8,739	\$8,968	\$9,246	\$9,543	\$10,293	\$10,319	\$10,760	\$11,663	\$12,756	\$12,777	
Percent change	6.0%	5.0%	3.5%	4.6%	2.6%	3.1%	3.2%	7.9%	0.3%	4.3%	8.4%	9.4%	0.2%		

Chart 5: Average retail price by horsepower (\$)



Average retail price per one horsepower (\$)

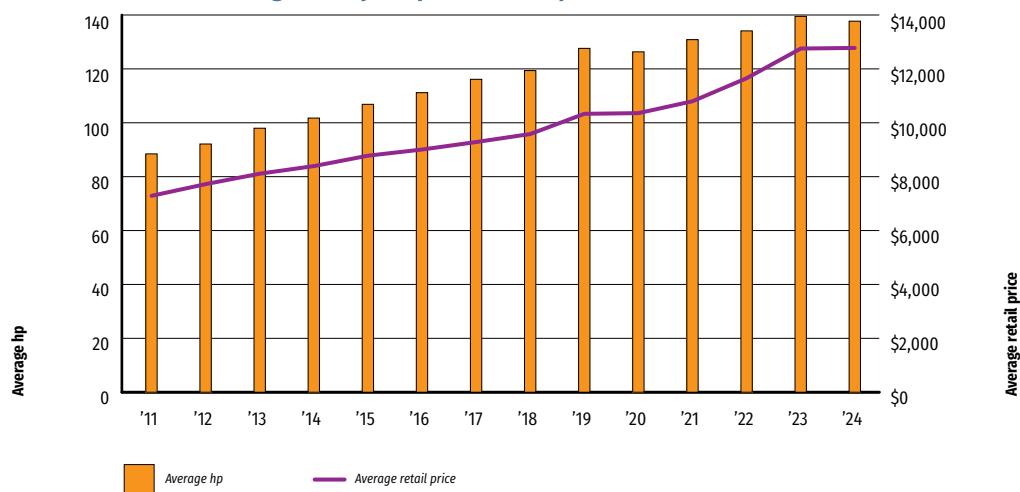
In 2024, the average retail price per horsepower for outboard engines rose to \$92.8, up 1.5% from the previous year. The average engine size was 137.7 horsepower. The average retail price per engine remained steady at \$12,777, up 0.2% from 2023.

Source: NMMA

Table 6: Average retail price per one horsepower (\$)

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% CHANGE
Average hp	88.5	92.1	98.0	101.8	106.8	111.2	116.1	119.4	127.6	126.3	130.8	134.1	139.5	137.7	-1.3%
Average retail price	\$7,249	\$7,684	\$8,071	\$8,353	\$8,739	\$8,968	\$9,246	\$9,543	\$10,293	\$10,319	\$10,760	\$11,663	\$12,756	\$12,777	0.2%
Average retail price per hp	\$81.95	\$83.42	\$82.38	\$82.09	\$81.79	\$80.67	\$79.61	\$79.95	\$80.65	\$81.68	\$82.24	\$86.97	\$91.45	\$92.78	1.5%

Chart 6: Average retail price per one horsepower (\$)



National summary by region

Total outboard engines sales reached 278,000 units and \$3.6 billion in value in 2024. The average retail price across all regions stood at \$12,777. Regionally, the South Atlantic led with 74,185 units, followed by the Great Lakes with 67,846 units and the Gulf Coast with 33,434 units.

Source: NMMA

Chart 7: Map of regions and states



Table 7: National summary by region

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% CHANGE	% TOTAL
North Atlantic																
Units	12,795	13,980	14,824	15,509	16,096	18,690	19,846	19,428	20,314	24,437	23,411	24,205	23,440	21,980	-6.2%	7.9%
Market value (\$ million)	\$83.8	\$97.4	\$108.7	\$120.4	\$130.7	\$154.6	\$172.8	\$176.3	\$198.6	\$238.3	\$237.2	\$262.9	\$286.4	\$273.0	-4.7%	7.7%
Average retail price (\$)	\$6,549	\$6,966	\$7,334	\$7,766	\$8,119	\$8,272	\$8,708	\$9,075	\$9,778	\$9,754	\$10,132	\$10,860	\$12,218	\$12,418	1.6%	
Mid-Atlantic																
Units	7,733	8,397	8,556	8,766	9,286	10,619	11,260	10,982	11,498	13,832	12,571	13,004	13,630	12,912	-5.3%	4.6%
Market value (\$ million)	\$58.0	\$67.6	\$71.6	\$76.3	\$85.9	\$98.1	\$107.9	\$113.2	\$127.4	\$153.2	\$144.0	\$163.4	\$182.9	\$180.3	-1.4%	5.1%
Average retail price (\$)	\$7,497	\$8,049	\$8,371	\$8,707	\$9,253	\$9,242	\$9,581	\$10,311	\$11,081	\$11,079	\$11,456	\$12,567	\$13,417	\$13,965	4.1%	
South Atlantic																
Units	34,920	38,010	42,610	48,303	56,235	61,884	67,511	70,062	73,121	87,247	78,456	84,026	83,581	74,185	-11.2%	26.7%
Market value (\$ million)	\$307.6	\$356.3	\$417.0	\$487.4	\$597.2	\$676.6	\$754.1	\$815.7	\$921.9	\$1,115.1	\$1,047.6	\$1,223.2	\$1,351.0	\$1,189.1	-12.0%	33.5%
Average retail price (\$)	\$8,810	\$9,373	\$9,787	\$10,090	\$10,620	\$10,933	\$11,170	\$11,642	\$12,608	\$12,781	\$13,353	\$14,558	\$16,163	\$16,029	-0.8%	

Table 7: National summary by region (cont.)

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% CHANGE	% TOTAL
Great Lakes																
Units	45,203	49,407	53,764	53,530	57,710	62,442	66,700	70,518	68,756	78,990	76,253	74,534	71,552	\$7,846	-5.2%	24.4%
Market value (\$ million)	\$290.8	\$337.0	\$387.2	\$398.9	\$445.7	\$497.6	\$548.5	\$588.5	\$618.8	\$692.1	\$727.4	\$745.7	\$768.2	\$737.9	-3.9%	20.8%
Average retail price (\$)	\$6,433	\$6,822	\$7,202	\$7,452	\$7,723	\$7,968	\$8,224	\$8,345	\$8,999	\$8,762	\$9,540	\$10,004	\$10,737	\$10,876	1.3%	
Southeast																
Units	10,634	11,284	12,422	12,509	13,017	14,151	14,765	14,894	15,271	18,968	17,194	16,761	17,096	15,454	-9.6%	5.6%
Market value (\$ million)	\$77.9	\$87.3	\$99.4	\$100.8	\$110.7	\$124.5	\$133.3	\$137.1	\$147.8	\$188.1	\$178.0	\$180.5	\$188.1	\$177.5	-5.6%	5.0%
Average retail price (\$)	\$7,328	\$7,734	\$8,001	\$8,061	\$8,507	\$8,801	\$9,029	\$9,206	\$9,679	\$9,916	\$10,354	\$10,767	\$11,001	\$11,489	4.4%	
Gulf Coast																
Units	28,407	30,069	31,152	32,747	34,457	34,602	36,357	36,798	37,019	44,947	37,206	35,745	35,277	33,434	-5.2%	12.0%
Market value (\$ million)	\$237.9	\$261.8	\$282.9	\$303.7	\$330.6	\$335.4	\$361.2	\$377.9	\$404.4	\$489.3	\$426.4	\$441.9	\$470.2	\$444.2	-5.5%	12.5%
Average retail price (\$)	\$8,375	\$8,708	\$9,081	\$9,274	\$9,594	\$9,693	\$9,935	\$10,270	\$10,923	\$10,885	\$11,461	\$12,363	\$13,329	\$13,285	-0.3%	
Plains																
Units	10,204	11,941	12,814	12,864	13,784	13,629	14,504	15,079	13,898	16,111	16,665	14,747	15,518	13,923	-10.3%	5.0%
Market value (\$ million)	\$76.0	\$94.7	\$107.4	\$110.5	\$122.3	\$123.2	\$134.0	\$142.7	\$140.2	\$164.3	\$181.4	\$172.1	\$190.6	\$169.4	-11.1%	4.8%
Average retail price (\$)	\$7,444	\$7,930	\$8,384	\$8,588	\$8,872	\$9,041	\$9,237	\$9,464	\$10,090	\$10,198	\$10,883	\$11,673	\$12,280	\$12,164	-1.0%	
Southwest																
Units	3,824	3,621	3,789	4,157	4,347	4,684	4,862	5,763	5,432	6,295	5,935	5,107	5,161	4,985	-3.4%	1.8%
Market value (\$ million)	\$29.0	\$28.0	\$31.4	\$35.2	\$38.2	\$42.5	\$45.9	\$55.3	\$55.3	\$64.4	\$65.2	\$58.7	\$63.3	\$62.8	-0.8%	1.8%
Average retail price (\$)	\$7,594	\$7,723	\$8,299	\$8,473	\$8,793	\$9,068	\$9,442	\$9,600	\$10,187	\$10,232	\$10,978	\$11,499	\$12,268	\$12,605	2.8%	
Rocky Mountains																
Units	4,308	4,660	5,175	5,578	6,286	5,956	6,609	7,254	7,324	8,044	8,358	8,180	7,414	7,045	-5.0%	2.5%
Market value (\$ million)	\$25.0	\$29.1	\$34.7	\$38.4	\$45.6	\$43.4	\$49.6	\$56.2	\$59.6	\$66.2	\$71.0	\$75.0	\$73.7	\$71.5	-3.0%	2.0%
Average retail price (\$)	\$5,802	\$6,239	\$6,698	\$6,883	\$7,259	\$7,290	\$7,498	\$7,741	\$8,132	\$8,224	\$8,490	\$9,164	\$9,935	\$10,146	2.1%	
Pacific																
Units	20,123	21,475	23,215	23,852	25,838	26,924	27,446	27,382	27,339	30,361	31,356	29,217	27,890	25,937	-7.0%	9.3%
Market value (\$ million)	\$105.9	\$123.1	\$140.4	\$147.9	\$164.7	\$178.6	\$188.3	\$192.0	\$207.7	\$226.3	\$229.6	\$240.0	\$259.8	\$242.3	-6.7%	6.8%
Average retail price (\$)	\$5,263	\$5,731	\$6,050	\$6,200	\$6,375	\$6,633	\$6,862	\$7,010	\$7,597	\$7,453	\$7,322	\$8,215	\$9,315	\$9,344	0.3%	
U.S. Territories																
Units	60	59	268	91	81	74	78	93	33	26	62	63	113	55	-51.3%	0.0%
Market value (\$ million)	\$0.3	\$0.5	\$3.3	\$1.0	\$0.8	\$0.6	\$0.6	\$0.9	\$0.3	\$0.1	\$0.5	\$0.5	\$1.0	\$0.5	-50.4%	0.0%
Average retail price (\$)	\$5,644	\$9,161	\$12,237	\$10,789	\$9,970	\$7,505	\$8,129	\$9,204	\$10,014	\$5,709	\$7,632	\$8,200	\$8,850	\$9,014	1.8%	
Unknown																
Units	289	297	411	494	363	445	362	247	295	242	333	311	228	244	7.0%	0.1%
Market value (\$ million)	\$1.7	\$1.9	\$2.8	\$3.8	\$3.1	\$3.7	\$2.9	\$2.0	\$3.0	\$2.6	\$3.8	\$3.8	\$3.4	\$3.6	5.9%	0.1%
Average retail price (\$)	\$5,907	\$6,304	\$6,794	\$7,625	\$8,597	\$8,386	\$8,085	\$8,263	\$10,321	\$10,591	\$11,267	\$12,170	\$14,804	\$14,654	-1.0%	
Total																
Units	178,500	193,200	209,000	218,400	237,500	254,100	270,300	278,500	280,300	329,500	307,800	305,900	300,900	278,000		
Market value (\$ million)	\$1,294.0	\$1,484.6	\$1,686.9	\$1,824.3	\$2,075.6	\$2,278.8	\$2,499.2	\$2,657.8	\$2,885.1	\$3,400.0	\$3,312.0	\$3,567.7	\$3,838.4	\$3,552.1		
Average retail price (\$)	\$7,249	\$7,684	\$8,071	\$8,353	\$8,739	\$8,968	\$9,246	\$9,543	\$10,293	\$10,319	\$10,760	\$11,663	\$12,756	\$12,777		
Percent change																
Units	8.2%	8.2%	4.5%	8.7%	7.0%	6.4%	3.0%	0.6%	17.6%	-6.6%	-0.6%	-1.6%	-7.6%			
Market value (\$ million)	14.7%	13.6%	8.1%	13.8%	9.8%	9.7%	6.3%	8.6%	17.8%	-2.6%	7.7%	7.6%	-7.5%			
Average retail price (\$)	6.0%	5.0%	3.5%	4.6%	2.6%	3.1%	3.2%	7.9%	0.3%	4.3%	8.4%	9.4%	0.2%			

Unit sales by region

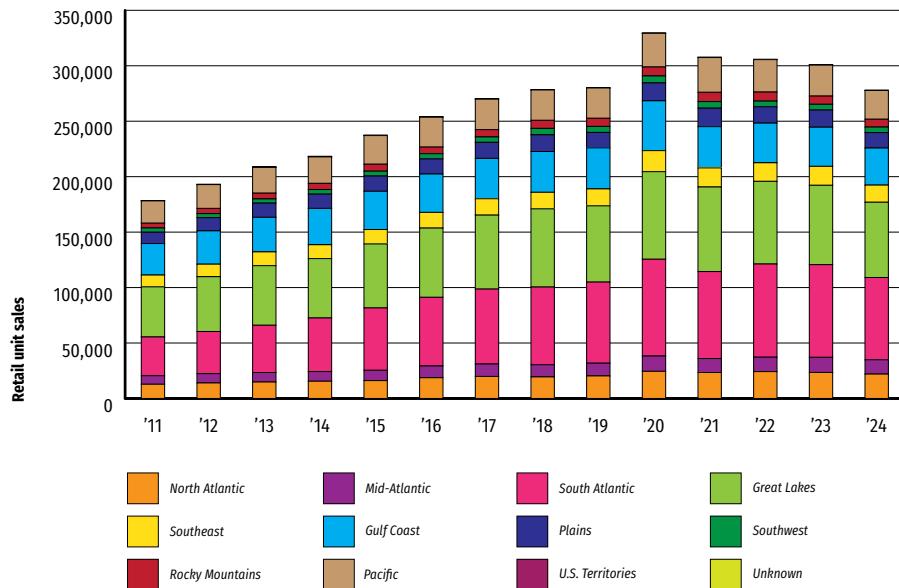
The South Atlantic, Great Lakes, and Gulf Coast held the top three positions in unit sales for 2024, with a combined share of more than 60% of the national market. These regions have consistently ranked as national leaders over the past decade.

Source: NMMA

Table 8: Unit sales by region

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% CHANGE	% TOTAL
North Atlantic	12,795	13,980	14,824	15,509	16,096	18,690	19,846	19,428	20,314	24,437	23,411	24,205	23,440	21,980	-6.2%	7.9%
Mid-Atlantic	7,733	8,397	8,556	8,766	9,286	10,619	11,260	10,982	11,498	13,832	12,571	13,004	13,630	12,912	-5.3%	4.6%
South Atlantic	34,920	38,010	42,610	48,303	56,235	61,884	67,511	70,062	73,121	87,247	78,456	84,026	83,581	74,185	-11.2%	26.7%
Great Lakes	45,203	49,407	53,764	53,530	57,710	62,442	66,700	70,518	68,756	78,990	76,253	74,534	71,552	67,846	-5.2%	24.4%
Southeast	10,634	11,284	12,422	12,509	13,017	14,151	14,765	14,894	15,271	18,968	17,194	16,761	17,096	15,454	-9.6%	5.6%
Gulf Coast	28,407	30,069	31,152	32,747	34,457	34,602	36,357	36,798	37,019	44,947	37,206	35,745	35,277	33,434	-5.2%	12.0%
Plains	10,204	11,941	12,814	12,864	13,784	13,629	14,504	15,079	13,898	16,111	16,665	14,747	15,518	13,923	-10.3%	5.0%
Southwest	3,824	3,621	3,789	4,157	4,347	4,684	4,862	5,763	5,432	6,295	5,935	5,107	5,161	4,985	-3.4%	1.8%
Rocky Mountains	4,308	4,660	5,175	5,578	6,286	5,956	6,609	7,254	7,324	8,044	8,358	8,180	7,414	7,045	-5.0%	2.5%
Pacific	20,123	21,475	23,215	23,852	25,838	26,924	27,446	27,382	27,339	30,361	31,356	29,217	27,890	25,937	-7.0%	9.3%
U.S. Territories	60	59	268	91	81	74	78	93	33	26	62	63	113	55	-51.3%	0.0%
Unknown	289	297	411	494	363	445	362	247	295	242	333	311	228	244	7.0%	0.1%
Total	178,500	193,200	209,000	218,400	237,500	254,100	270,300	278,500	280,300	329,500	307,800	305,900	300,900	278,000		
Percent change	8.2%	8.2%	4.5%	8.7%	7.0%	6.4%	3.0%	0.6%	17.6%	-6.6%	-0.6%	-1.6%	-7.6%			

Chart 8: Unit sales by region



Market value by region (\$ million)

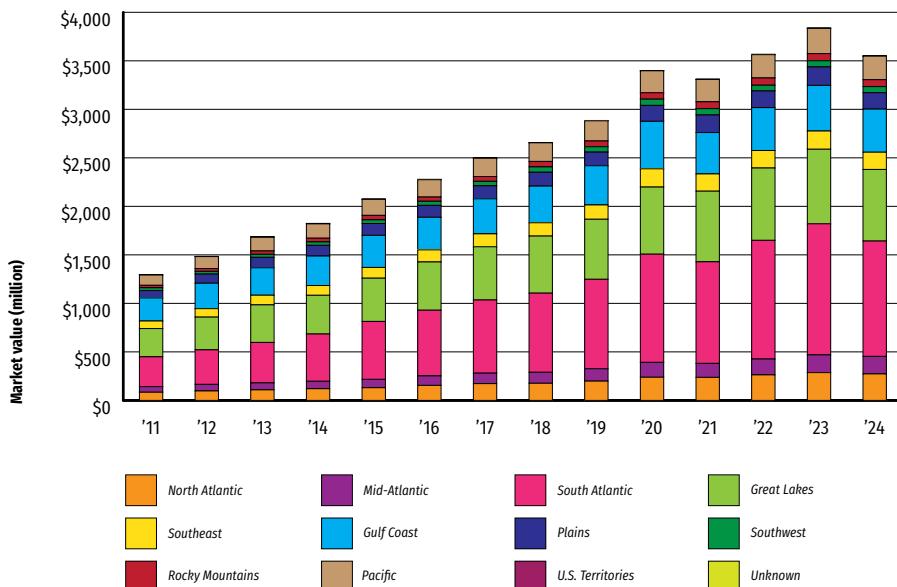
The South Atlantic led all regions in 2024 with \$1.2 billion in market value, followed by the Great Lakes at \$737.9 million and the Gulf Coast at \$444.2 million. Together, these three regions accounted for more than half of total U.S. outboard engine sales value.

Source: NMMA

Table 9: Market value by region (\$ million)

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% CHANGE	% TOTAL
North Atlantic	\$83.8	\$97.4	\$108.7	\$120.4	\$130.7	\$154.6	\$172.8	\$176.3	\$198.6	\$238.3	\$237.2	\$262.9	\$286.4	\$273.0	-4.7%	7.7%
Mid-Atlantic	\$58.0	\$67.6	\$71.6	\$76.3	\$85.9	\$98.1	\$107.9	\$113.2	\$127.4	\$153.2	\$144.0	\$163.4	\$182.9	\$180.3	-1.4%	5.1%
South Atlantic	\$307.6	\$356.3	\$417.0	\$487.4	\$597.2	\$676.6	\$754.1	\$815.7	\$921.9	\$1,115.1	\$1,047.6	\$1,223.2	\$1,351.0	\$1,189.1	-12.0%	33.5%
Great Lakes	\$290.8	\$337.0	\$387.2	\$398.9	\$445.7	\$497.6	\$548.5	\$588.5	\$618.8	\$692.1	\$727.4	\$745.7	\$768.2	\$737.9	-3.9%	20.8%
Southeast	\$77.9	\$87.3	\$99.4	\$100.8	\$110.7	\$124.5	\$133.3	\$137.1	\$147.8	\$188.1	\$178.0	\$180.5	\$188.1	\$177.5	-5.6%	5.0%
Gulf Coast	\$237.9	\$261.8	\$282.9	\$303.7	\$330.6	\$335.4	\$361.2	\$377.9	\$404.4	\$489.3	\$426.4	\$441.9	\$470.2	\$444.2	-5.5%	12.5%
Plains	\$76.0	\$94.7	\$107.4	\$110.5	\$122.3	\$123.2	\$134.0	\$142.7	\$140.2	\$164.3	\$181.4	\$172.1	\$190.6	\$169.4	-11.1%	4.8%
Southwest	\$29.0	\$28.0	\$31.4	\$35.2	\$38.2	\$42.5	\$45.9	\$55.3	\$55.3	\$64.4	\$65.2	\$58.7	\$63.3	\$62.8	-0.8%	1.8%
Rocky Mountains	\$25.0	\$29.1	\$34.7	\$38.4	\$45.6	\$43.4	\$49.6	\$56.2	\$59.6	\$66.2	\$71.0	\$75.0	\$73.7	\$71.5	-3.0%	2.0%
Pacific	\$105.9	\$123.1	\$140.4	\$147.9	\$164.7	\$178.6	\$188.3	\$192.0	\$207.7	\$226.3	\$229.6	\$240.0	\$259.8	\$242.3	-6.7%	6.8%
U.S. Territories	\$0.3	\$0.5	\$3.3	\$1.0	\$0.8	\$0.6	\$0.6	\$0.9	\$0.3	\$0.1	\$0.5	\$0.5	\$1.0	\$0.5	-50.4%	0.0%
Unknown	\$1.7	\$1.9	\$2.8	\$3.8	\$3.1	\$3.7	\$2.9	\$2.0	\$3.0	\$2.6	\$3.8	\$3.8	\$3.4	\$3.6	5.9%	0.1%
Total	\$1,294.0	\$1,484.6	\$1,686.9	\$1,824.3	\$2,075.6	\$2,278.8	\$2,499.2	\$2,657.8	\$2,885.1	\$3,400.0	\$3,312.0	\$3,567.7	\$3,838.4	\$3,552.1		
Percent change	14.7%	13.6%	8.1%	13.8%	9.8%	9.7%	6.3%	8.6%	17.8%	-2.6%	7.7%	7.6%	-7.5%			

Chart 9: Market value by region (\$ million)



Average retail price by region (\$)

Among defined regions, the South Atlantic recorded the highest average retail price in 2024 at \$16,029, followed by the Mid-Atlantic at \$13,965 and the Gulf Coast at \$13,285. Most other regions ranged from \$9,000 to \$13,000, while the national average stood at \$12,777.

Source: NMMA

Table 10: Average retail price by region (\$)

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% CHANGE
North Atlantic	\$6,549	\$6,966	\$7,334	\$7,766	\$8,119	\$8,272	\$8,708	\$9,075	\$9,778	\$9,754	\$10,132	\$10,860	\$12,218	\$12,418	1.6%
Mid-Atlantic	\$7,497	\$8,049	\$8,371	\$8,707	\$9,253	\$9,242	\$9,581	\$10,311	\$11,081	\$11,079	\$11,456	\$12,567	\$13,417	\$13,965	4.1%
South Atlantic	\$8,810	\$9,373	\$9,787	\$10,090	\$10,620	\$10,933	\$11,170	\$11,642	\$12,608	\$12,781	\$13,353	\$14,558	\$16,163	\$16,029	-0.8%
Great Lakes	\$6,433	\$6,822	\$7,202	\$7,452	\$7,723	\$7,968	\$8,224	\$8,345	\$8,999	\$8,762	\$9,540	\$10,004	\$10,737	\$10,876	1.3%
Southeast	\$7,328	\$7,734	\$8,001	\$8,061	\$8,507	\$8,801	\$9,029	\$9,206	\$9,679	\$9,916	\$10,354	\$10,767	\$11,001	\$11,489	4.4%
Gulf Coast	\$8,375	\$8,708	\$9,081	\$9,274	\$9,594	\$9,693	\$9,935	\$10,270	\$10,923	\$10,885	\$11,461	\$12,363	\$13,329	\$13,285	-0.3%
Plains	\$7,444	\$7,930	\$8,384	\$8,588	\$8,872	\$9,041	\$9,237	\$9,464	\$10,090	\$10,198	\$10,883	\$11,673	\$12,280	\$12,164	-1.0%
Southwest	\$7,594	\$7,723	\$8,299	\$8,473	\$8,793	\$9,068	\$9,442	\$9,600	\$10,187	\$10,232	\$10,978	\$11,499	\$12,268	\$12,605	2.8%
Rocky Mountains	\$5,802	\$6,239	\$6,698	\$6,883	\$7,259	\$7,290	\$7,498	\$7,741	\$8,132	\$8,224	\$8,490	\$9,164	\$9,935	\$10,146	2.1%
Pacific	\$5,263	\$5,731	\$6,050	\$6,200	\$6,375	\$6,633	\$6,862	\$7,010	\$7,597	\$7,453	\$7,322	\$8,215	\$9,315	\$9,344	0.3%
U.S. Territories	\$5,644	\$9,161	\$12,237	\$10,789	\$9,970	\$7,505	\$8,129	\$9,204	\$10,014	\$5,709	\$7,632	\$8,200	\$8,850	\$9,014	1.8%
Unknown	\$5,907	\$6,304	\$6,794	\$7,625	\$8,597	\$8,386	\$8,085	\$8,263	\$10,321	\$10,591	\$11,267	\$12,170	\$14,804	\$14,654	-1.0%
Total	\$7,249	\$7,684	\$8,071	\$8,353	\$8,739	\$8,968	\$9,246	\$9,543	\$10,293	\$10,319	\$10,760	\$11,663	\$12,756	\$12,777	
Percent change	6.0%	5.0%	3.5%	4.6%	2.6%	3.1%	3.2%	7.9%	0.3%	4.3%	8.4%	9.4%	0.2%		

Chart 10: Average retail price by region (\$)

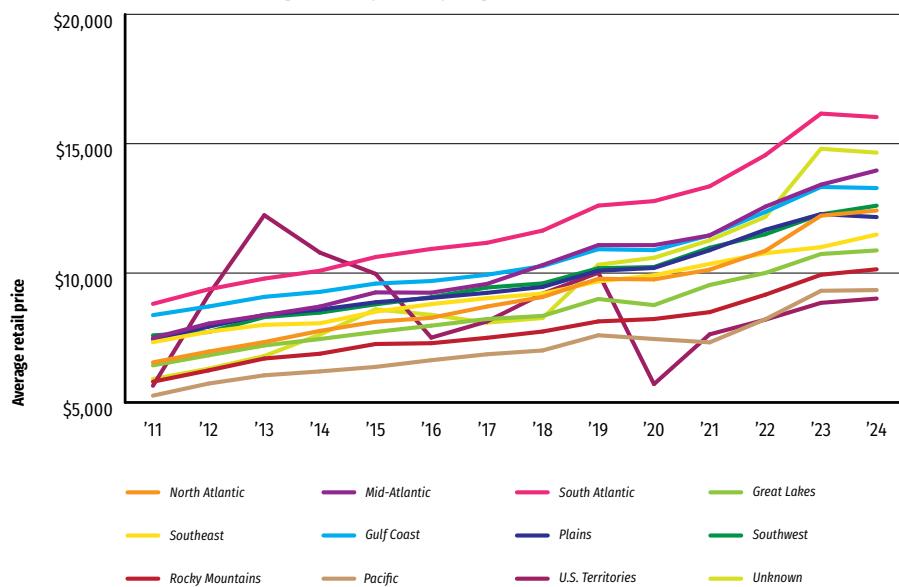


Table 11: Unit sales by state

Florida remained the top state for outboard engine sales in 2024 with 45,179 units. Texas followed with 15,235 units, and Michigan with 12,867. Wisconsin and Minnesota rounded out the top five with 11,841 and 11,540 units, respectively.

Source: NMMA

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% CHANGE	% TOTAL	2024 rank
Alabama	4,883	5,086	5,331	5,700	6,464	6,764	6,943	7,268	7,525	9,354	7,795	7,724	7,691	7,361	-4.3%	2.6%	12
Alaska	3,610	3,544	3,555	3,878	4,216	3,971	3,946	3,735	3,927	4,136	4,000	4,455	4,550	3,971	-12.7%	1.4%	25
Arizona	1,291	1,008	1,208	1,234	1,353	1,465	1,544	2,082	1,826	2,139	2,347	1,980	2,028	1,850	-8.8%	0.7%	34
Arkansas	3,637	3,970	4,397	4,490	4,357	4,595	4,402	4,466	4,406	5,496	5,132	4,800	4,651	4,493	-3.4%	1.6%	24
California	6,199	6,978	7,551	7,364	7,737	8,795	9,686	9,631	9,984	11,315	12,169	9,758	9,339	9,099	-2.6%	3.3%	8
Colorado	1,009	991	1,066	1,226	1,389	1,373	1,503	1,729	1,684	1,921	1,737	1,895	1,564	1,418	-9.3%	0.5%	38
Connecticut	1,926	1,827	2,028	1,904	1,993	2,306	2,346	2,406	2,477	3,060	2,927	2,800	2,894	2,880	-0.5%	1.0%	30
Delaware	739	812	888	930	1,010	1,129	1,069	1,092	1,190	1,427	1,322	1,439	1,525	1,388	-9.0%	0.5%	39
District of Columbia	150	107	225	97	207	149	149	133	116	176	180	194	122	182	49.2%	0.1%	51
Florida	19,708	22,261	24,857	29,032	34,343	37,311	40,394	41,961	44,522	52,057	47,205	51,570	52,532	45,179	-14.0%	16.3%	1
Georgia	4,903	4,383	4,983	5,728	6,569	7,472	7,929	8,204	8,434	10,931	9,351	9,327	8,812	8,308	-5.7%	3.0%	10
Hawaii	711	937	1,016	827	778	841	827	900	874	942	972	1,077	1,191	953	-20.0%	0.3%	46
Idaho	815	947	1,134	1,264	1,409	1,453	1,597	1,703	1,829	2,109	2,296	2,041	1,999	1,707	-14.6%	0.6%	35
Illinois	4,799	5,152	5,432	5,336	5,644	6,304	6,427	6,419	6,115	6,559	6,630	6,095	6,027	5,898	-2.1%	2.1%	18
Indiana	3,044	3,296	3,472	3,574	3,713	3,976	4,386	4,852	4,869	5,570	5,269	5,134	5,029	5,122	1.8%	1.8%	21
Iowa	2,391	2,561	2,522	2,405	2,559	2,705	3,045	2,864	2,675	3,073	3,077	2,694	2,834	2,685	-5.3%	1.0%	32
Kansas	770	867	838	975	1,080	1,155	1,225	1,275	1,153	1,524	1,436	1,229	1,249	1,237	-1.0%	0.4%	42
Kentucky	2,365	2,415	2,563	2,591	2,772	3,084	3,219	3,230	3,416	4,210	3,654	3,967	4,217	3,278	-22.3%	1.2%	29
Louisiana	8,905	9,028	8,916	9,478	9,087	8,384	8,655	8,384	8,277	9,735	7,974	7,690	7,520	7,137	-5.1%	2.6%	13
Maine	2,178	2,566	2,524	2,453	2,826	3,324	3,530	3,214	3,238	4,206	4,257	4,428	4,163	3,630	-12.8%	1.3%	28
Maryland	2,605	3,093	3,188	3,250	3,421	3,886	4,406	4,362	4,489	5,098	4,888	4,969	5,223	4,830	-7.5%	1.7%	23
Massachusetts	3,735	4,148	4,443	4,727	4,801	5,577	6,000	5,886	6,226	7,462	6,993	7,085	6,807	6,381	-6.3%	2.3%	17
Michigan	7,976	8,769	9,551	9,705	11,060	12,236	13,078	14,101	13,620	14,308	15,059	14,713	13,730	12,867	-6.3%	4.6%	3
Minnesota	8,423	9,657	10,599	10,110	11,000	11,539	12,439	12,636	12,627	13,801	14,215	13,202	12,106	11,540	-4.7%	4.2%	5
Mississippi	2,691	2,742	2,916	3,059	3,172	3,404	3,597	3,539	3,538	4,490	3,620	3,677	3,937	3,701	-6.0%	1.3%	26
Missouri	3,531	3,921	4,256	4,323	4,790	5,095	5,278	5,658	5,285	6,329	6,483	5,833	6,691	5,843	-12.7%	2.1%	19
Montana	954	1,062	1,256	1,269	1,492	1,393	1,368	1,374	1,383	1,578	1,707	1,757	1,637	1,617	-1.2%	0.6%	37
Nebraska	989	1,086	1,146	1,190	1,274	1,230	1,224	1,441	1,242	1,443	1,559	1,273	1,383	1,285	-7.1%	0.5%	40
Nevada	589	522	520	512	613	543	720	820	802	754	758	741	553	685	23.9%	0.2%	47
New Hampshire	1,091	1,307	1,330	1,545	1,624	1,866	1,974	2,086	2,046	2,437	2,331	2,594	2,328	2,253	-3.2%	0.8%	33
New Jersey	2,798	2,919	3,230	3,500	3,583	4,128	4,366	4,303	4,743	5,287	4,867	5,359	5,413	5,109	-5.6%	1.8%	22
New Mexico	284	276	217	278	288	314	328	356	378	359	331	275	324	399	23.1%	0.1%	50
New York	6,413	6,350	7,248	7,130	7,193	8,067	8,225	8,187	8,393	9,542	8,959	8,918	9,282	8,565	-7.7%	3.1%	9
North Carolina	5,787	6,273	7,331	7,108	8,164	9,113	10,401	10,639	10,906	13,271	11,829	12,835	12,334	11,260	-8.7%	4.1%	6
North Dakota	1,521	2,082	2,616	2,570	2,556	2,144	2,281	2,390	2,277	2,360	2,391	2,199	2,005	1,619	-19.3%	0.6%	36
Ohio	3,422	3,814	4,301	4,732	4,912	5,096	5,643	6,029	6,150	7,470	7,217	7,044	6,865	6,516	-51%	2.3%	15
Oklahoma	2,249	2,337	2,364	2,646	2,706	2,906	2,989	3,325	3,228	3,796	3,257	2,852	2,808	2,736	-2.6%	1.0%	31
Oregon	3,226	3,396	3,831	3,907	4,277	4,553	4,295	4,247	4,117	4,528	4,749	4,770	3,918	3,700	-5.6%	1.3%	27
Pennsylvania	3,797	4,178	4,519	4,268	4,545	4,991	5,071	5,278	5,528	5,880	6,012	5,591	5,709	5,498	-3.7%	2.0%	20
Rhode Island	668	729	786	815	785	966	1,008	941	1,086	1,348	1,341	1,286	1,204	1,116	-7.3%	0.4%	44
South Carolina	4,521	5,092	5,439	6,434	7,159	7,988	8,787	9,257	9,258	10,987	10,071	10,293	9,903	9,438	-4.7%	3.4%	7
South Dakota	1,002	1,426	1,436	1,402	1,524	1,301	1,450	1,452	1,267	1,380	1,719	1,519	1,355	1,254	-7.5%	0.5%	41
Tennessee	3,712	4,031	4,622	4,549	5,073	5,630	6,193	6,221	6,362	8,004	7,360	7,098	7,281	6,630	-8.9%	2.4%	14
Texas	11,928	13,214	13,989	14,510	15,733	16,051	17,162	17,607	17,679	21,367	17,817	16,654	16,129	15,235	-5.5%	5.5%	2
Utah	602	729	778	836	856	774	915	1,107	1,067	1,108	1,277	1,236	1,178	1,151	-2.3%	0.4%	43
Vermont	399	485	482	564	484	524	621	593	498	637	696	653	631	611	-3.2%	0.2%	48
Virginia	4,240	4,384	4,254	4,490	4,648	5,455	5,635	5,396	5,703	7,132	6,181	6,402	6,760	6,512	-3.7%	2.3%	16
Washington	6,377	6,621	7,261	7,876	8,829	8,765	8,692	8,869	8,437	9,439	9,467	9,157	8,892	8,214	-7.6%	3.0%	11
West Virginia	920	868	840	879	815	842	950	977	1,087	1,258	1,048	897	947	1,053	11.2%	0.4%	45
Wisconsin	7,330	8,193	8,643	8,674	9,642	10,234	11,430	13,016	11,452	15,859	12,892	13,836	12,803	11,841	-7.5%	4.3%	4
Wyoming	338	404	423	471	531	414	512	519	561	580	581	511	486	466	-4.1%	0.2%	49
U.S. territories	60	59	268	91	81	74	78	93	33	26	62	63	113	55	-51.3%	0.0%	52
Unknown	289	297	411	494	363	445	362	247	295	242	333	311	228	244	7.0%	0.1%	
Total	178,500	193,200	209,000	218,400	237,500	254,100	270,300	278,500	280,300	329,500	307,800	305,900	300,900	278,000			
Percent change	8.2%	8.2%	4.5%	8.7%	7.0%	6.4%	3.0%	0.6%	17.6%	-6.6%	-0.6%	-1.6%	-7.6%				

Chart 11: 2024 unit sales by state

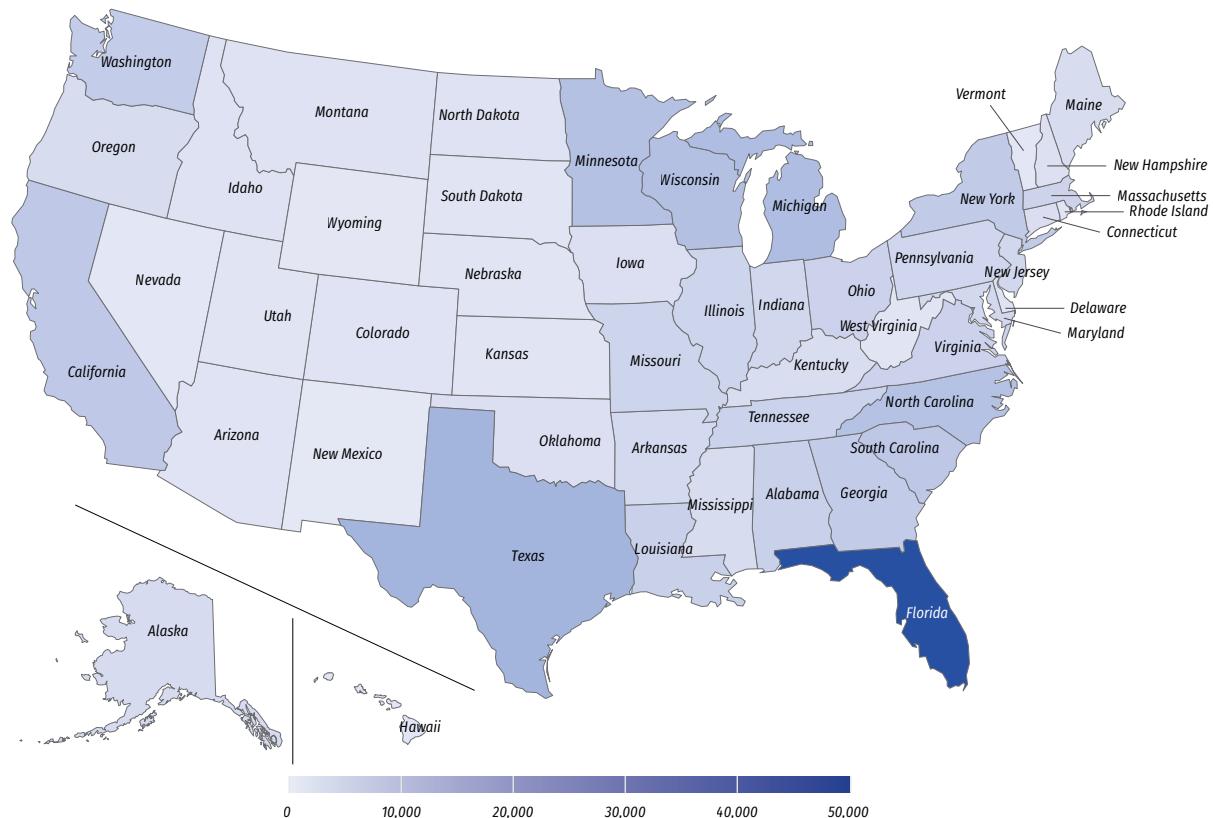


Table 12: Market value by state (\$ million)

Total market value of outboard engines reached \$3.6 billion in 2024. Florida led all states with \$805 million, followed by Texas with \$203.5 million and North Carolina with \$159.2 million. Together, these three states accounted for more than 32% of the national total.

Source: NMMA

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% CHANGE	% TOTAL	2024 rank
Alabama	\$40.8	\$44.4	\$50.1	\$54.0	\$64.7	\$70.8	\$73.8	\$79.7	\$87.9	\$111.5	\$97.4	\$103.5	\$108.0	\$106.1	-1.7%	3.0%	9
Alaska	\$20.8	\$22.2	\$23.6	\$25.9	\$28.4	\$27.4	\$28.7	\$28.3	\$30.3	\$30.8	\$29.9	\$37.3	\$46.2	\$39.4	-14.7%	1.1%	27
Arizona	\$9.1	\$6.9	\$8.5	\$9.1	\$10.7	\$12.2	\$13.4	\$18.1	\$17.5	\$20.6	\$26.1	\$22.4	\$24.6	\$23.7	-4.0%	0.7%	34
Arkansas	\$23.8	\$27.0	\$31.3	\$32.5	\$32.5	\$36.4	\$36.0	\$37.6	\$38.9	\$49.3	\$47.8	\$47.0	\$48.5	\$46.4	-4.3%	1.3%	24
California	\$34.1	\$41.6	\$49.5	\$49.7	\$53.7	\$63.8	\$73.8	\$76.0	\$84.8	\$95.9	\$95.5	\$88.1	\$93.8	\$92.9	-0.9%	2.6%	11
Colorado	\$6.3	\$6.5	\$7.3	\$8.7	\$10.2	\$10.0	\$11.5	\$13.3	\$14.3	\$16.2	\$15.4	\$17.2	\$15.7	\$14.1	-10.4%	0.4%	41
Connecticut	\$13.6	\$14.0	\$15.6	\$15.3	\$16.9	\$19.8	\$21.2	\$22.7	\$25.5	\$31.6	\$32.6	\$32.8	\$37.7	\$36.9	-2.0%	1.0%	28
Delaware	\$5.9	\$6.9	\$8.0	\$8.3	\$9.6	\$10.8	\$10.6	\$11.8	\$13.5	\$16.6	\$16.1	\$19.7	\$23.0	\$20.9	-8.9%	0.6%	36
District of Columbia	\$1.3	\$0.9	\$2.8	\$1.1	\$1.6	\$1.2	\$1.3	\$1.4	\$1.5	\$2.3	\$2.6	\$2.3	\$1.7	\$4.1	145.2%	0.1%	50
Florida	\$187.9	\$223.7	\$261.8	\$314.0	\$391.2	\$438.7	\$489.7	\$531.4	\$612.4	\$726.3	\$689.0	\$815.7	\$935.3	\$805.0	-13.9%	22.7%	1
Georgia	\$37.1	\$34.9	\$41.2	\$48.9	\$57.9	\$68.6	\$73.7	\$78.5	\$86.6	\$116.3	\$101.9	\$111.7	\$111.9	\$105.5	-5.7%	3.0%	10
Hawaii	\$4.4	\$6.0	\$6.4	\$5.5	\$5.1	\$5.9	\$5.6	\$6.3	\$6.6	\$6.3	\$7.0	\$9.0	\$12.7	\$9.6	-24.6%	0.3%	45
Idaho	\$4.1	\$5.1	\$6.7	\$7.8	\$9.4	\$9.7	\$11.1	\$12.1	\$13.5	\$15.9	\$18.2	\$17.5	\$18.5	\$15.9	-14.1%	0.4%	38
Illinois	\$31.4	\$36.0	\$39.5	\$39.6	\$43.4	\$50.8	\$53.3	\$54.3	\$55.6	\$59.8	\$63.8	\$61.2	\$65.4	\$64.4	-1.5%	1.8%	21
Indiana	\$20.5	\$23.1	\$25.4	\$26.9	\$29.0	\$31.3	\$36.2	\$41.7	\$45.4	\$52.0	\$52.5	\$53.3	\$56.9	\$57.4	0.8%	1.6%	23
Iowa	\$16.4	\$19.2	\$19.9	\$19.0	\$21.5	\$22.4	\$25.0	\$24.6	\$24.0	\$27.8	\$30.3	\$27.8	\$30.6	\$29.6	-3.3%	0.8%	31
Kansas	\$5.9	\$6.7	\$7.0	\$8.2	\$9.4	\$10.2	\$11.4	\$11.5	\$11.5	\$15.1	\$15.3	\$13.3	\$15.8	\$15.0	-5.5%	0.4%	40
Kentucky	\$19.4	\$20.8	\$23.1	\$22.9	\$26.1	\$29.4	\$31.7	\$32.2	\$36.2	\$45.8	\$40.3	\$42.7	\$43.6	\$39.9	-8.4%	1.1%	26
Louisiana	\$74.2	\$77.8	\$79.1	\$85.9	\$84.8	\$76.8	\$83.3	\$82.2	\$86.4	\$100.6	\$84.5	\$89.1	\$97.6	\$92.5	-5.2%	2.6%	12
Maine	\$10.4	\$13.4	\$13.7	\$14.6	\$16.4	\$20.7	\$22.3	\$20.9	\$22.3	\$28.4	\$30.1	\$34.2	\$34.4	\$29.7	-13.8%	0.8%	30
Maryland	\$19.2	\$24.5	\$26.9	\$29.2	\$33.1	\$38.4	\$44.5	\$47.8	\$52.0	\$591	\$58.1	\$65.6	\$72.7	\$70.7	-2.8%	2.0%	19
Massachusetts	\$24.9	\$28.8	\$33.2	\$37.9	\$39.9	\$46.7	\$53.8	\$54.8	\$61.4	\$74.7	\$71.8	\$78.4	\$84.3	\$80.3	-4.7%	2.3%	16
Michigan	\$47.3	\$56.4	\$65.4	\$69.8	\$82.7	\$94.1	\$102.6	\$116.5	\$120.1	\$127.0	\$142.1	\$151.9	\$151.8	\$138.2	-9.0%	3.9%	4
Minnesota	\$55.8	\$67.9	\$77.1	\$76.1	\$85.7	\$90.7	\$100.1	\$103.3	\$107.3	\$119.2	\$128.3	\$127.6	\$124.3	\$118.7	-4.5%	3.3%	6
Mississippi	\$19.5	\$20.6	\$22.6	\$24.7	\$25.7	\$29.0	\$32.0	\$32.3	\$33.7	\$43.3	\$36.9	\$39.0	\$44.1	\$42.1	-4.7%	1.2%	25
Missouri	\$27.5	\$32.2	\$36.1	\$37.7	\$43.7	\$47.9	\$51.3	\$56.2	\$56.7	\$68.0	\$74.5	\$73.3	\$87.0	\$74.6	-14.3%	2.1%	17
Montana	\$5.9	\$7.2	\$8.8	\$9.3	\$11.9	\$11.0	\$11.1	\$11.7	\$12.4	\$14.5	\$16.3	\$18.1	\$18.5	\$18.5	-0.3%	0.5%	37
Nebraska	\$6.8	\$7.7	\$9.3	\$9.4	\$10.4	\$10.4	\$10.8	\$12.9	\$11.4	\$13.6	\$15.7	\$14.1	\$15.9	\$13.3	-16.7%	0.4%	42
Nevada	\$3.6	\$3.3	\$3.5	\$3.3	\$4.5	\$4.2	\$5.6	\$6.6	\$6.7	\$6.3	\$6.7	\$7.5	\$5.5	\$7.3	32.7%	0.2%	47
New Hampshire	\$6.1	\$8.5	\$8.6	\$10.6	\$11.8	\$13.8	\$15.2	\$17.0	\$17.5	\$20.4	\$20.9	\$26.0	\$25.4	\$25.3	-0.2%	0.7%	33
New Jersey	\$22.4	\$24.8	\$29.0	\$32.3	\$36.1	\$42.7	\$46.9	\$48.3	\$57.6	\$65.6	\$63.5	\$72.4	\$84.4	\$82.4	-2.3%	2.3%	14
New Mexico	\$2.2	\$1.9	\$1.8	\$2.3	\$2.4	\$2.7	\$2.8	\$3.1	\$3.8	\$3.5	\$3.2	\$2.8	\$3.4	\$4.1	20.4%	0.1%	51
New York	\$45.7	\$45.9	\$56.8	\$58.3	\$62.0	\$72.5	\$77.8	\$79.4	\$88.9	\$102.7	\$101.4	\$105.7	\$117.9	\$113.7	-3.6%	3.2%	8
North Carolina	\$47.5	\$54.5	\$65.9	\$65.7	\$80.7	\$92.7	\$105.5	\$112.3	\$122.9	\$152.1	\$141.8	\$166.0	\$172.8	\$159.2	-7.9%	4.5%	3
North Dakota	\$11.8	\$17.2	\$22.8	\$23.5	\$23.4	\$20.0	\$21.8	\$23.8	\$23.9	\$25.4	\$27.0	\$26.4	\$25.0	\$21.1	-15.9%	0.6%	35
Ohio	\$21.6	\$26.4	\$31.4	\$35.7	\$37.7	\$40.7	\$47.6	\$51.9	\$56.3	\$66.6	\$67.4	\$70.1	\$73.3	\$69.7	-4.9%	2.0%	20
Oklahoma	\$17.8	\$19.2	\$21.2	\$23.8	\$25.2	\$27.6	\$29.7	\$34.1	\$34.1	\$40.3	\$35.9	\$33.5	\$35.3	\$35.1	-0.5%	1.0%	29
Oregon	\$14.5	\$16.8	\$19.9	\$21.1	\$23.8	\$25.9	\$24.8	\$24.7	\$25.7	\$28.2	\$29.1	\$33.1	\$27.7	\$27.0	-2.6%	0.8%	32
Pennsylvania	\$22.9	\$26.7	\$30.9	\$29.8	\$34.3	\$39.5	\$39.9	\$43.6	\$49.1	\$52.1	\$55.7	\$56.3	\$62.1	\$59.3	-4.5%	1.7%	22
Rhode Island	\$4.1	\$5.1	\$5.6	\$6.4	\$6.2	\$7.4	\$9.2	\$8.2	\$10.7	\$13.1	\$12.7	\$13.5	\$14.8	\$13.1	-11.9%	0.4%	43
South Carolina	\$35.1	\$43.2	\$48.1	\$58.8	\$67.5	\$76.6	\$85.2	\$93.5	\$100.0	\$120.4	\$115.0	\$129.8	\$130.9	\$119.4	-8.8%	3.4%	5
South Dakota	\$7.6	\$11.7	\$12.4	\$12.6	\$13.9	\$12.3	\$13.7	\$13.7	\$12.8	\$14.5	\$18.5	\$17.2	\$16.1	\$15.8	-1.7%	0.4%	39
Tennessee	\$28.9	\$33.5	\$38.8	\$39.0	\$46.0	\$52.2	\$57.7	\$59.5	\$63.6	\$82.3	\$80.6	\$82.4	\$87.3	\$82.0	-6.1%	2.3%	15
Texas	\$103.4	\$119.0	\$131.2	\$139.1	\$155.4	\$158.8	\$172.1	\$183.7	\$196.3	\$234.0	\$207.7	\$210.4	\$220.5	\$203.5	-7.7%	5.7%	2
Utah	\$2.8	\$4.3	\$5.4	\$5.7	\$5.7	\$5.3	\$6.2	\$8.3	\$8.0	\$8.5	\$9.3	\$9.9	\$10.5	\$11.0	4.6%	0.3%	44
Vermont	\$2.3	\$2.8	\$3.0	\$3.4	\$3.3	\$3.4	\$4.2	\$4.3	\$3.7	\$4.6	\$5.6	\$5.5	\$5.4	\$5.2	-4.3%	0.1%	48
Virginia	\$31.5	\$35.3	\$34.0	\$37.6	\$41.6	\$47.8	\$51.4	\$52.3	\$60.5	\$75.3	\$67.2	\$75.8	\$85.5	\$84.7	-1.0%	2.4%	13
Washington	\$32.1	\$36.5	\$41.1	\$45.7	\$53.8	\$55.6	\$55.5	\$56.6	\$60.3	\$65.1	\$68.1	\$72.7	\$79.4	\$73.4	-7.5%	2.1%	18
West Virginia	\$5.8	\$6.0	\$6.1	\$6.3	\$6.2	\$6.6	\$7.8	\$7.9	\$9.1	\$10.7	\$9.3	\$8.3	\$8.7	\$9.2	6.1%	0.3%	46
Wisconsin	\$45.6	\$54.5	\$60.8	\$62.7	\$70.8	\$78.1	\$90.9	\$97.8	\$96.3	\$112.6	\$116.2	\$119.7	\$116.7	\$116.6	-0.0%	3.3%	7
Wyoming	\$2.3	\$2.7	\$3.0	\$3.6	\$3.9	\$3.3	\$4.0	\$4.2	\$4.7	\$4.8	\$5.1	\$4.7	\$4.8	\$4.7	-3.2%	0.1%	49
U.S. territories	\$0.3	\$0.5	\$3.3	\$1.0	\$0.8	\$0.6	\$0.6	\$0.9	\$0.3	\$0.1	\$0.5	\$0.5	\$1.0	\$0.5	-50.4%	0.0%	52
Unknown	\$1.7	\$1.9	\$2.8	\$3.8	\$3.1	\$3.7	\$2.9	\$2.0	\$3.0	\$2.6	\$3.8	\$3.8	\$3.4	\$3.6	5.9%	0.1%	
Total	\$1,294.0	\$1,484.6	\$1,686.9	\$1,824.3	\$2,075.6	\$2,278.8	\$2,499.2	\$2,657.8	\$2,885.1	\$3,400.0	\$3,312.0	\$3,567.7	\$3,838.4	\$3,552.1			
Percent change	14.7%	13.6%	8.1%	13.8%	9.8%	9.7%	6.3%	8.6%	17.8%	-2.6%	7.7%	7.6%	-7.5%				

Table 13: Average retail price by state (\$)

In 2024, the national average retail price of an outboard engine reached \$12,777. District of Columbia posted the highest average at \$22,409, a 64.4% increase which was the largest in the county, followed by Florida at \$17,817 and New Jersey at \$16,135.

Source: NMMA

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% CHANGE	2024 rank
Alabama	\$8,355	\$8,729	\$9,394	\$9,465	\$10,010	\$10,463	\$10,627	\$10,967	\$11,685	\$11,918	\$12,489	\$13,395	\$14,041	\$14,417	2.7%	6
Alaska	\$5,752	\$6,267	\$6,640	\$6,667	\$6,726	\$6,905	\$7,265	\$7,590	\$7,707	\$7,444	\$7,480	\$8,365	\$10,164	\$9,932	-2.3%	42
Arizona	\$7,039	\$6,798	\$7,053	\$7,367	\$7,883	\$8,300	\$8,667	\$8,711	\$9,560	\$9,639	\$11,122	\$11,318	\$12,154	\$12,784	5.2%	15
Arkansas	\$6,543	\$6,807	\$7,128	\$7,245	\$7,448	\$7,920	\$8,188	\$8,419	\$8,836	\$8,978	\$9,314	\$9,784	\$10,436	\$10,337	-0.9%	35
California	\$5,507	\$5,958	\$6,555	\$6,749	\$6,935	\$7,250	\$7,622	\$7,890	\$8,497	\$8,473	\$7,851	\$9,027	\$10,043	\$10,213	1.7%	39
Colorado	\$6,197	\$6,564	\$6,862	\$7,089	\$7,311	\$7,296	\$7,654	\$7,694	\$8,482	\$8,438	\$8,861	\$9,061	\$10,042	\$9,922	-1.2%	43
Connecticut	\$7,044	\$7,653	\$7,713	\$8,059	\$8,502	\$8,571	\$9,037	\$9,442	\$10,276	\$10,327	\$11,135	\$11,712	\$13,019	\$12,817	-1.6%	14
Delaware	\$7,998	\$8,469	\$9,001	\$8,961	\$9,526	\$9,548	\$9,912	\$10,786	\$11,313	\$11,651	\$12,201	\$13,668	\$15,051	\$15,058	0.0%	4
District of Columbia	\$8,958	\$8,358	\$12,353	\$11,731	\$7,935	\$7,735	\$8,802	\$10,784	\$12,668	\$12,877	\$14,461	\$11,985	\$13,634	\$22,409	64.4%	1
Florida	\$9,533	\$10,049	\$10,532	\$10,816	\$11,390	\$11,757	\$12,123	\$12,665	\$13,755	\$13,952	\$14,596	\$15,817	\$17,804	\$17,817	0.1%	2
Georgia	\$7,575	\$7,959	\$8,274	\$8,530	\$8,815	\$9,184	\$9,294	\$9,570	\$10,268	\$10,642	\$10,892	\$11,976	\$12,702	\$12,702	0.0%	17
Hawaii	\$6,199	\$6,352	\$6,289	\$6,679	\$6,583	\$7,066	\$6,763	\$6,960	\$7,522	\$6,715	\$7,187	\$8,313	\$10,653	\$10,038	-5.8%	41
Idaho	\$4,985	\$5,354	\$5,877	\$6,197	\$6,701	\$6,665	\$6,920	\$7,107	\$7,374	\$7,537	\$7,911	\$8,591	\$9,274	\$9,333	0.6%	46
Illinois	\$6,552	\$6,993	\$7,269	\$7,428	\$7,692	\$8,056	\$8,297	\$8,461	\$9,091	\$9,118	\$9,616	\$10,037	\$10,843	\$10,914	0.7%	30
Indiana	\$6,741	\$7,006	\$7,306	\$7,521	\$7,814	\$7,865	\$8,258	\$8,589	\$9,318	\$9,331	\$9,969	\$10,375	\$11,319	\$11,205	-1.0%	28
Iowa	\$6,843	\$7,499	\$7,882	\$7,885	\$8,417	\$8,292	\$8,214	\$8,597	\$8,976	\$9,047	\$9,841	\$10,336	\$10,811	\$11,038	21%	29
Kansas	\$7,698	\$7,757	\$8,314	\$8,422	\$8,700	\$8,865	\$9,270	\$9,049	\$9,942	\$9,878	\$10,677	\$10,853	\$12,674	\$12,090	-4.6%	23
Kentucky	\$8,206	\$8,599	\$9,030	\$8,848	\$9,417	\$9,519	\$9,855	\$9,957	\$10,585	\$10,874	\$11,039	\$10,775	\$10,340	\$12,183	17.8%	22
Louisiana	\$8,335	\$8,618	\$8,867	\$9,068	\$9,327	\$9,155	\$9,624	\$9,799	\$10,442	\$10,330	\$10,596	\$11,580	\$12,979	\$12,959	-0.2%	12
Maine	\$4,790	\$5,226	\$5,442	\$5,934	\$5,813	\$6,235	\$6,331	\$6,499	\$6,874	\$6,753	\$7,065	\$7,735	\$8,273	\$8,178	-1.2%	51
Maryland	\$7,380	\$7,932	\$8,436	\$8,998	\$9,664	\$9,872	\$10,111	\$10,951	\$11,584	\$11,592	\$11,878	\$13,206	\$13,922	\$14,631	5.1%	5
Massachusetts	\$6,666	\$6,937	\$7,470	\$8,019	\$8,311	\$8,373	\$8,966	\$9,308	\$9,864	\$10,006	\$10,272	\$11,069	\$12,377	\$12,587	1.7%	20
Michigan	\$5,930	\$6,431	\$6,847	\$7,191	\$7,478	\$7,694	\$7,849	\$8,260	\$8,815	\$8,879	\$9,436	\$10,321	\$11,059	\$10,743	-2.9%	32
Minnesota	\$6,619	\$7,032	\$7,270	\$7,527	\$7,788	\$7,856	\$8,051	\$8,178	\$8,497	\$8,638	\$9,026	\$9,664	\$10,266	\$10,284	0.2%	37
Mississippi	\$7,258	\$7,521	\$7,754	\$8,065	\$8,116	\$8,533	\$8,894	\$9,138	\$9,531	\$9,635	\$10,194	\$10,605	\$11,204	\$11,362	1.4%	26
Missouri	\$7,778	\$8,201	\$8,485	\$8,723	\$9,117	\$9,402	\$9,716	\$9,934	\$10,731	\$10,752	\$11,499	\$12,560	\$13,007	\$12,767	-1.8%	16
Montana	\$6,199	\$6,755	\$6,992	\$7,290	\$7,996	\$7,870	\$8,148	\$8,529	\$8,978	\$9,166	\$9,535	\$10,295	\$11,330	\$11,430	0.9%	25
Nebraska	\$6,911	\$7,085	\$8,119	\$7,935	\$8,134	\$8,422	\$8,816	\$8,926	\$9,150	\$9,405	\$10,056	\$11,054	\$11,529	\$10,337	-10.3%	36
Nevada	\$6,196	\$6,390	\$6,726	\$6,510	\$7,382	\$7,696	\$7,839	\$8,005	\$8,372	\$8,392	\$8,788	\$10,181	\$9,955	\$10,666	7.1%	34
New Hampshire	\$5,636	\$6,503	\$6,457	\$6,837	\$7,292	\$7,419	\$7,689	\$8,159	\$8,550	\$8,377	\$8,954	\$10,032	\$10,905	\$11,247	3.1%	27
New Jersey	\$8,015	\$8,502	\$8,976	\$9,226	\$10,084	\$10,349	\$10,748	\$11,234	\$12,145	\$12,417	\$13,053	\$13,511	\$15,586	\$16,135	3.5%	3
New Mexico	\$7,575	\$6,942	\$8,107	\$8,214	\$8,186	\$8,689	\$8,674	\$8,780	\$10,029	\$9,754	\$9,575	\$10,281	\$10,447	\$10,215	-2.2%	38
New York	\$7,120	\$7,228	\$7,831	\$8,178	\$8,623	\$8,984	\$9,457	\$9,693	\$10,588	\$10,762	\$11,321	\$11,851	\$12,697	\$13,271	4.5%	9
North Carolina	\$8,217	\$8,691	\$8,984	\$9,244	\$9,981	\$10,172	\$10,143	\$10,551	\$11,271	\$11,458	\$11,983	\$12,937	\$14,011	\$14,135	0.9%	7
North Dakota	\$7,760	\$8,254	\$8,711	\$9,154	\$9,153	\$9,326	\$9,563	\$9,938	\$10,478	\$10,742	\$11,305	\$12,024	\$12,492	\$13,018	4.2%	10
Ohio	\$6,324	\$6,931	\$7,296	\$7,538	\$7,672	\$7,979	\$8,438	\$8,608	\$9,147	\$8,921	\$9,334	\$9,946	\$10,672	\$10,691	0.2%	33
Oklahoma	\$7,915	\$8,214	\$8,954	\$9,013	\$9,312	\$9,493	\$9,930	\$10,245	\$10,560	\$10,615	\$11,017	\$11,743	\$12,564	\$12,832	2.1%	13
Oregon	\$4,494	\$4,954	\$5,182	\$5,409	\$5,558	\$5,680	\$5,770	\$5,816	\$6,252	\$6,223	\$6,128	\$6,929	\$7,071	\$7,294	3.1%	52
Pennsylvania	\$6,039	\$6,402	\$6,846	\$6,977	\$7,554	\$7,918	\$7,871	\$8,267	\$8,879	\$8,864	\$9,271	\$10,074	\$10,869	\$10,783	-0.8%	31
Rhode Island	\$6,090	\$6,964	\$7,064	\$7,813	\$7,851	\$7,670	\$9,087	\$8,723	\$9,883	\$9,688	\$9,484	\$10,513	\$12,309	\$11,702	-4.9%	24
South Carolina	\$7,759	\$8,479	\$8,849	\$9,142	\$9,425	\$9,588	\$9,698	\$10,097	\$10,803	\$10,961	\$11,418	\$12,609	\$13,222	\$12,655	-4.3%	18
South Dakota	\$7,555	\$8,225	\$8,623	\$9,004	\$9,138	\$9,454	\$9,466	\$9,455	\$10,113	\$10,490	\$10,764	\$11,317	\$11,865	\$12,606	6.2%	19
Tennessee	\$7,781	\$8,302	\$8,391	\$8,582	\$9,067	\$9,265	\$9,317	\$9,560	\$9,999	\$10,277	\$10,949	\$11,611	\$11,984	\$12,361	3.2%	21
Texas	\$8,665	\$9,006	\$9,376	\$9,588	\$9,875	\$9,894	\$10,031	\$10,434	\$11,102	\$10,949	\$11,655	\$12,634	\$13,670	\$13,358	-2.3%	8
Utah	\$4,667	\$5,839	\$6,910	\$6,773	\$6,637	\$6,853	\$6,784	\$7,465	\$7,477	\$7,636	\$7,297	\$8,049	\$8,934	\$9,561	7.0%	45
Vermont	\$5,648	\$5,819	\$6,264	\$6,041	\$6,772	\$6,565	\$6,777	\$7,326	\$7,387	\$7,156	\$8,018	\$8,368	\$8,617	\$8,518	-1.2%	50
Virginia	\$7,428	\$8,047	\$7,983	\$8,378	\$8,949	\$8,770	\$9,125	\$9,683	\$10,604	\$10,552	\$10,876	\$11,841	\$12,654	\$13,002	2.7%	11
Washington	\$5,032	\$5,513	\$5,660	\$5,797	\$6,096	\$6,342	\$6,382	\$6,387	\$7,145	\$6,900	\$7,188	\$7,935	\$8,925	\$8,939	0.2%	48
West Virginia	\$6,350	\$6,936	\$7,291	\$7,221	\$7,586	\$7,881	\$8,255	\$8,075	\$8,384	\$8,506	\$8,879	\$9,295	\$9,166	\$8,744	-4.6%	49
Wisconsin	\$6,216	\$6,656	\$7,036	\$7,234	\$7,345	\$7,627	\$7,950	\$7,514	\$8,405	\$7,102	\$9,015	\$8,652	\$9,112	\$9,849	8.1%	44
Wyoming	\$6,824	\$6,766	\$7,152	\$7,694	\$7,337	\$7,897	\$7,815	\$8,095	\$8,344	\$8,270	\$8,864	\$9,147	\$9,956	\$10,048	0.9%	40
U.S. territories	\$5,644	\$9,161	\$12,237	\$10,789	\$9,970	\$7,505	\$8,129	\$9,204	\$10,014	\$5,709	\$7,632	\$8,200	\$8,850	\$9,014	1.8%	47
Unknown	\$5,907	\$6,304	\$6,794	\$7,625	\$8,597	\$8,386	\$8,085	\$8,263	\$10,321	\$10,591	\$11,267	\$12,170	\$14,804	\$14,654	-1.0%	
Total	\$7,249	\$7,684	\$8,071	\$8,353	\$8,739	\$8,968	\$9,246	\$9,543	\$10,293	\$10,319	\$10,760	\$11,663	\$12,756	\$12,777		
Percent change	6.0%	5.0%	3.5%	4.6%	2.6%	3.1%	3.2%	7.9%	0.3%	4.3%	8.4%	9.4%	0.2%			

Table 14: Less than 4 hp unit sales by state

Sales of outboard engines with less than 4 horsepower totaled 6,588 units in 2024. Florida led with 656 units and held 10% of the segment. California followed with 480 units, and Washington ranked third with 406. Together, these three states made up nearly 23.4% of total sales for this segment.

Source: NMMA

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% CHANGE	% TOTAL	2024 rank
Alabama	102	104	87	83	93	71	82	89	71	101	107	93	125	75	-40.0%	1.1%	26
Alaska	242	188	205	203	291	301	222	233	284	302	301	278	242	250	3.3%	3.8%	9
Arizona	65	71	93	82	77	66	68	63	74	100	76	55	69	60	-13.0%	0.9%	33
Arkansas	68	58	41	73	63	85	89	45	63	67	66	57	58	57	-1.7%	0.9%	35
California	641	576	542	568	611	589	643	570	599	719	877	498	551	480	-12.9%	7.3%	2
Colorado	60	51	54	78	66	78	87	74	62	85	82	96	66	64	-3.0%	1.0%	31
Connecticut	176	194	181	159	169	164	178	140	141	179	185	132	137	113	-17.5%	1.7%	16
Delaware	23	15	17	17	28	21	17	18	23	17	24	12	23	21	-8.7%	0.3%	47
District of Columbia	11	8	5	2	6	13	8	5	6	12	6	7	3	3	—	0.0%	52
Florida	751	759	762	861	905	825	885	920	759	958	851	786	841	656	-22.0%	10.0%	1
Georgia	171	128	117	126	146	186	147	144	156	205	207	172	162	162	—	2.5%	13
Hawaii	38	58	79	51	44	49	52	39	55	71	54	44	55	44	-20.0%	0.7%	38
Idaho	49	41	43	49	43	58	71	47	67	71	75	61	62	45	-27.4%	0.7%	37
Illinois	122	84	103	104	108	116	98	114	102	112	100	85	92	73	-20.7%	1.1%	28
Indiana	60	65	82	66	72	88	87	109	81	86	92	137	81	74	-8.6%	1.1%	27
Iowa	40	31	34	34	26	42	48	41	34	47	36	42	48	41	-14.6%	0.6%	40
Kansas	18	20	28	29	33	37	27	38	36	38	29	36	37	32	-13.5%	0.5%	44
Kentucky	52	43	35	43	43	49	52	35	44	59	48	194	354	92	-74.0%	1.4%	24
Louisiana	120	108	114	119	124	150	117	103	115	145	117	97	111	85	-23.4%	1.3%	25
Maine	281	254	242	222	259	278	287	271	253	327	353	374	300	240	-20.0%	3.6%	11
Maryland	151	168	129	147	139	142	161	113	125	134	145	155	133	108	-18.8%	1.6%	18
Massachusetts	404	442	370	366	351	393	395	357	368	472	445	399	327	306	-6.4%	4.6%	6
Michigan	293	264	247	253	300	286	323	302	263	278	279	313	321	265	-17.4%	4.0%	7
Minnesota	159	145	160	138	156	183	181	153	176	168	188	166	158	157	-0.6%	2.4%	14
Mississippi	62	53	56	60	57	53	43	38	42	60	54	55	57	49	-14.0%	0.7%	36
Missouri	69	58	67	81	80	111	74	95	78	84	80	78	85	71	-16.5%	1.1%	29
Montana	24	29	42	37	40	49	42	31	47	47	56	49	44	59	34.1%	0.9%	34
Nebraska	64	15	8	16	18	19	12	23	31	27	25	16	17	33	94.1%	0.5%	43
Nevada	27	29	37	39	44	36	40	41	27	44	44	27	41	29	-29.3%	0.4%	45
New Hampshire	98	95	80	100	107	116	103	68	86	112	108	114	119	98	-17.6%	1.5%	21
New Jersey	159	115	142	152	118	129	108	98	105	127	94	119	91	93	2.2%	1.4%	23
New Mexico	12	20	12	13	13	13	9	11	7	16	17	18	13	20	53.8%	0.3%	48
New York	372	365	372	340	332	325	329	305	278	346	281	284	308	261	-15.3%	4.0%	8
North Carolina	176	182	166	155	160	152	208	194	147	218	191	163	185	180	-2.7%	2.7%	12
North Dakota	15	11	21	18	13	21	16	16	13	15	7	12	20	11	-45.0%	0.2%	49
Ohio	106	77	113	92	95	135	115	147	104	158	151	121	141	108	-23.4%	1.6%	18
Oklahoma	74	103	69	86	82	85	68	81	80	97	83	84	88	69	-21.6%	1.0%	30
Oregon	124	93	98	121	118	120	112	124	100	149	138	106	113	103	-8.8%	1.6%	20
Pennsylvania	142	152	138	112	129	154	127	131	120	146	159	135	151	113	-25.2%	1.7%	16
Rhode Island	88	80	82	83	79	131	71	66	73	106	114	85	69	61	-11.6%	0.9%	32
South Carolina	67	87	87	73	100	88	137	104	99	108	116	115	124	244	96.8%	3.7%	10
South Dakota	7	13	8	12	9	9	15	13	9	6	11	7	12	9	-25.0%	0.1%	50
Tennessee	91	91	88	115	103	99	92	98	105	154	125	134	137	98	-28.5%	1.5%	21
Texas	343	357	342	342	399	427	443	372	389	539	427	346	416	347	-16.6%	5.3%	4
Utah	24	35	28	45	45	40	38	56	47	54	45	42	63	38	-39.7%	0.6%	42
Vermont	37	40	29	60	22	36	27	26	32	41	42	21	38	40	5.3%	0.6%	41
Virginia	187	173	176	202	162	138	167	155	138	196	174	154	175	152	-13.1%	2.3%	15
Washington	477	440	442	505	532	570	573	542	433	637	565	444	476	406	-14.7%	6.2%	3
West Virginia	68	22	17	22	18	20	28	26	19	26	24	26	28	44	57.1%	0.7%	38
Wisconsin	151	140	151	141	161	173	182	513	166	1,018	166	542	477	317	-33.5%	4.8%	5
Wyoming	7	16	8	14	25	21	23	17	23	12	34	17	25	23	-8.0%	0.3%	46
U.S. territories	12	10	12	2	8	5	6	1	4	6	6	1	10	5	-50.0%	0.1%	51
Unknown	35	26	59	29	18	45	36	8	8	19	23	8	5	4	-20.0%	0.1%	
Total	7,215	6,802	6,720	6,940	7,240	7,590	7,569	7,423	6,767	9,321	8,103	7,612	7,884	6,588			
Percent change	-5.7%	-1.2%	3.3%	4.3%	4.8%	-0.3%	-1.9%	-8.8%	37.7%	-13.1%	-6.1%	3.6%	-16.4%				

Chart 14: Less than 4 hp unit sales by state—2024

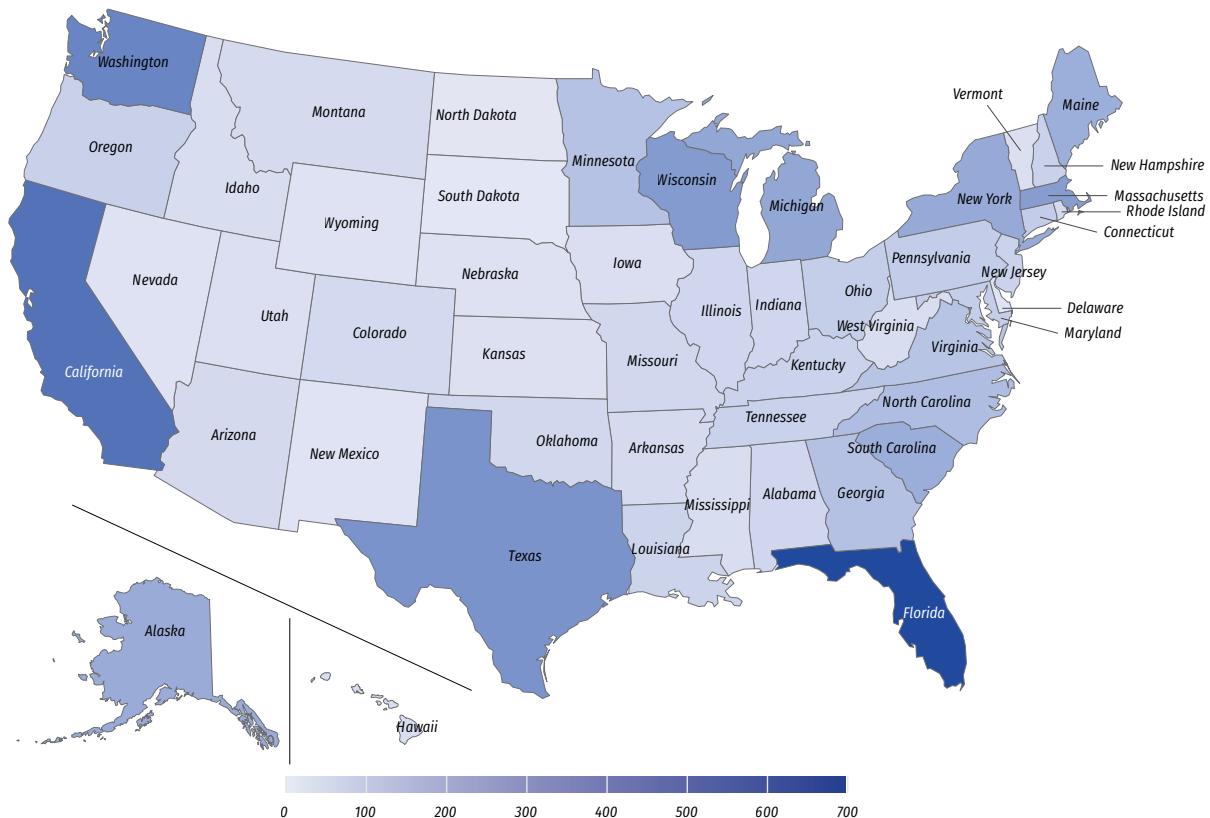


Table 15: 4–9.9 hp unit sales by state

A total of 27,713 units in the 4–9.9 hp category were sold nationwide in 2024. The greatest number came from Washington with 2,393 units, followed by Florida with 2,038, and California with 1,691. Collectively these three states represented 22% of the market for this segment.

Source: NMMA

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% CHANGE	% TOTAL	2024 rank
Alabama	219	212	220	202	181	232	209	185	178	238	254	225	196	234	19.4%	0.8%	34
Alaska	769	777	614	726	767	782	802	716	692	793	732	835	769	678	-11.8%	2.4%	13
Arizona	230	211	246	234	253	255	248	280	241	348	308	266	251	296	17.9%	1.1%	29
Arkansas	279	303	251	298	306	260	218	222	192	247	268	227	242	284	17.4%	1.0%	30
California	1,668	1,798	1,694	1,539	1,588	1,706	1,976	1,766	1,658	2,031	3,047	1,941	1,665	1,691	1.6%	6.1%	3
Colorado	261	226	219	292	323	279	315	324	287	292	306	425	289	272	-5.9%	1.0%	32
Connecticut	393	324	360	301	290	334	352	311	300	417	377	383	327	368	12.5%	1.3%	24
Delaware	62	47	57	54	52	78	57	43	43	54	48	46	43	47	9.3%	0.2%	50
District of Columbia	17	20	18	8	13	13	18	8	6	16	12	36	8	7	-12.5%	0.0%	52
Florida	1,747	1,675	1,792	1,812	1,888	1,922	2,020	1,910	1,813	2,331	2,069	2,304	2,096	2,038	-2.8%	7.4%	2
Georgia	455	417	428	527	496	543	585	521	542	727	643	646	606	606	—	2.2%	16
Hawaii	123	141	209	149	133	121	165	168	172	214	193	178	171	142	-17.0%	0.5%	43
Idaho	327	359	381	395	424	413	483	483	488	523	560	491	463	454	-1.9%	1.6%	21
Illinois	706	747	700	664	716	751	761	696	608	747	699	755	620	627	1.1%	2.3%	14
Indiana	334	363	344	372	362	339	438	394	378	482	452	592	444	468	5.4%	1.7%	20
Iowa	301	286	271	291	285	263	338	259	254	275	278	292	265	271	2.3%	1.0%	33
Kansas	69	95	84	107	98	93	98	97	85	128	115	103	87	112	28.7%	0.4%	46
Kentucky	143	158	162	171	134	158	151	151	145	179	189	415	446	188	-57.8%	0.7%	38
Louisiana	318	364	372	331	357	389	329	256	284	410	300	270	244	279	14.3%	1.0%	31
Maine	519	581	544	437	564	610	661	602	552	821	801	839	734	709	-3.4%	2.6%	11
Maryland	321	383	381	350	310	302	331	315	285	365	315	325	337	307	-8.9%	1.1%	28
Massachusetts	706	777	796	721	749	814	848	766	772	1,072	933	882	726	706	-2.8%	2.5%	12
Michigan	1,137	1,209	1,138	1,137	1,253	1,302	1,494	1,435	1,264	1,404	1,501	1,715	1,435	1,537	7.1%	5.5%	5
Minnesota	882	957	1,039	883	877	909	1,123	1,000	892	915	1,005	1,081	946	1,051	11.1%	3.8%	8
Mississippi	157	153	206	181	163	179	168	164	173	201	145	193	171	178	4.1%	0.6%	39
Missouri	267	325	319	333	343	318	311	353	328	407	384	350	356	394	10.7%	1.4%	22
Montana	245	274	287	301	300	276	301	271	229	270	279	352	291	311	6.9%	1.1%	27
Nebraska	133	192	153	182	177	156	137	148	127	124	161	156	153	219	43.1%	0.8%	36
Nevada	166	123	98	119	107	102	136	143	134	129	134	151	94	109	16.0%	0.4%	47
New Hampshire	181	210	219	246	201	245	259	259	224	319	296	324	216	233	7.9%	0.8%	35
New Jersey	458	461	457	481	380	458	468	397	451	471	413	532	396	381	-3.8%	1.4%	23
New Mexico	45	49	24	42	37	40	44	34	26	26	33	35	44	56	27.3%	0.2%	49
New York	1,074	1,064	1,091	1,025	950	975	1,058	947	844	1,041	960	971	987	913	-7.5%	3.3%	9
North Carolina	340	342	336	337	347	330	433	363	365	466	459	512	404	536	32.7%	1.9%	19
North Dakota	234	301	329	327	390	289	363	378	244	181	180	178	168	138	-17.9%	0.5%	44
Ohio	706	759	675	721	743	847	1,026	989	932	1,341	1,340	1,512	1,403	1,314	-6.3%	4.7%	6
Oklahoma	165	183	146	177	172	161	161	164	161	214	191	200	169	161	-4.7%	0.6%	40
Oregon	1,533	1,466	1,587	1,575	1,670	1,778	1,875	1,688	1,404	1,531	1,745	1,794	1,410	1,299	-7.9%	4.7%	7
Pennsylvania	498	544	453	486	423	458	508	516	498	552	583	545	576	569	-1.2%	2.1%	18
Rhode Island	155	146	151	140	138	165	163	158	159	215	224	207	168	148	-11.9%	0.5%	42
South Carolina	325	258	262	263	291	338	403	328	360	433	382	381	366	616	68.3%	2.2%	15
South Dakota	245	297	278	258	310	235	257	239	176	139	207	241	187	154	-17.6%	0.6%	41
Tennessee	242	220	273	260	286	284	327	283	328	380	358	331	392	345	-12.0%	1.2%	25
Texas	654	712	690	701	773	859	953	809	840	1,158	863	840	696	844	21.3%	3.0%	10
Utah	242	259	235	234	265	226	306	322	284	307	403	402	353	337	-4.5%	1.2%	26
Vermont	79	106	100	107	80	96	141	80	77	125	104	116	91	100	9.9%	0.4%	48
Virginia	544	582	599	554	502	545	552	525	546	723	572	648	578	586	1.4%	2.1%	17
Washington	2,546	2,365	2,525	2,743	2,948	2,859	3,124	3,100	2,593	3,021	3,005	2,922	2,565	2,393	-6.7%	8.6%	1
West Virginia	141	121	106	133	126	120	140	133	142	162	126	128	154	193	25.3%	0.7%	37
Wisconsin	1,054	1,047	1,037	1,015	1,151	1,263	1,421	1,945	1,150	3,252	1,290	2,536	2,059	1,668	-19.0%	6.0%	4
Wyoming	112	130	124	144	151	126	151	161	115	164	135	129	109	116	6.4%	0.4%	45
U.S. territories	15	9	25	11	4	2	2	9	5	5	11	8	19	9	-52.6%	0.0%	51
Unknown	64	42	36	66	42	50	53	32	29	19	23	28	24	21	-12.5%	0.1%	
Total	24,606	25,170	25,141	25,163	25,889	26,648	29,261	27,846	25,075	32,405	30,411	31,994	28,009	27,713			
Percent change	2.3%	-0.1%	0.1%	2.9%	2.9%	9.8%	-4.8%	-10.0%	29.2%	-6.2%	5.2%	-12.5%	-1.1%				

Chart 15: 4–9.9 hp unit sales by state—2024

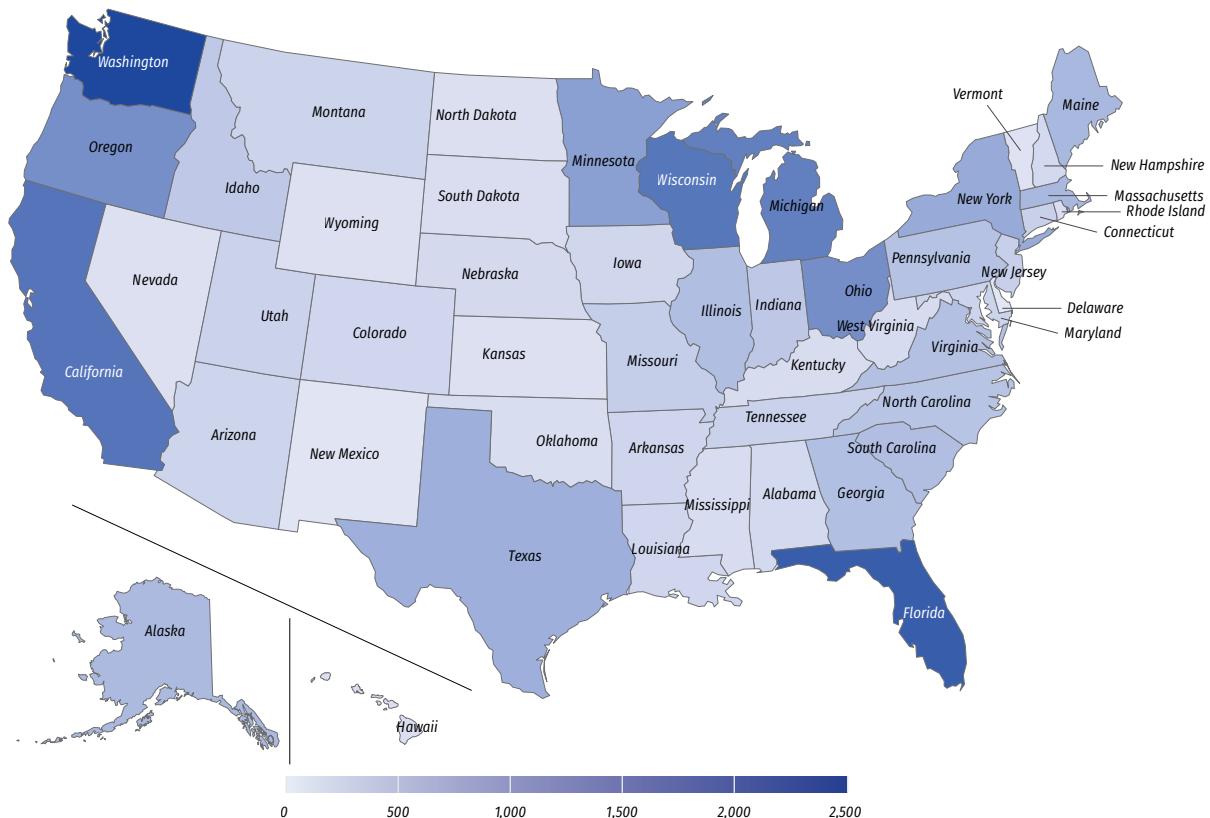


Table 16: 10–29.9 hp unit sales by state

Sales in the 10–29.9 hp category reached 29,059 units in 2024. Florida recorded the highest number at 2,890 units, followed by Michigan with 1,620 and Minnesota with 1,515. Kansas and West Virginia saw the largest year-over-year increase in unit sales at 48.1% and 32.6%, respectively.

Source: NMMA

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% CHANGE	% TOTAL	2024 rank
Alabama	420	413	369	463	440	392	389	442	441	533	424	470	514	532	3.5%	1.8%	24
Alaska	473	463	473	563	565	459	388	404	452	482	516	588	541	558	31%	1.9%	21
Arizona	93	80	97	109	91	94	85	146	108	133	153	120	142	143	0.7%	0.5%	42
Arkansas	849	874	968	927	804	810	695	726	677	774	730	730	698	710	1.7%	2.4%	16
California	903	1,027	1,059	1,102	1,168	1,209	1,154	1,183	1,313	1,445	1,701	1,412	1,343	1,305	-2.8%	4.5%	6
Colorado	106	107	96	103	134	149	147	179	179	228	204	209	202	181	-10.4%	0.6%	38
Connecticut	233	204	260	240	257	304	206	222	260	287	318	284	295	340	15.3%	1.2%	30
Delaware	106	122	112	105	101	112	102	103	95	136	119	117	128	120	-6.3%	0.4%	45
District of Columbia	23	11	19	7	11	14	8	17	12	11	7	20	23	11	-52.2%	0.0%	51
Florida	1,732	1,870	1,907	2,202	2,378	2,266	2,356	2,380	2,504	2,899	2,800	2,992	2,968	2,890	-2.6%	9.9%	1
Georgia	533	522	522	621	727	814	746	721	745	959	781	794	808	825	21%	2.8%	10
Hawaii	85	106	109	102	81	85	61	101	89	111	102	108	92	98	6.5%	0.3%	46
Idaho	84	105	103	109	123	143	96	160	154	203	251	206	221	195	-11.8%	0.7%	36
Illinois	723	697	704	679	673	716	712	719	654	675	678	604	614	681	10.9%	2.3%	17
Indiana	370	370	377	373	413	436	353	446	414	477	413	495	462	499	8.0%	1.7%	25
Iowa	330	292	271	265	284	325	361	369	342	407	355	348	394	360	-8.6%	1.2%	29
Kansas	80	88	62	91	86	116	88	101	85	138	97	138	106	157	48.1%	0.5%	41
Kentucky	170	204	165	221	201	213	192	184	212	192	221	340	527	306	-41.9%	1.1%	31
Louisiana	1,246	1,104	1,105	1,145	1,153	1,011	963	896	873	1,045	899	807	801	800	-0.1%	2.8%	13
Maine	386	495	469	387	504	558	525	498	519	687	708	685	646	594	-8.0%	2.0%	19
Maryland	367	402	370	337	325	374	413	343	409	481	496	441	509	461	-9.4%	1.6%	26
Massachusetts	466	540	539	617	575	635	634	603	713	761	754	789	741	784	5.8%	2.7%	14
Michigan	1,195	1,225	1,226	1,120	1,290	1,332	1,263	1,434	1,406	1,467	1,530	1,470	1,461	1,620	10.9%	5.6%	2
Minnesota	1,067	1,197	1,202	1,059	1,204	1,226	1,176	1,260	1,384	1,530	1,495	1,585	1,466	1,515	3.3%	5.2%	3
Mississippi	419	480	500	484	518	521	518	481	478	612	500	518	566	558	-1.4%	1.9%	21
Missouri	300	296	315	335	332	314	303	267	262	338	329	340	423	454	7.3%	1.6%	27
Montana	128	118	157	145	153	175	139	173	173	220	248	234	229	211	-7.9%	0.7%	35
Nebraska	78	126	101	118	126	117	104	125	147	163	157	131	156	167	7.1%	0.6%	40
Nevada	74	76	79	74	75	63	66	87	122	104	102	94	86	89	3.5%	0.3%	48
New Hampshire	226	218	232	232	241	263	235	246	231	285	285	299	273	266	-2.6%	0.9%	32
New Jersey	312	336	334	354	311	323	311	324	317	353	365	410	397	381	-4.0%	1.3%	28
New Mexico	17	24	26	21	22	25	20	23	31	24	28	25	42	42	—	0.1%	50
New York	717	693	737	666	659	748	600	727	681	753	701	736	742	810	9.2%	2.8%	12
North Carolina	467	486	576	472	540	525	648	609	596	778	717	790	778	761	-2.2%	2.6%	15
North Dakota	88	86	138	117	127	124	104	135	226	271	287	303	246	219	-11.0%	0.8%	34
Ohio	500	574	664	643	642	698	635	696	664	857	834	769	741	814	9.9%	2.8%	11
Oklahoma	163	157	148	167	176	215	151	156	180	213	195	175	188	195	3.7%	0.7%	36
Oregon	400	510	587	568	712	678	408	519	706	773	828	693	649	618	-4.8%	2.1%	18
Pennsylvania	1,036	1,091	1,147	1,050	1,017	1,017	1,021	1,036	1,094	1,099	1,171	1,117	1,117	1,135	1.6%	3.9%	7
Rhode Island	86	87	102	83	91	87	96	83	111	158	161	155	146	177	21.2%	0.6%	39
South Carolina	560	608	592	661	683	760	755	779	672	875	864	819	888	891	0.3%	3.1%	9
South Dakota	64	60	63	78	74	89	124	134	156	191	278	228	214	220	2.8%	0.8%	33
Tennessee	344	346	383	419	415	437	475	471	459	541	506	501	560	589	5.2%	2.0%	20
Texas	1,061	1,179	1,049	1,198	1,198	1,209	1,297	1,150	1,189	1,432	1,188	1,053	1,158	1,363	17.7%	4.7%	4
Utah	112	96	105	111	111	75	106	113	156	135	169	153	139	142	2.2%	0.5%	43
Vermont	61	72	65	82	73	79	72	73	75	83	79	88	79	93	17.7%	0.3%	47
Virginia	403	424	429	415	402	386	397	402	349	508	525	467	553	558	0.9%	1.9%	21
Washington	796	936	1,087	1,137	1,272	1,091	797	1,005	1,062	1,218	1,303	1,119	1,164	1,046	-10.1%	3.6%	8
West Virginia	77	84	66	88	77	69	53	52	75	76	68	57	95	126	32.6%	0.4%	44
Wisconsin	991	1,024	940	909	1,046	930	984	1,339	1,140	1,890	1,213	1,278	1,468	1,362	-7.2%	4.7%	5
Wyoming	22	38	37	37	55	25	40	44	75	84	91	83	62	64	3.2%	0.2%	49
U.S. territories	9	10	22	10	7	15	8	17	2	4	10	11	24	7	-70.8%	0.0%	52
Unknown	48	57	56	44	28	59	36	23	34	34	27	24	7	16	128.6%	0.1%	
Total	21,599	22,810	23,321	23,665	24,771	24,910	23,616	24,926	25,503	30,133	28,981	28,422	28,892	29,059			
Percent change	5.6%	2.2%	1.5%	4.7%	0.6%	-5.2%	5.5%	2.3%	18.2%	-3.8%	-1.9%	1.7%	0.6%				

Chart 16: 10–29.9 hp unit sales by state—2024

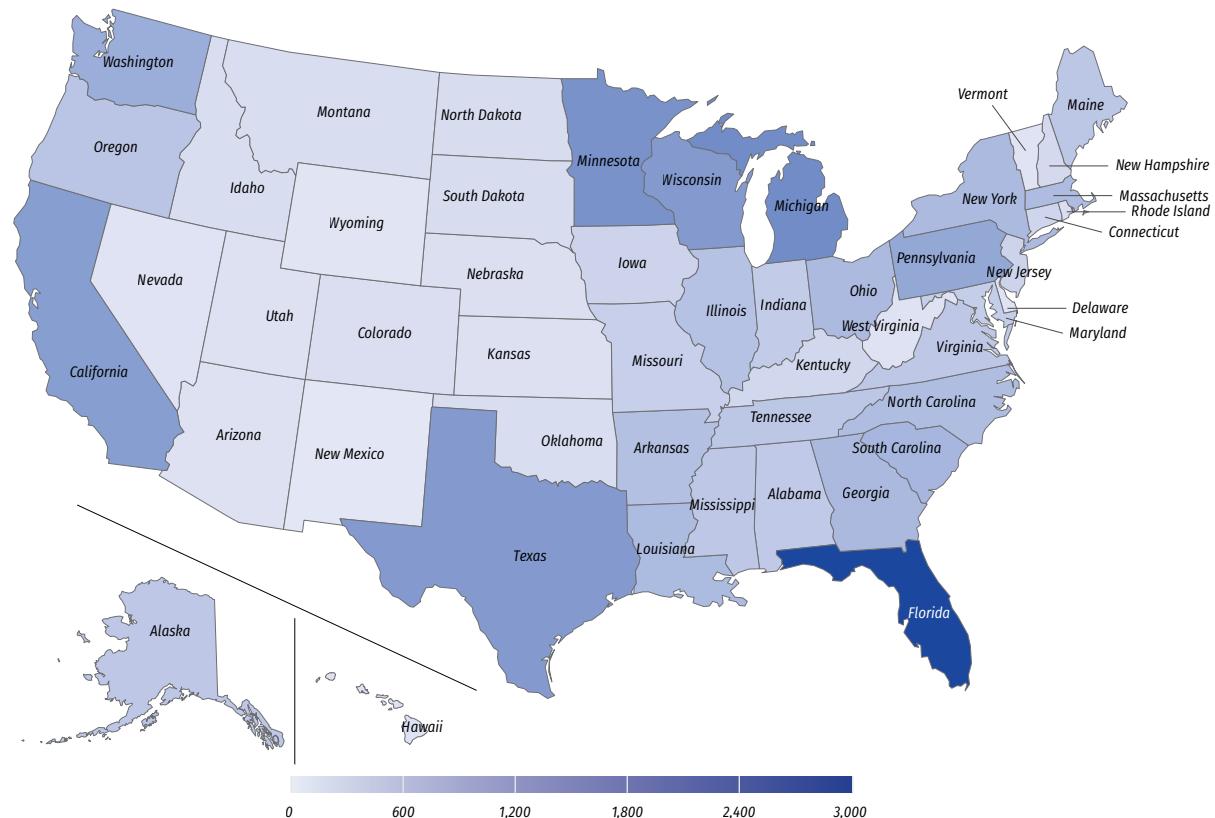


Table 17: 30–49.9 hp unit sales by state

Sales in the 30–49.9 hp segment reached 11,479 units in 2024, with Florida leading at 1,317 units, followed by Michigan at 670 units and Wisconsin at 563 units.

Source: NMMA

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% CHANGE	% TOTAL	2024 rank
Alabama	374	369	315	339	355	312	295	398	288	284	163	221	220	208	-5.5%	1.8%	24
Alaska	405	323	332	374	372	334	355	285	341	354	305	317	338	306	-9.5%	2.7%	15
Arizona	144	110	69	96	78	89	96	194	89	85	87	122	67	63	-6.0%	0.5%	35
Arkansas	440	533	572	548	571	616	554	647	496	533	414	435	415	451	8.7%	3.9%	6
California	388	471	486	485	546	613	529	706	507	478	440	483	408	412	1.0%	3.6%	9
Colorado	55	63	83	66	67	65	63	116	68	67	55	48	47	48	2.1%	0.4%	39
Connecticut	109	87	113	123	117	139	160	176	149	149	120	136	142	136	-4.2%	1.2%	29
Delaware	40	54	54	52	60	52	65	55	40	55	34	45	51	65	27.5%	0.6%	34
District of Columbia	11	2	21	6	4	5	49	1	4	17	11	12	1	3	200.0%	0.0%	52
Florida	1,180	1,342	1,277	1,494	1,522	1,566	1,550	1,754	1,407	1,411	1,148	1,459	1,430	1,317	-7.9%	11.5%	1
Georgia	376	312	337	392	446	484	439	618	408	410	289	318	327	352	7.6%	3.1%	11
Hawaii	46	95	61	56	57	60	59	39	40	44	46	69	43	32	-25.6%	0.3%	44
Idaho	42	43	51	62	44	59	49	68	82	63	58	48	64	59	-7.8%	0.5%	37
Illinois	339	397	410	363	391	374	377	488	278	290	262	224	268	226	-15.7%	2.0%	22
Indiana	244	272	290	293	285	332	319	471	295	301	257	207	229	253	10.5%	2.2%	21
Iowa	161	176	175	168	146	170	194	191	154	169	152	98	120	114	-5.0%	1.0%	31
Kansas	57	68	55	73	63	82	67	131	49	80	51	48	44	59	34.1%	0.5%	37
Kentucky	157	142	116	115	144	116	108	232	126	120	108	128	164	122	-25.6%	1.1%	30
Louisiana	831	964	843	911	833	794	773	813	613	604	471	438	414	422	1.9%	3.7%	7
Maine	152	176	193	191	201	250	235	211	193	254	179	203	232	183	-21.1%	1.6%	26
Maryland	195	188	258	195	187	182	207	188	177	184	174	209	215	186	-13.5%	1.6%	25
Massachusetts	232	259	279	317	291	366	409	395	325	365	347	358	348	330	-5.2%	2.9%	13
Michigan	712	713	886	803	910	961	972	1,092	802	747	706	667	680	670	-1.5%	5.8%	2
Minnesota	713	713	775	816	795	820	819	807	678	739	591	571	488	504	3.3%	4.4%	5
Mississippi	299	318	307	318	314	304	313	343	251	335	214	251	243	254	4.5%	2.2%	19
Missouri	380	417	472	434	420	486	465	628	337	432	388	354	357	396	10.9%	3.4%	10
Montana	37	45	47	51	66	45	45	46	52	59	46	65	51	63	23.5%	0.5%	35
Nebraska	51	67	77	86	72	69	84	107	57	63	61	39	25	34	36.0%	0.3%	41
Nevada	33	42	29	37	47	33	47	63	29	24	26	23	19	23	21.1%	0.2%	47
New Hampshire	85	79	86	91	107	108	118	139	121	117	95	97	91	103	13.2%	0.9%	32
New Jersey	140	117	155	167	175	163	198	183	166	149	140	159	164	146	-11.0%	1.3%	28
New Mexico	12	22	19	7	19	9	14	18	15	9	8	9	8	6	-25.0%	0.1%	51
New York	414	491	432	385	405	427	378	392	316	344	286	266	300	272	-9.3%	2.4%	18
North Carolina	310	270	359	400	341	344	434	562	424	374	285	343	345	338	-2.0%	2.9%	12
North Dakota	44	38	64	52	54	37	49	39	54	57	34	26	32	27	-15.6%	0.2%	45
Ohio	199	198	300	594	503	255	265	295	224	224	184	200	247	216	-12.6%	1.9%	23
Oklahoma	152	146	151	133	152	146	151	263	113	109	62	62	67	68	1.5%	0.6%	33
Oregon	145	159	140	182	182	222	160	195	156	172	129	163	164	172	4.9%	1.5%	27
Pennsylvania	280	300	356	317	324	328	343	340	283	346	262	252	269	282	4.8%	2.5%	17
Rhode Island	47	43	51	54	41	52	48	55	60	69	63	74	49	41	-16.3%	0.4%	40
South Carolina	331	345	340	444	464	536	473	614	444	466	384	394	379	414	9.2%	3.6%	8
South Dakota	13	45	31	33	31	25	20	35	18	20	24	24	24	18	-25.0%	0.2%	48
Tennessee	256	305	320	307	327	359	353	447	305	348	234	242	254	300	18.1%	2.6%	16
Texas	774	838	817	783	809	848	820	1,117	662	754	479	455	511	519	1.6%	4.5%	4
Utah	23	33	33	39	61	32	48	61	34	28	34	43	34	26	-23.5%	0.2%	46
Vermont	33	25	34	37	39	35	36	53	28	42	33	38	39	34	-12.8%	0.3%	41
Virginia	358	293	266	263	255	782	587	377	226	361	213	225	233	254	9.0%	2.2%	19
Washington	327	340	374	368	430	436	392	420	312	331	318	337	322	321	-0.3%	2.8%	14
West Virginia	65	61	75	72	57	57	39	89	49	67	43	40	37	34	-8.1%	0.3%	41
Wisconsin	701	770	836	780	839	832	838	903	767	774	637	622	598	563	-5.9%	4.9%	3
Wyoming	15	12	12	9	18	11	12	19	23	17	17	16	11	9	-18.2%	0.1%	49
U.S. territories	2	3	2	3	1	2	17	8	3	11	5	12	12	7	-41.7%	0.1%	50
Unknown	7	18	27	34	23	19	24	17	17	9	14	25	16	18	12.5%	0.2%	
Total	12,936	13,712	14,263	14,818	15,061	15,843	15,514	17,904	13,155	13,914	11,186	11,720	11,656	11,479			
Percent change	6.0%	4.0%	3.9%	1.6%	5.2%	-2.1%	15.4%	-26.5%	5.8%	-19.6%	4.8%	-0.5%	-1.5%				

Chart 17: 30–49.9 hp unit sales by state—2024

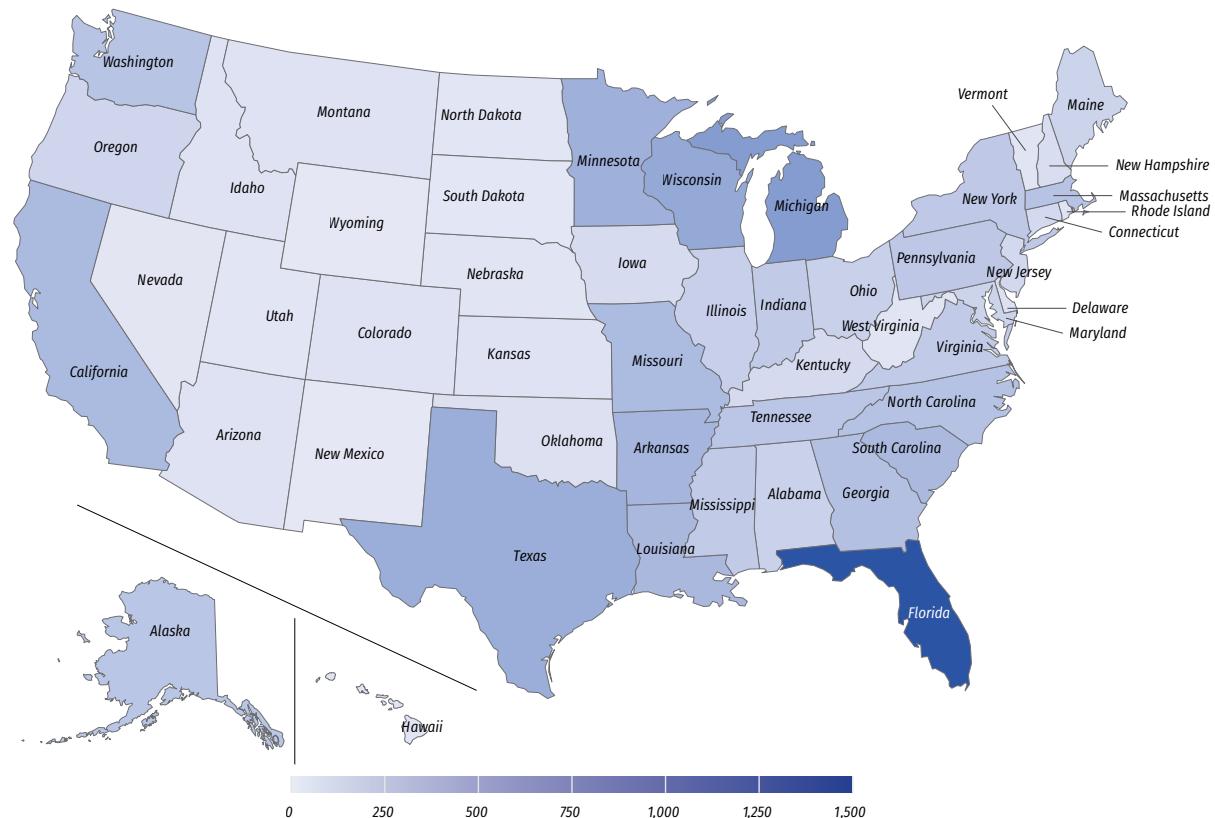


Table 18: 50–74.9 hp unit sales by state

Sales in the 50–74.9 hp segment totaled 28,020 units in 2024, led by Florida with 2,971 units, followed by Michigan with 1,626 units and Wisconsin with 1,542 units. New Mexico recorded the highest growth for the segment with unit sales up 45.7%.

Source: NMMA

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% CHANGE	% TOTAL	2024 rank
Alabama	1,070	1,096	1,009	1,042	1,064	942	925	776	897	1,117	775	821	889	843	-5.2%	3.0%	12
Alaska	566	579	594	654	658	649	584	580	542	657	654	702	551	450	-18.3%	1.6%	24
Arizona	172	148	183	179	183	202	169	278	258	225	207	188	217	177	-18.4%	0.6%	34
Arkansas	749	842	859	861	823	763	729	603	683	1,009	785	742	725	659	-9.1%	2.4%	16
California	760	928	1,034	838	834	990	1,002	880	1,067	1,178	1,039	924	899	870	-3.2%	3.1%	11
Colorado	146	137	155	125	166	139	117	141	171	231	158	153	151	141	-6.6%	0.5%	37
Connecticut	198	221	204	191	185	216	213	228	238	281	239	250	246	253	2.8%	0.9%	31
Delaware	89	119	132	132	118	129	107	100	111	135	118	122	101	111	9.9%	0.4%	39
District of Columbia	5	15	4	2	94	59	4	9	—	7	2	8	6	9	50.0%	0.0%	51
Florida	2,462	2,772	2,989	3,228	3,616	3,559	3,557	3,332	3,132	4,064	3,565	3,853	3,444	2,971	-13.7%	10.6%	1
Georgia	938	765	914	893	1,007	926	1,095	960	1,123	1,401	1,128	995	1,079	1,130	4.7%	4.0%	7
Hawaii	128	205	164	136	140	157	145	173	134	147	175	161	158	146	-7.6%	0.5%	35
Idaho	79	106	169	148	171	140	129	122	143	197	168	147	160	111	-30.6%	0.4%	39
Illinois	970	1,020	1,097	1,055	1,049	1,088	1,022	873	904	981	860	836	820	806	-1.7%	2.9%	13
Indiana	809	856	778	781	733	790	804	717	853	943	750	666	743	720	-3.1%	2.6%	14
Iowa	461	489	437	375	345	400	479	369	360	466	379	345	339	342	0.9%	1.2%	27
Kansas	156	155	146	133	189	150	169	165	145	188	179	135	117	122	4.3%	0.4%	38
Kentucky	485	469	499	458	512	489	440	395	482	624	461	380	418	425	1.7%	1.5%	25
Louisiana	1,692	1,576	1,462	1,411	1,211	1,098	1,134	1,105	1,175	1,418	1,124	1,084	971	971	—	3.5%	9
Maine	335	443	381	453	459	489	500	402	414	520	531	479	518	424	-18.1%	1.5%	26
Maryland	336	396	325	308	331	362	379	361	315	390	364	383	372	317	-14.8%	1.1%	28
Massachusetts	485	523	613	560	559	668	616	596	636	647	667	648	643	556	-13.5%	2.0%	21
Michigan	2,223	2,347	2,342	2,273	2,349	2,569	2,426	2,538	2,425	2,504	2,299	2,028	1,886	1,626	-13.8%	5.8%	2
Minnesota	2,114	2,409	2,552	2,387	2,440	2,453	2,368	2,356	2,297	2,420	2,271	1,900	1,805	1,456	-19.3%	5.2%	5
Mississippi	625	575	544	600	600	557	565	473	577	749	513	581	691	642	-71%	2.3%	17
Missouri	671	713	741	681	713	638	639	561	627	806	651	540	846	629	-25.7%	2.2%	18
Montana	97	125	108	105	117	129	104	76	78	97	125	122	85	100	17.6%	0.4%	44
Nebraska	174	160	158	157	181	160	127	151	134	156	160	102	128	104	-18.8%	0.4%	42
Nevada	64	67	72	55	71	51	72	74	99	66	77	59	55	78	41.8%	0.3%	46
New Hampshire	170	238	232	265	259	245	291	282	285	326	288	256	265	223	-15.8%	0.8%	33
New Jersey	307	321	308	305	306	333	305	293	304	327	317	332	296	236	-20.3%	0.8%	32
New Mexico	52	52	34	44	43	39	37	45	35	40	43	28	35	51	45.7%	0.2%	49
New York	1,102	991	1,146	1,071	975	1,021	895	882	867	928	827	800	799	694	-13.1%	2.5%	15
North Carolina	998	1,058	1,108	1,019	1,084	1,136	1,189	1,094	1,164	1,356	1,068	1,166	1,126	1,041	-7.5%	3.7%	8
North Dakota	264	369	436	339	292	210	174	156	141	169	145	100	117	107	-8.5%	0.4%	41
Ohio	615	676	658	632	785	711	685	686	753	847	768	643	672	611	-9.1%	2.2%	19
Oklahoma	470	442	389	419	372	330	293	257	335	478	327	253	300	311	3.7%	1.1%	29
Oregon	300	284	362	326	298	357	328	331	323	350	377	364	303	274	-9.6%	1.0%	30
Pennsylvania	538	625	623	563	643	621	615	536	562	635	548	430	467	464	-0.6%	1.7%	23
Rhode Island	77	92	88	96	98	104	102	113	102	111	119	118	98	102	4.1%	0.4%	43
South Carolina	910	872	818	953	1,050	1,061	1,113	1,172	1,195	1,330	1,115	1,154	1,248	1,197	-4.1%	4.3%	6
South Dakota	148	176	162	151	139	105	106	103	87	81	82	63	71	57	-19.7%	0.2%	48
Tennessee	899	845	976	906	859	878	920	797	943	1,272	888	917	1,025	925	-9.8%	3.3%	10
Texas	2,096	2,163	2,325	2,081	2,086	1,862	1,825	1,688	1,747	2,365	1,757	1,568	1,634	1,506	-7.8%	5.4%	4
Utah	66	62	66	83	56	61	63	77	87	83	105	82	89	98	101%	0.3%	45
Vermont	77	99	78	95	92	69	104	111	68	76	104	83	89	74	-16.9%	0.3%	47
Virginia	602	597	541	610	593	560	589	558	563	626	585	553	602	536	-11.0%	1.9%	22
Washington	500	596	607	640	670	605	583	612	607	570	622	671	578	598	3.5%	2.1%	20
West Virginia	195	210	192	177	146	145	152	152	196	203	154	127	142	145	2.1%	0.5%	36
Wisconsin	1,840	2,018	1,979	1,922	2,061	2,111	2,160	2,124	2,106	2,281	2,163	1,876	1,713	1,542	-10.0%	5.5%	3
Wyoming	25	37	45	29	39	14	26	24	28	28	24	26	26	25	-3.8%	0.1%	50
U.S. territories	4	2	15	2	2	17	6	15	2	5	13	13	6	2	-66.7%	0.0%	52
Unknown	35	45	67	69	52	39	43	27	36	31	39	28	20	12	-40.0%	0.0%	
Total	31,349	33,126	33,920	33,018	33,918	33,596	33,224	31,529	32,556	38,142	32,902	31,005	30,784	28,020			
Percent change	5.7%	2.4%	-2.7%	2.7%	-0.9%	-1.1%	-5.1%	3.3%	17.2%	-13.7%	-5.8%	-0.7%	-9.0%				

Chart 18: 50–74.9 hp unit sales by state—2024

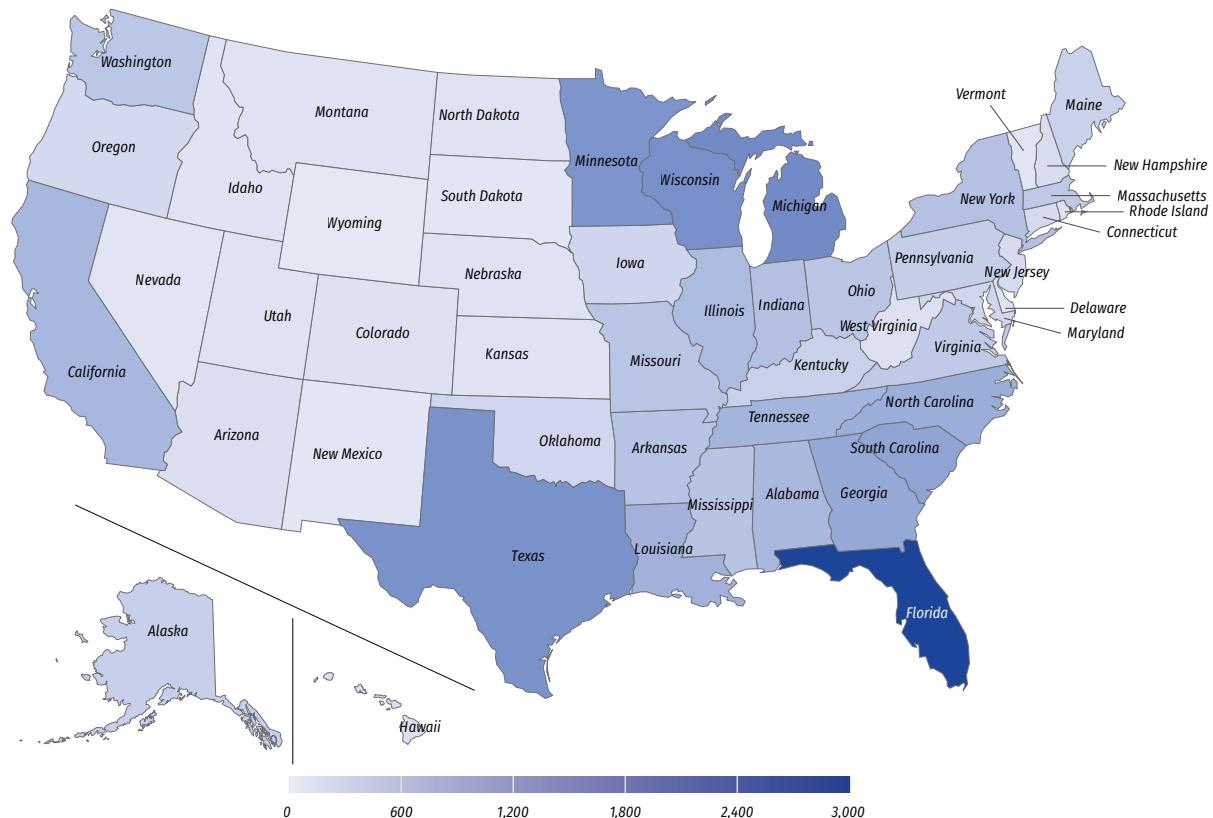


Table 19: 75–99.9 hp unit sales by state

Sales of outboard engines in the 75–99.9 horsepower segment reached 23,626 units in 2024. Florida recorded the highest number of sales with 2,507 units, followed by Texas with 1,559, Wisconsin with 1,335, Minnesota with 1,265, and Michigan with 1,134.

Source: NMMA

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% CHANGE	% TOTAL	2024 rank
Alabama	586	583	582	602	691	681	634	654	657	882	703	729	700	713	1.9%	3.0%	10
Alaska	253	226	244	231	290	209	209	183	241	238	243	239	238	216	-9.2%	0.9%	31
Arizona	112	84	104	83	127	127	154	174	193	247	209	234	216	181	-16.2%	0.8%	34
Arkansas	254	271	341	347	313	366	351	385	363	536	544	552	481	472	-1.9%	2.0%	19
California	451	501	548	592	551	703	757	795	827	974	872	789	734	736	0.3%	3.1%	8
Colorado	72	102	102	107	113	138	176	223	207	223	184	207	164	155	-5.5%	0.7%	36
Connecticut	159	130	144	145	127	169	173	173	172	218	184	211	227	213	-6.2%	0.9%	32
Delaware	116	115	119	123	121	107	103	96	124	134	111	114	124	101	-18.5%	0.4%	42
District of Columbia	2	4	5	2	15	4	3	11	9	7	5	7	12	6	-50.0%	0.0%	51
Florida	1,528	1,580	1,642	1,914	2,226	2,334	2,543	2,608	2,780	3,191	2,923	3,268	2,695	2,507	-7.0%	10.6%	1
Georgia	591	434	539	551	595	649	733	788	781	993	851	857	786	696	-11.5%	2.9%	11
Hawaii	105	84	108	83	76	69	76	93	69	57	85	101	83	65	-21.7%	0.3%	48
Idaho	61	84	78	106	118	122	174	166	185	244	239	224	197	157	-20.3%	0.7%	35
Illinois	547	561	547	570	565	621	676	640	595	673	743	693	697	652	-6.5%	2.8%	14
Indiana	391	362	424	427	462	485	483	538	527	656	645	524	588	597	1.5%	2.5%	17
Iowa	302	302	264	247	274	280	280	271	242	288	341	264	280	240	-14.3%	1.0%	30
Kansas	84	101	84	94	82	89	118	125	123	186	163	119	138	123	-10.9%	0.5%	40
Kentucky	364	355	320	315	300	339	345	339	336	485	412	397	338	323	-4.4%	1.4%	26
Louisiana	912	959	861	946	822	754	808	783	749	954	756	730	666	665	-0.2%	2.8%	12
Maine	174	206	208	214	233	273	366	327	322	364	428	406	355	304	-14.4%	1.3%	27
Maryland	281	293	289	277	294	334	363	302	315	386	375	354	391	363	-7.2%	1.5%	23
Massachusetts	293	302	283	337	343	406	421	416	442	501	505	544	486	467	-3.9%	2.0%	22
Michigan	830	825	1,082	1,039	1,204	1,309	1,403	1,303	1,355	1,433	1,490	1,356	1,316	1,134	-13.8%	4.8%	5
Minnesota	1,107	1,225	1,259	1,196	1,414	1,473	1,482	1,614	1,553	1,746	1,715	1,564	1,444	1,265	-12.4%	5.4%	4
Mississippi	256	261	229	227	293	287	347	339	359	394	372	385	389	345	-11.3%	1.5%	25
Missouri	456	455	402	392	456	460	544	589	519	640	686	576	658	631	-4.1%	2.7%	15
Montana	137	133	165	139	153	106	102	146	139	149	143	117	160	129	-19.4%	0.5%	39
Nebraska	113	118	113	116	118	117	134	163	113	165	159	116	137	138	0.7%	0.6%	37
Nevada	38	36	54	44	47	58	73	77	102	92	77	57	51	71	39.2%	0.3%	46
New Hampshire	102	134	111	148	167	199	217	226	219	286	247	299	248	246	-0.8%	1.0%	29
New Jersey	242	245	249	280	290	296	336	263	269	284	257	298	306	277	-9.5%	1.2%	28
New Mexico	45	26	22	37	35	43	49	61	69	74	36	34	55	44	-20.0%	0.2%	49
New York	643	612	743	764	793	814	816	745	777	811	767	829	813	662	-18.6%	2.8%	13
North Carolina	764	731	808	765	740	825	926	856	901	1,124	987	1,155	1,195	1,014	-15.1%	4.3%	6
North Dakota	192	261	272	270	253	201	184	214	164	205	169	172	141	118	-16.3%	0.5%	41
Ohio	346	300	383	367	373	385	415	477	537	612	563	519	518	470	-9.3%	2.0%	21
Oklahoma	308	331	341	355	373	420	400	436	492	525	451	386	396	346	-12.6%	1.5%	24
Oregon	166	222	241	240	274	265	287	278	275	310	297	295	215	213	-0.9%	0.9%	32
Pennsylvania	410	421	457	406	426	463	460	477	468	538	549	498	455	471	3.5%	2.0%	20
Rhode Island	38	51	45	49	51	58	51	64	63	66	85	87	84	68	-19.0%	0.3%	47
South Carolina	573	597	584	654	650	781	833	859	897	1,056	1,007	912	907	859	-5.3%	3.6%	7
South Dakota	86	113	123	119	120	94	103	128	95	139	137	121	106	91	-14.2%	0.4%	43
Tennessee	546	521	635	513	586	689	723	704	686	918	859	777	877	719	-18.0%	3.0%	9
Texas	1,332	1,497	1,374	1,428	1,483	1,591	1,660	1,821	1,805	2,386	1,775	1,767	1,587	1,559	-1.8%	6.6%	2
Utah	31	53	45	63	53	60	43	69	69	88	81	81	89	87	-2.2%	0.4%	44
Vermont	27	29	44	49	36	59	58	39	53	54	83	60	65	73	12.3%	0.3%	45
Virginia	539	455	423	425	405	506	466	433	511	660	551	583	593	622	4.9%	2.6%	16
Washington	380	399	439	482	546	557	546	514	541	544	569	581	554	491	-11.4%	2.1%	18
West Virginia	148	150	125	101	121	104	102	109	141	183	151	128	126	132	4.8%	0.6%	38
Wisconsin	899	1,004	1,076	1,105	1,213	1,306	1,385	1,441	1,312	1,508	1,603	1,464	1,333	1,335	0.2%	5.7%	3
Wyoming	24	24	29	25	40	27	32	31	42	32	29	34	28	38	35.7%	0.2%	50
U.S. territories	7	8	16	15	3	13	13	12	2	2	11	1	3	4	33.3%	0.0%	52
Unknown	20	29	26	26	21	29	35	32	28	25	36	21	18	22	22.2%	0.1%	
Total	18,443	18,905	19,751	20,152	21,475	22,854	24,171	24,610	24,815	29,486	27,463	26,836	25,463	23,626			
Percent change	2.5%	4.5%	2.0%	6.6%	6.4%	5.8%	1.8%	0.8%	18.8%	-6.9%	-2.3%	-5.1%	-7.2%				

Chart 19: 75–99.9 hp unit sales by state—2024

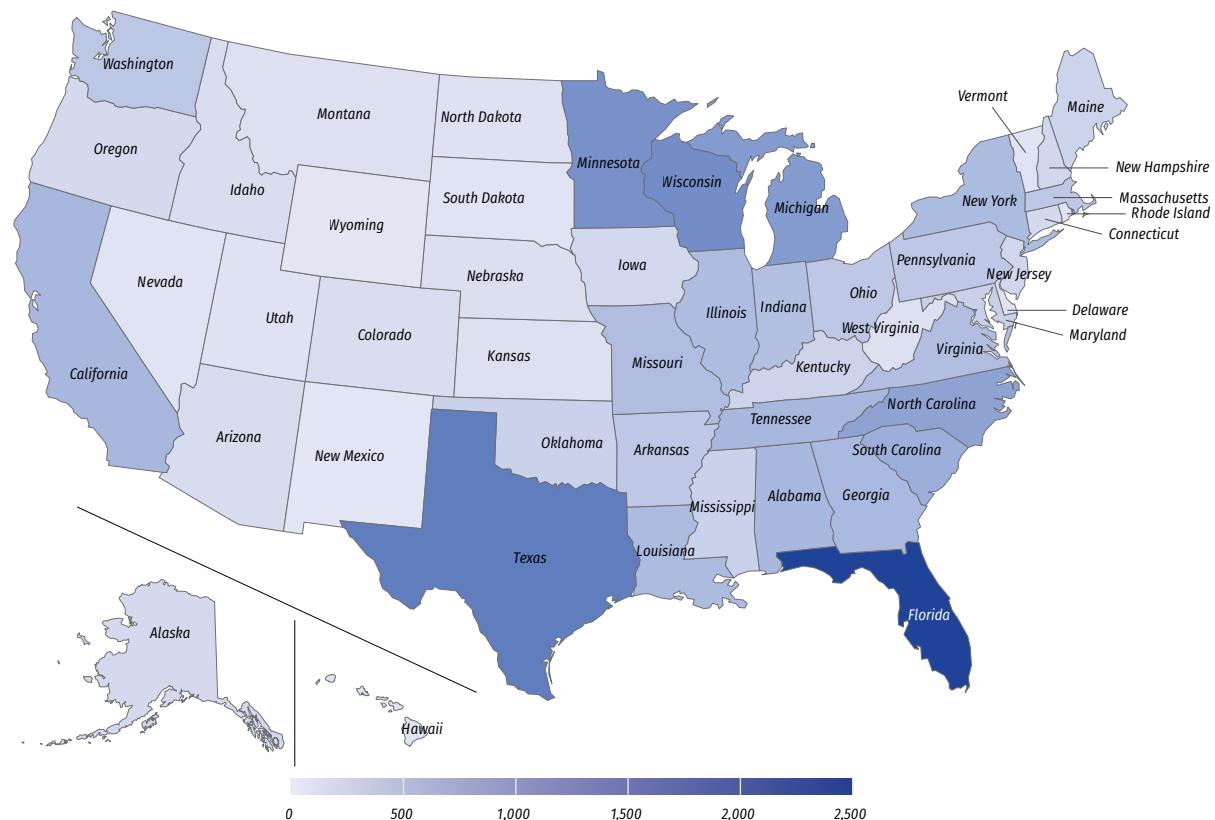


Table 20: 100–149.9 hp unit sales by state

Sales of outboard engines in the 100–149.9 horsepower range totaled 28,356 units in 2024. Florida led all states with 3,904 units sold, followed by Minnesota with 1,902 and Texas with 1,636. Combined these top three states accounted for more than 26% of total sales for this segment.

Source: NMMA

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% CHANGE	% TOTAL	2024 rank
Alabama	607	713	740	826	939	1,086	1,047	995	994	1,170	978	895	887	801	-9.7%	2.8%	9
Alaska	377	381	440	367	428	349	424	343	372	343	335	353	455	341	-25.1%	1.2%	28
Arizona	151	88	137	139	165	161	194	228	179	199	211	168	198	117	-40.9%	0.4%	39
Arkansas	338	358	474	474	540	502	503	476	482	553	549	513	454	407	-10.4%	1.4%	24
California	418	496	635	616	671	822	926	876	813	873	793	766	721	606	-16.0%	2.1%	16
Colorado	112	100	117	162	177	186	161	182	180	212	146	179	123	96	-22.0%	0.3%	44
Connecticut	142	113	149	126	161	176	169	201	159	223	206	219	227	223	-1.8%	0.8%	33
Delaware	94	104	118	155	174	214	188	185	208	225	171	198	177	141	-20.3%	0.5%	37
District of Columbia	4	1	6	9	24	8	7	16	11	5	9	15	3	5	66.7%	0.0%	52
Florida	1,984	2,358	2,737	3,039	3,882	4,444	4,479	4,723	4,498	5,105	4,790	4,890	4,499	3,904	-13.2%	13.8%	1
Georgia	590	576	690	807	964	1,123	1,176	1,153	1,049	1,300	1,122	1,121	866	760	-12.2%	2.7%	11
Hawaii	72	95	129	98	134	122	127	124	105	134	108	153	168	146	-13.1%	0.5%	36
Idaho	76	83	134	168	201	206	193	218	235	259	293	248	181	170	-6.1%	0.6%	35
Illinois	597	697	704	730	818	962	920	892	889	864	888	755	707	658	-6.9%	2.3%	13
Indiana	344	436	477	501	525	559	656	693	666	706	719	650	581	565	-2.8%	2.0%	19
Iowa	374	378	361	339	399	388	445	426	361	402	357	286	337	293	-13.1%	1.0%	29
Kansas	112	108	131	125	159	164	184	152	140	152	166	124	140	106	-24.3%	0.4%	43
Kentucky	330	333	388	419	448	550	560	519	523	582	508	453	423	346	-18.2%	1.2%	27
Louisiana	1,058	1,192	1,271	1,429	1,392	1,330	1,228	1,156	1,044	1,234	1,076	1,061	948	790	-16.7%	2.8%	10
Maine	141	167	199	212	259	353	383	363	378	419	426	478	466	368	-21.0%	1.3%	26
Maryland	278	313	340	381	418	493	554	546	540	632	561	539	572	516	-9.8%	1.8%	22
Massachusetts	267	296	336	339	380	488	497	513	524	644	575	605	618	522	-15.5%	1.8%	21
Michigan	754	999	1,089	1,231	1,551	1,809	2,105	2,313	2,139	2,217	2,339	2,101	1,817	1,593	-12.3%	5.6%	4
Minnesota	1,147	1,310	1,542	1,516	1,728	1,905	2,294	2,339	2,346	2,652	2,866	2,419	2,165	1,902	-12.1%	6.7%	2
Mississippi	271	264	336	367	442	508	473	498	419	550	456	395	443	378	-14.7%	1.3%	25
Missouri	472	565	617	623	719	791	752	723	630	731	771	643	716	559	-21.9%	2.0%	20
Montana	116	107	148	155	208	206	185	177	197	162	180	171	137	123	-10.2%	0.4%	38
Nebraska	178	177	191	165	196	199	191	206	163	221	199	159	163	115	-29.4%	0.4%	41
Nevada	48	59	52	39	61	43	77	96	54	71	55	39	32	60	87.5%	0.2%	47
New Hampshire	76	97	139	152	169	232	249	262	243	276	277	300	246	230	-6.5%	0.8%	32
New Jersey	245	294	316	342	370	436	417	437	449	528	405	511	407	418	2.7%	1.5%	23
New Mexico	33	23	17	31	41	41	40	38	33	28	34	14	19	34	78.9%	0.1%	49
New York	580	653	774	801	807	914	975	990	996	1,173	1,078	1,136	1,151	929	-19.3%	3.3%	8
North Carolina	1,142	1,245	1,506	1,398	1,663	1,961	2,094	2,136	1,958	2,390	1,944	2,062	1,782	1,527	-14.3%	5.4%	6
North Dakota	275	342	419	424	436	390	424	398	384	412	403	362	356	200	-43.8%	0.7%	34
Ohio	375	410	466	464	515	559	626	694	713	800	803	735	631	592	-6.2%	2.1%	17
Oklahoma	302	312	324	364	411	428	454	403	404	462	409	301	282	258	-8.5%	0.9%	31
Oregon	234	257	327	318	394	413	389	398	378	401	405	395	304	275	-9.5%	1.0%	30
Pennsylvania	326	371	460	448	534	636	637	646	699	697	704	663	620	572	-7.7%	2.0%	18
Rhode Island	37	46	64	56	56	64	83	74	79	93	105	112	87	80	-8.0%	0.3%	46
South Carolina	567	739	905	1,057	1,237	1,283	1,483	1,393	1,281	1,597	1,382	1,400	1,279	1,005	-21.4%	3.5%	7
South Dakota	143	218	221	183	207	160	169	188	145	163	174	135	124	113	-8.9%	0.4%	42
Tennessee	450	603	655	662	813	944	1,057	992	925	1,051	1,085	1,006	889	745	-16.2%	2.6%	12
Texas	1,415	1,653	1,897	2,026	2,289	2,450	2,511	2,465	2,334	2,673	2,296	2,055	1,833	1,636	-10.7%	5.8%	3
Utah	40	53	55	62	61	77	75	86	95	88	117	111	93	82	-11.8%	0.3%	45
Vermont	38	43	46	52	47	51	53	89	55	81	84	93	79	58	-26.6%	0.2%	48
Virginia	524	559	558	546	662	712	739	730	740	838	739	754	808	646	-20.0%	2.3%	14
Washington	417	490	612	638	773	822	805	738	785	865	747	725	708	609	-14.0%	2.1%	15
West Virginia	82	64	102	96	83	127	161	148	156	191	162	134	100	117	17.0%	0.4%	39
Wisconsin	773	997	1,076	1,191	1,340	1,437	1,701	1,825	1,762	1,889	2,094	1,910	1,729	1,567	-9.4%	5.5%	5
Wyoming	44	58	48	51	44	51	52	46	61	41	47	33	38	23	-39.5%	0.1%	50
U.S. territories	1	6	16	17	9	6	10	3	1	2	7	5	16	10	-37.5%	0.0%	51
Unknown	26	23	55	119	63	72	31	25	22	11	16	29	15	19	26.7%	0.1%	
Total	19,597	22,423	25,746	27,055	31,187	34,413	36,333	36,536	34,996	39,590	37,370	35,577	32,820	28,356			
Percent change	14.4%	14.8%	5.1%	15.3%	10.3%	5.6%	0.6%	-4.2%	13.1%	-5.6%	-4.8%	-7.7%	-13.6%				

Chart 20: 100–149.9 hp unit sales by state—2024

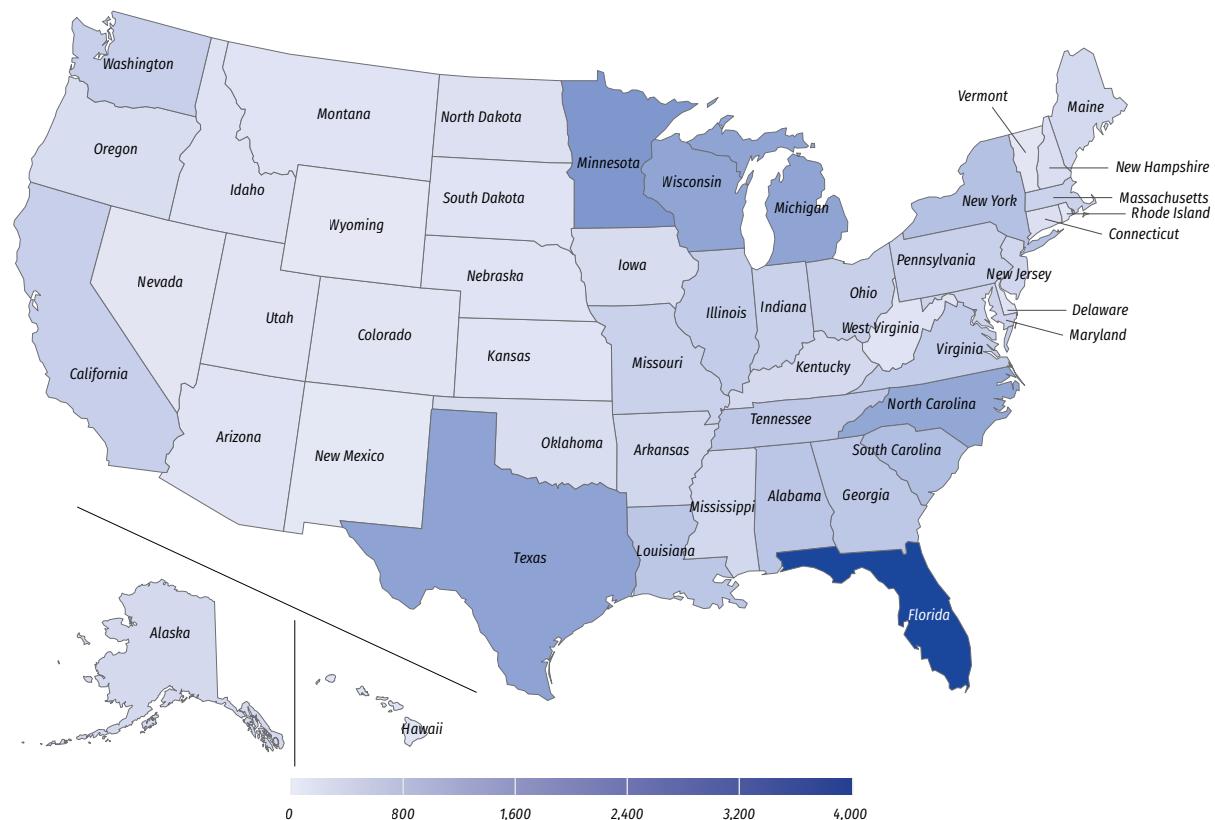


Table 21: 150–199.9 hp unit sales by state

Sales of 150–199.9 horsepower outboard engines reached 34,252 units in 2024. Florida led all states with 4,965 units sold, followed by Texas with 2,244, North Carolina with 1,805, Minnesota with 1,680, and Michigan with 1,550.

Source: NMMA

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% CHANGE	% TOTAL	2024 rank
Alabama	674	729	862	917	1,126	1,128	1,358	1,536	1,398	1,761	1,327	1,306	1,145	1,051	-8.2%	3.1%	10
Alaska	294	327	308	336	417	368	400	377	344	324	315	375	400	302	-24.5%	0.9%	31
Arizona	175	104	133	129	144	201	213	339	256	292	296	283	252	199	-21.0%	0.6%	36
Arkansas	301	364	463	483	456	525	554	583	613	702	681	573	565	473	-16.3%	1.4%	25
California	398	542	650	672	672	882	1,062	1,216	1,125	1,222	1,083	933	811	779	-3.9%	2.3%	16
Colorado	109	120	155	148	164	185	214	271	226	230	235	197	180	164	-8.9%	0.5%	41
Connecticut	184	200	235	213	197	269	262	318	293	380	323	285	304	270	-11.2%	0.8%	33
Delaware	94	107	106	128	132	170	166	179	176	207	207	258	245	198	-19.2%	0.6%	37
District of Columbia	29	23	8	11	16	9	11	18	12	9	13	13	6	15	150.0%	0.0%	51
Florida	2,814	3,625	3,944	4,550	5,345	5,713	6,410	6,366	6,563	7,342	5,857	6,787	5,910	4,965	-16.0%	14.5%	1
Georgia	589	638	685	850	1,015	1,191	1,372	1,545	1,425	1,848	1,533	1,476	1,286	1,139	-11.4%	3.3%	8
Hawaii	72	102	78	88	74	109	75	83	100	77	102	121	132	92	-30.3%	0.3%	46
Idaho	51	80	105	149	151	196	244	266	265	285	337	305	299	202	-32.4%	0.6%	35
Illinois	403	504	666	648	696	868	920	1,061	975	982	1,005	929	882	862	-2.3%	2.5%	14
Indiana	244	330	416	432	466	509	672	762	732	851	738	732	681	746	9.5%	2.2%	18
Iowa	233	389	458	415	444	479	491	523	460	468	469	413	395	416	5.3%	1.2%	27
Kansas	87	126	121	159	195	215	236	233	222	254	232	209	193	163	-15.5%	0.5%	42
Kentucky	285	273	384	396	406	553	662	637	616	762	574	566	431	484	12.3%	1.4%	24
Louisiana	1,135	1,201	1,194	1,312	1,240	1,141	1,292	1,327	1,165	1,460	1,104	1,164	944	896	-5.1%	2.6%	12
Maine	101	119	172	191	176	268	316	267	306	391	360	421	388	340	-12.4%	1.0%	29
Maryland	263	385	421	458	456	558	664	689	674	716	667	603	603	534	-11.4%	1.6%	23
Massachusetts	325	402	480	493	521	605	672	770	723	880	694	827	733	606	-17.3%	1.8%	21
Michigan	432	716	881	1,049	1,112	1,398	1,648	1,830	1,767	1,916	1,932	1,900	1,622	1,550	-4.4%	4.5%	5
Minnesota	763	1,142	1,333	1,266	1,360	1,449	1,575	1,720	1,664	1,770	1,949	1,722	1,479	1,680	13.6%	4.9%	4
Mississippi	292	326	339	355	316	419	492	519	472	626	474	442	396	393	-0.8%	1.1%	28
Missouri	421	503	627	672	809	908	941	1,069	981	1,049	1,065	986	1,042	842	-19.2%	2.5%	15
Montana	101	120	175	186	230	190	215	193	182	223	237	217	197	174	-11.7%	0.5%	40
Nebraska	126	151	209	186	236	216	238	278	226	238	281	223	239	186	-22.2%	0.5%	38
Nevada	80	32	35	43	72	64	86	102	85	79	78	121	49	66	34.7%	0.2%	47
New Hampshire	75	111	125	143	185	250	259	309	292	334	288	368	324	308	-4.9%	0.9%	30
New Jersey	364	423	526	499	587	684	744	822	822	899	735	841	814	701	-13.9%	2.0%	20
New Mexico	24	24	19	35	33	39	54	71	62	59	56	35	35	60	71.4%	0.2%	48
New York	556	657	810	772	872	1,067	1,128	1,154	1,235	1,337	1,233	1,269	1,255	1,104	-12.0%	3.2%	9
North Carolina	818	1,042	1,276	1,230	1,429	1,646	1,914	2,107	2,104	2,525	2,214	2,304	2,118	1,805	-14.8%	5.3%	3
North Dakota	240	453	572	577	544	475	461	467	425	399	440	395	345	274	-20.6%	0.8%	32
Ohio	273	417	542	581	604	708	814	929	947	1,141	925	861	811	755	-6.9%	2.2%	17
Oklahoma	285	293	330	445	405	487	609	680	545	629	520	518	402	423	5.2%	1.2%	26
Oregon	187	282	304	310	306	368	380	366	351	371	348	379	293	265	-9.6%	0.8%	34
Pennsylvania	272	329	457	425	457	579	623	761	737	734	778	675	643	584	-9.2%	1.7%	22
Rhode Island	52	68	84	88	71	121	122	104	128	133	113	121	97	105	8.2%	0.3%	43
South Carolina	622	865	958	1,153	1,292	1,458	1,697	1,871	1,718	2,092	1,695	1,781	1,445	1,321	-8.6%	3.9%	7
South Dakota	157	321	328	295	334	284	299	265	234	252	251	194	188	183	-2.7%	0.5%	39
Tennessee	325	485	582	573	690	787	980	1,102	1,081	1,268	1,176	1,180	1,041	875	-15.9%	2.6%	13
Texas	1,798	2,102	2,366	2,511	2,759	2,774	3,191	3,352	3,192	3,863	3,133	2,954	2,429	2,244	-7.6%	6.6%	2
Utah	39	81	96	79	92	119	104	138	124	145	127	113	81	96	18.5%	0.3%	44
Vermont	17	42	51	33	53	59	71	56	49	53	73	61	61	55	-9.8%	0.2%	50
Virginia	518	568	613	660	710	804	972	912	957	1,151	893	987	1,065	951	-10.7%	2.8%	11
Washington	472	545	578	607	696	739	792	860	801	867	802	824	735	732	-0.4%	2.1%	19
West Virginia	67	80	75	101	86	79	135	139	161	168	138	103	101	94	-6.9%	0.3%	45
Wisconsin	507	733	965	939	1,075	1,206	1,414	1,584	1,553	1,587	1,694	1,673	1,565	1,440	-8.0%	4.2%	6
Wyoming	52	58	71	84	80	73	78	65	83	67	66	54	64	60	-6.3%	0.2%	48
U.S. territories	8	5	38	12	5	11	1	6	3	1	3	10	6	3	-50.0%	0.0%	52
Unknown	21	28	43	48	47	34	23	27	33	26	44	49	34	27	-20.6%	0.1%	
Total	18,824	23,692	27,452	29,135	32,056	35,637	40,326	43,224	41,683	47,445	41,913	42,136	37,761	34,252			
Percent change	25.9%	15.9%	6.1%	10.0%	11.2%	13.2%	7.2%	-3.6%	13.8%	-11.7%	0.5%	-10.4%	-9.3%				

Chart 21: 150–199.9 hp unit sales by state—2024

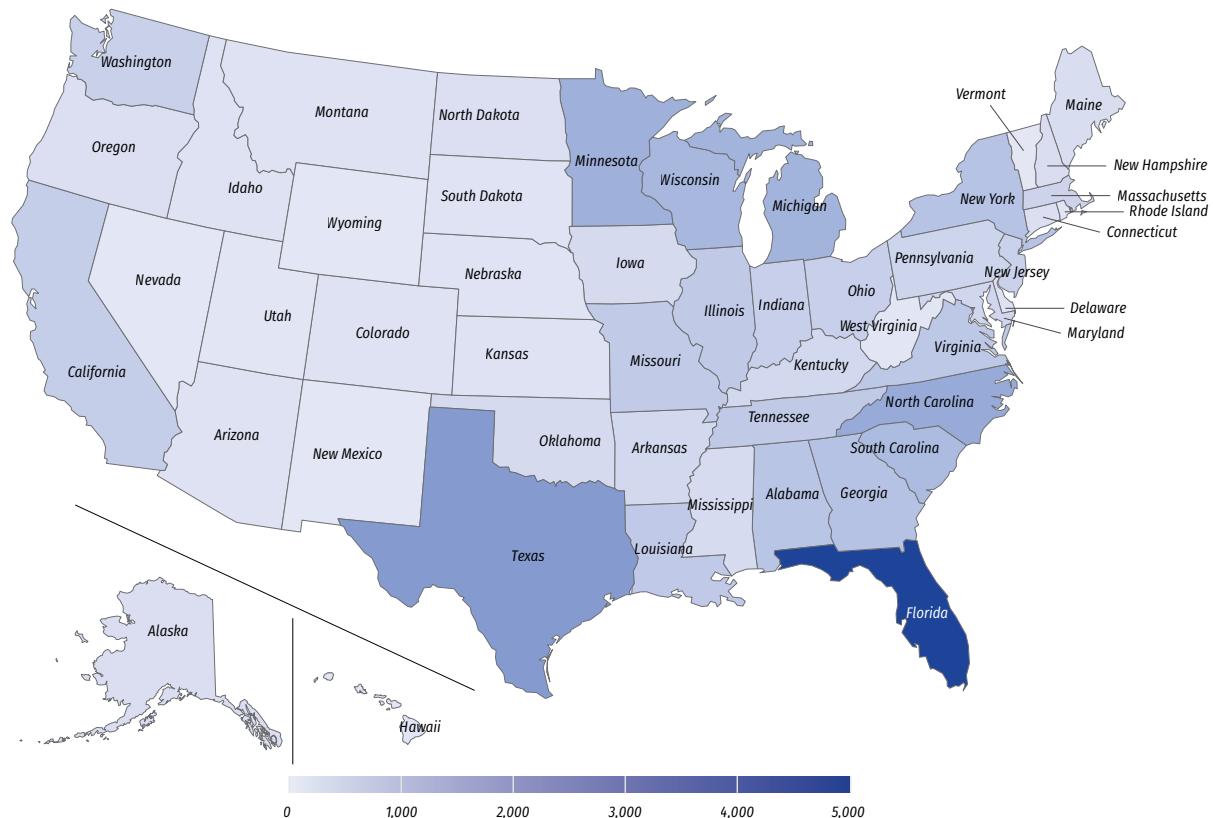


Table 22: 200–249.9 hp unit sales by state

Sales of 200–249.9 horsepower outboard engines reached 28,234 units in 2024. Florida led the category with 5,391 units, followed by Texas with 1,516, North Carolina with 1,409, Michigan with 1,202, and South Carolina with 1,053.

Source: NMMA

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% CHANGE	% TOTAL	2024 rank	
Alabama	—	—	408	415	584	745	796	850	987	1,210	1,176	1,004	1,048	913	-12.9%	3.2%	8	
Alaska	—	—	180	204	205	246	262	247	266	288	264	302	282	276	-2.1%	1.0%	29	
Arizona	—	—	41	61	96	97	124	126	121	148	261	151	157	149	-5.1%	0.5%	37	
Arkansas	—	—	172	197	201	259	296	327	358	475	492	368	368	341	-7.3%	1.2%	25	
California	—	—	353	357	436	455	560	576	742	990	914	783	711	742	4.4%	2.6%	13	
Colorado	—	—	32	53	63	56	101	103	137	192	168	162	138	115	-16.7%	0.4%	42	
Connecticut	—	—	133	156	197	178	249	221	247	308	255	281	260	291	11.9%	1.0%	26	
Delaware	—	—	37	48	74	82	107	97	137	158	215	191	211	205	-2.8%	0.7%	34	
District of Columbia	—	—	80	24	13	6	11	20	24	18	68	16	29	2	-93.1%	0.0%	52	
Florida	—	—	1,729	2,948	3,526	4,154	4,448	4,653	5,416	6,822	5,895	6,289	6,415	5,391	-16.0%	19.1%	1	
Georgia	—	—	258	342	443	606	665	724	873	1,275	1,246	1,176	1,057	933	-11.7%	3.3%	7	
Hawaii	—	—	41	22	21	35	35	37	39	39	66	88	99	68	-31.3%	0.2%	46	
Idaho	—	—	33	34	57	56	79	68	86	128	148	145	149	122	-18.1%	0.4%	41	
Illinois	—	—	184	185	228	294	341	358	461	503	588	508	535	549	2.6%	1.9%	21	
Indiana	—	—	108	104	139	179	234	279	357	461	499	441	448	507	13.2%	1.8%	22	
Iowa	—	—	94	128	146	160	166	171	211	237	348	266	304	261	-14.1%	0.9%	30	
Kansas	—	—	42	65	66	88	96	87	113	146	167	132	140	141	0.7%	0.5%	40	
Kentucky	—	—	144	149	156	189	234	265	346	506	474	431	456	357	-21.7%	1.3%	24	
Louisiana	—	—	532	632	626	609	672	629	747	846	708	638	669	622	-7.0%	2.2%	19	
Maine	—	—	41	67	73	100	121	113	128	194	189	226	191	200	4.7%	0.7%	35	
Maryland	—	—	378	433	453	560	628	672	681	697	695	724	788	715	-9.3%	2.5%	14	
Massachusetts	—	—	234	335	355	422	473	432	552	695	724	700	686	639	-6.9%	2.3%	16	
Michigan	—	—	226	284	392	448	546	655	875	1,017	1,318	1,229	1,188	1,202	1.2%	4.3%	4	
Minnesota	—	—	357	406	455	497	658	629	765	926	1,040	1,033	951	879	-7.6%	3.1%	9	
Mississippi	—	—	141	168	191	214	229	237	259	340	340	277	356	280	-21.3%	1.0%	28	
Missouri	—	—	282	301	348	417	523	529	595	712	768	618	748	614	-17.9%	2.2%	20	
Montana	—	—	71	67	95	86	97	107	109	151	145	148	147	147	—	0.5%	38	
Nebraska	—	—	61	89	62	82	83	106	128	144	138	146	173	147	-15.0%	0.5%	38	
Nevada	—	—	28	27	36	42	51	56	54	46	57	55	42	48	14.3%	0.2%	47	
New Hampshire	—	—	33	81	76	77	84	120	168	179	191	218	229	207	-9.6%	0.7%	33	
New Jersey	—	—	233	361	377	475	525	499	604	809	750	757	815	785	-3.7%	2.8%	12	
New Mexico	—	—	12	15	16	24	29	22	48	29	35	24	22	40	81.8%	0.1%	49	
New York	—	—	366	504	462	622	694	638	746	918	959	869	1,004	954	-5.0%	3.4%	6	
North Carolina	—	—	488	654	839	916	1,059	1,041	1,343	1,704	1,633	1,722	1,581	1,409	-10.9%	5.0%	3	
North Dakota	—	—	154	216	176	156	211	231	264	276	308	273	236	215	-8.9%	0.8%	32	
Ohio	—	—	161	215	218	242	360	363	463	597	636	667	604	627	3.8%	2.2%	17	
Oklahoma	—	—	156	164	183	209	267	343	363	376	420	314	294	290	-1.4%	1.0%	27	
Oregon	—	—	108	168	205	190	179	194	238	266	254	280	224	233	4.0%	0.8%	31	
Pennsylvania	—	—	160	215	202	246	321	318	426	463	476	512	505	489	-3.2%	1.7%	23	
Rhode Island	—	—	42	64	59	80	106	93	106	157	132	95	123	109	-11.4%	0.4%	43	
South Carolina	—	—	329	508	565	681	776	828	1,083	1,250	1,261	1,239	1,158	1,053	-9.1%	3.7%	5	
South Dakota	—	—	99	113	115	125	159	167	155	192	257	243	203	165	-18.7%	0.6%	36	
Tennessee	—	—	247	283	366	420	486	528	578	786	785	733	787	709	-9.9%	2.5%	15	
Texas	—	—	1,177	1,292	1,402	1,407	1,504	1,561	1,819	2,014	1,918	1,869	1,679	1,516	-9.7%	5.4%	2	
Utah	—	—	32	41	42	34	45	64	67	82	85	95	80	80	—	0.3%	44	
Vermont	—	—	20	22	24	17	23	26	21	44	32	38	39	35	-10.3%	0.1%	50	
Virginia	—	—	241	348	407	394	452	505	675	840	799	810	782	812	3.8%	2.9%	11	
Washington	—	—	259	363	471	538	477	493	578	651	665	626	661	624	-5.6%	2.2%	18	
West Virginia	—	—	31	41	39	49	53	51	62	78	88	57	71	69	-2.8%	0.2%	45	
Wisconsin	—	—	242	297	313	359	502	518	624	711	883	877	845	865	2.4%	3.1%	10	
Wyoming	—	—	19	32	28	31	34	52	49	63	55	53	58	47	-19.0%	0.2%	48	
U.S. territories	—	—	15	6	8	5	3	2	7	1	2	3	22	5	-77.3%	0.0%	51	
Unknown	—	—	15	27	24	29	26	17	20	—	29	21	23	40	73.9%	0.1%		
Total	—	—	11,059	14,331	16,354	18,688	21,260	22,048	26,321	32,158	32,019	30,923	30,791	28,234				
Percent change	—	—	29.6%	14.1%	14.3%	13.8%	3.7%	19.4%	22.2%	-0.4%	-3.4%	-0.4%	-8.3%					

Chart 22: 200–249.9 hp unit sales by state—2024

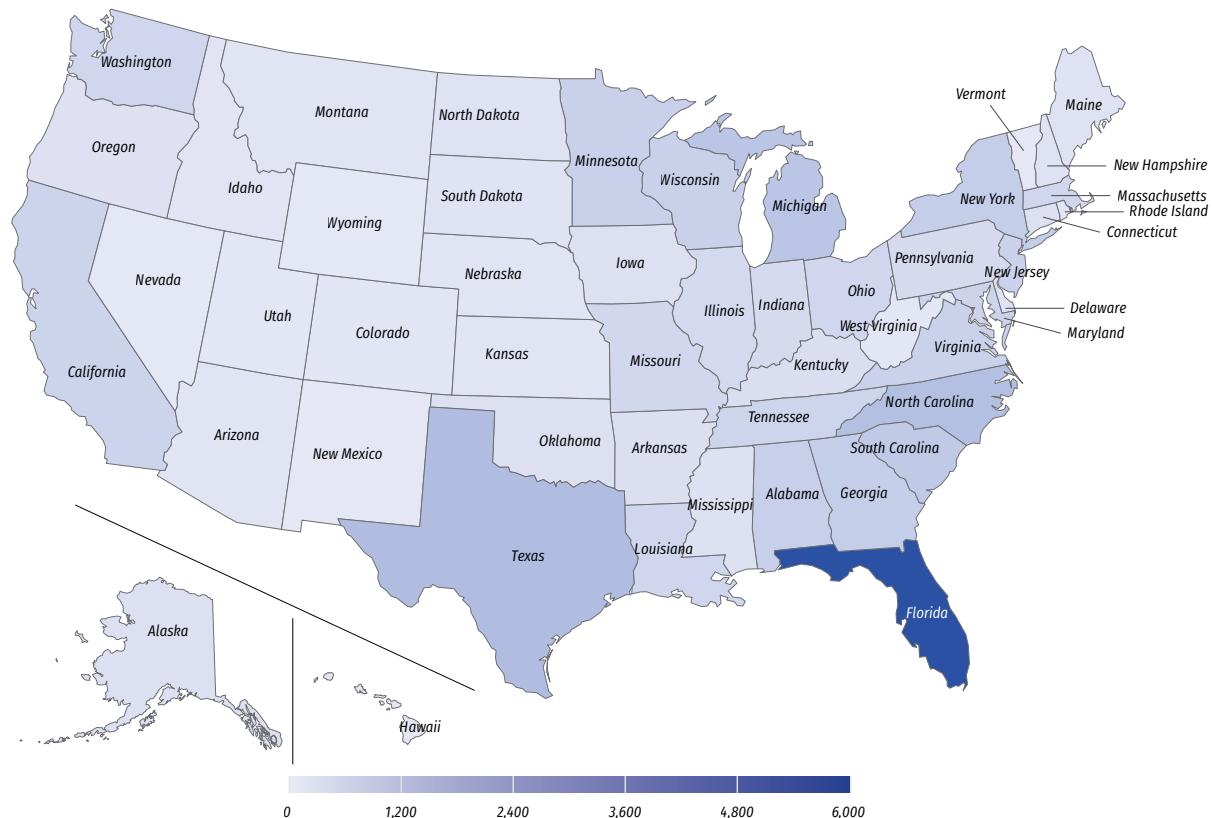


Table 23: 250–299.9 hp unit sales by state

Sales of 250–299.9 horsepower outboard engines in the U.S. totaled 20,591 in 2024. Florida led the market with 3,330 units, followed by Texas with 1,859, Alabama with 953, North Carolina with 905, and Tennessee with 825.

Source: NMMA

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% CHANGE	% TOTAL	2024 rank	
Alabama	—	—	494	525	619	710	680	732	862	1,113	1,013	1,017	986	953	-3.3%	4.6%	3	
Alaska	—	—	100	123	121	160	149	165	187	153	156	236	263	195	-25.9%	0.9%	28	
Arizona	—	—	68	82	104	107	106	141	156	146	268	165	229	161	-29.7%	0.8%	29	
Arkansas	—	—	240	245	223	325	345	345	378	450	445	438	433	451	4.2%	2.2%	16	
California	—	—	357	366	373	449	541	485	602	649	593	538	628	651	3.7%	3.2%	10	
Colorado	—	—	29	44	61	51	55	51	73	66	89	91	64	69	7.8%	0.3%	40	
Connecticut	—	—	85	94	102	117	111	134	137	184	177	157	154	147	-4.5%	0.7%	30	
Delaware	—	—	48	41	56	67	51	65	72	95	81	81	109	103	-5.5%	0.5%	35	
District of Columbia	—	—	18	12	3	6	17	11	5	42	3	34	12	11	-8.3%	0.1%	51	
Florida	—	—	2,001	2,323	2,537	2,723	2,995	2,785	3,424	3,931	3,462	3,894	4,163	3,330	-20.0%	16.2%	1	
Georgia	—	—	288	339	403	477	479	525	645	840	734	860	833	692	-16.9%	3.4%	6	
Hawaii	—	—	19	18	8	21	15	23	29	23	22	21	111	51	-54.1%	0.2%	46	
Idaho	—	—	31	34	62	44	56	76	85	86	81	103	108	88	-18.5%	0.4%	37	
Illinois	—	—	200	215	250	255	304	281	324	390	399	340	360	355	-1.4%	1.7%	24	
Indiana	—	—	139	161	160	167	200	222	269	310	338	279	327	315	-3.7%	1.5%	25	
Iowa	—	—	96	97	117	114	118	112	129	135	143	136	140	126	-10.0%	0.6%	32	
Kansas	—	—	51	73	69	71	69	76	73	111	127	97	89	76	-14.6%	0.4%	39	
Kentucky	—	—	321	266	370	339	373	354	413	473	462	423	453	408	-9.9%	2.0%	21	
Louisiana	—	—	683	726	754	604	687	693	740	794	764	651	762	671	-11.9%	3.3%	8	
Maine	—	—	42	42	43	54	65	58	56	103	93	120	112	106	-5.4%	0.5%	33	
Maryland	—	—	137	147	204	245	239	245	268	340	346	372	406	404	-0.5%	2.0%	22	
Massachusetts	—	—	202	246	237	290	336	315	296	419	367	386	419	416	-0.7%	2.0%	20	
Michigan	—	—	235	272	339	382	376	462	497	518	632	678	608	596	-2.0%	2.9%	12	
Minnesota	—	—	209	284	322	353	428	439	533	521	584	573	513	535	4.3%	2.6%	14	
Mississippi	—	—	161	175	152	213	249	233	265	308	258	276	274	262	-4.4%	1.3%	27	
Missouri	—	—	344	372	437	471	492	507	525	685	785	736	723	678	-6.2%	3.3%	7	
Montana	—	—	26	44	69	63	56	48	65	59	67	73	75	67	-10.7%	0.3%	42	
Nebraska	—	—	40	45	44	49	64	59	54	64	102	76	81	61	-24.7%	0.3%	43	
Nevada	—	—	21	21	28	24	45	36	35	52	52	31	24	35	45.8%	0.2%	47	
New Hampshire	—	—	51	42	47	66	71	68	74	78	88	100	99	105	6.1%	0.5%	34	
New Jersey	—	—	196	221	213	279	305	288	355	392	428	419	492	444	-9.8%	2.2%	17	
New Mexico	—	—	25	23	23	33	25	26	36	38	25	41	24	27	12.5%	0.1%	48	
New York	—	—	309	337	301	428	413	413	494	554	464	502	523	539	3.1%	2.6%	13	
North Carolina	—	—	406	364	461	568	683	713	768	974	947	1,017	955	905	-5.2%	4.4%	4	
North Dakota	—	—	89	102	133	119	140	157	166	140	153	117	108	102	-5.6%	0.5%	36	
Ohio	—	—	213	260	230	305	300	338	399	415	440	462	421	441	4.8%	2.1%	19	
Oklahoma	—	—	245	280	292	343	313	404	398	508	423	395	394	404	2.5%	2.0%	22	
Oregon	—	—	46	74	77	116	122	111	111	134	129	176	126	133	5.6%	0.6%	31	
Pennsylvania	—	—	155	137	177	207	167	213	239	276	301	312	326	280	-14.1%	1.4%	26	
Rhode Island	—	—	31	36	39	31	42	36	39	57	45	36	65	57	-12.3%	0.3%	44	
South Carolina	—	—	347	372	398	506	552	582	698	774	841	862	756	666	-11.9%	3.2%	9	
South Dakota	—	—	59	76	83	67	89	68	83	72	115	108	78	68	-12.8%	0.3%	41	
Tennessee	—	—	410	453	519	609	638	625	724	945	877	831	842	825	-2.0%	4.0%	5	
Texas	—	—	1,417	1,584	1,816	1,762	1,984	2,082	2,213	2,458	2,296	2,024	2,058	1,859	-9.7%	9.0%	2	
Utah	—	—	67	62	45	43	67	60	56	39	60	45	62	53	-14.5%	0.3%	45	
Vermont	—	—	11	20	9	18	24	26	23	23	27	33	32	23	-28.1%	0.1%	49	
Virginia	—	—	252	267	293	344	358	348	452	575	544	578	592	614	3.7%	3.0%	11	
Washington	—	—	181	204	291	348	336	319	342	363	408	416	475	442	-6.9%	2.1%	18	
West Virginia	—	—	46	45	49	59	68	65	66	76	76	71	76	82	7.9%	0.4%	38	
Wisconsin	—	—	218	219	236	322	349	381	426	413	487	453	397	472	18.9%	2.3%	15	
Wyoming	—	—	13	24	19	22	26	31	25	25	32	24	24	16	-33.3%	0.1%	50	
U.S. territories	—	—	26	8	10	4	6	1	4	2	5	2	1	4	300.0%	0.0%	52	
Unknown	—	—	21	15	19	35	40	32	33	22	29	30	5	17	240.0%	0.1%		
Total	—	—	11,519	12,657	14,047	15,585	16,819	17,065	19,421	22,413	21,883	21,936	22,390	20,591				
Percent change	—	—	9.9%	11.0%	10.9%	7.9%	1.5%	13.8%	15.4%	-2.4%	0.2%	2.1%	-8.0%					

Chart 23: 250–299.9 hp unit sales by state—2024

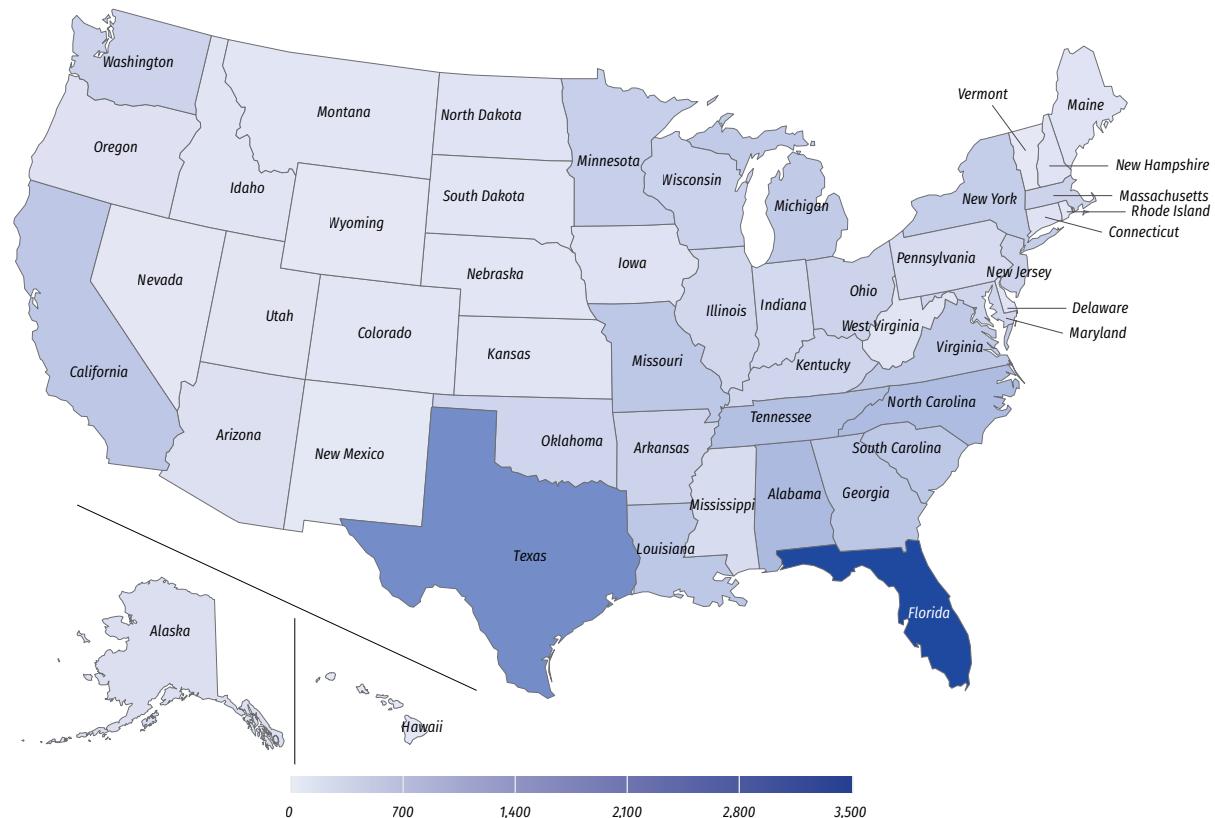


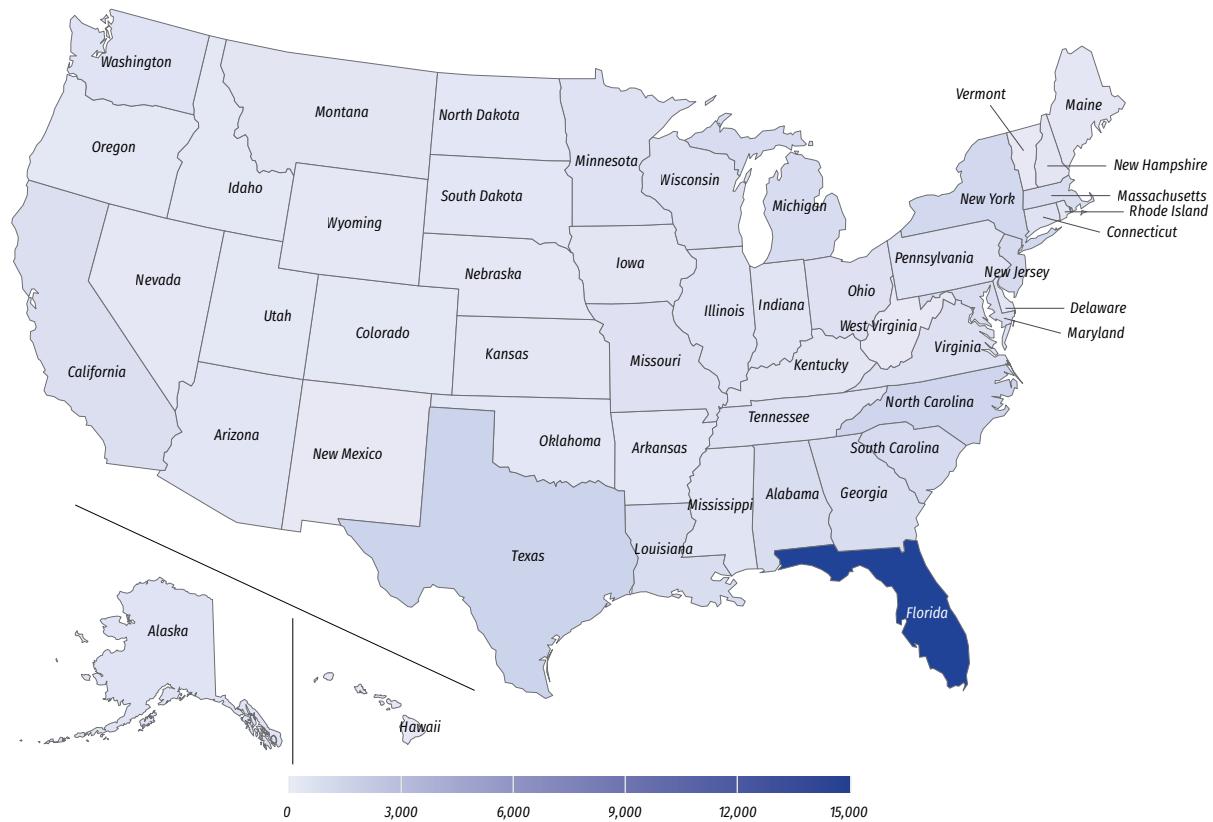
Table 24: 300 hp and greater unit sales by state

Outboard engine sales in the 300 horsepower and greater segment reached 40,082 units in 2024. Florida remained the segment leader for the twelfth consecutive year, with 15,210 units sold. Texas followed with 1,841, North Carolina with 1,744, New York with 1,428, and New Jersey with 1,247.

Source: NMMA

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% CHANGE	% TOTAL	2024 rank
Alabama	—	—	244	284	372	466	527	612	753	945	875	943	980	1,039	6.0%	2.6%	9
Alaska	—	—	66	97	102	113	149	201	206	202	180	231	472	400	-15.3%	1.0%	24
Arizona	—	—	37	39	35	65	86	113	152	215	271	227	231	303	31.2%	0.8%	27
Arkansas	—	—	18	36	57	83	68	105	102	151	157	165	213	190	-10.8%	0.5%	35
California	—	—	194	228	290	377	536	578	730	757	811	691	868	828	-4.6%	2.1%	13
Colorado	—	—	25	47	54	47	67	66	94	96	108	127	139	113	-18.7%	0.3%	41
Connecticut	—	—	164	157	191	240	274	283	381	433	543	463	574	527	-8.2%	1.3%	21
Delaware	—	—	89	75	95	97	105	151	162	212	195	256	313	275	-12.1%	0.7%	28
District of Columbia	—	—	40	13	9	12	13	17	26	32	43	26	18	109	505.6%	0.3%	43
Florida	—	—	4,076	4,661	6,519	7,805	9,151	10,529	12,227	14,003	13,845	15,047	18,070	15,210	-15.8%	37.9%	1
Georgia	—	—	204	280	325	473	493	504	686	973	816	913	1,001	1,013	1.2%	2.5%	10
Hawaii	—	—	17	24	11	12	18	20	41	26	18	32	80	68	-15.0%	0.2%	47
Idaho	—	—	6	8	15	17	23	27	38	48	86	61	94	104	10.6%	0.3%	44
Illinois	—	—	116	123	151	260	297	298	325	342	406	366	433	408	-5.8%	1.0%	23
Indiana	—	—	37	64	96	92	141	222	298	297	367	412	443	377	-14.9%	0.9%	25
Iowa	—	—	63	45	92	83	125	133	128	177	219	203	212	221	4.2%	0.6%	32
Kansas	—	—	34	26	39	49	72	71	81	103	109	87	158	146	-7.6%	0.4%	39
Kentucky	—	—	28	38	58	88	103	121	173	227	196	240	207	225	8.7%	0.6%	31
Louisiana	—	—	480	517	576	503	653	623	773	824	655	751	989	936	-5.4%	2.3%	11
Maine	—	—	33	38	55	91	71	102	118	125	188	196	222	161	-27.5%	0.4%	38
Maryland	—	—	159	217	305	335	467	587	700	773	750	863	898	918	2.2%	2.3%	12
Massachusetts	—	—	312	396	441	489	700	724	876	1,005	981	945	1,079	1,048	-2.9%	2.6%	8
Michigan	—	—	198	245	362	439	522	739	827	807	1,034	1,257	1,396	1,075	-23.0%	2.7%	7
Minnesota	—	—	172	158	250	270	335	320	340	414	512	586	691	595	-13.9%	1.5%	16
Mississippi	—	—	96	123	127	149	199	215	244	316	296	305	352	361	2.6%	0.9%	26
Missouri	—	—	71	100	134	181	235	335	402	445	575	613	737	577	-21.7%	1.4%	17
Montana	—	—	28	38	61	66	82	106	112	141	180	209	221	233	5.4%	0.6%	29
Nebraska	—	—	36	28	44	46	51	74	62	77	116	109	112	81	-27.7%	0.2%	45
Nevada	—	—	16	14	24	27	27	45	61	46	57	85	60	76	26.7%	0.2%	46
New Hampshire	—	—	24	45	63	64	88	105	103	125	166	219	218	233	6.9%	0.6%	29
New Jersey	—	—	315	338	457	553	648	699	900	948	963	982	1,236	1,247	0.9%	3.1%	5
New Mexico	—	—	7	11	7	7	6	7	16	15	16	12	27	19	-29.6%	0.0%	50
New York	—	—	467	464	638	726	940	994	1,160	1,338	1,402	1,257	1,400	1,428	2.0%	3.6%	4
North Carolina	—	—	301	315	559	710	813	965	1,135	1,362	1,383	1,600	1,865	1,744	-6.5%	4.4%	3
North Dakota	—	—	122	128	140	121	155	201	195	236	263	262	236	208	-11.9%	0.5%	34
Ohio	—	—	126	163	204	250	402	415	415	477	573	555	677	569	-16.0%	1.4%	18
Oklahoma	—	—	63	55	89	80	123	138	158	185	176	164	227	211	-7.0%	0.5%	33
Oregon	—	—	29	24	42	46	54	44	76	73	97	125	116	116	—	0.3%	40
Pennsylvania	—	—	114	108	212	282	248	305	402	394	480	454	580	540	-6.9%	1.3%	20
Rhode Island	—	—	46	65	64	74	124	96	166	183	180	197	216	166	-23.1%	0.4%	37
South Carolina	—	—	217	297	430	497	567	727	813	1,006	1,023	1,236	1,352	1,172	-13.3%	2.9%	6
South Dakota	—	—	63	86	103	106	108	111	109	126	184	154	147	176	19.7%	0.4%	36
Tennessee	—	—	53	58	108	124	143	174	226	341	466	446	477	499	4.6%	1.2%	22
Texas	—	—	536	564	720	861	973	1,189	1,488	1,727	1,684	1,723	2,129	1,841	-13.5%	4.6%	2
Utah	—	—	16	17	25	7	18	61	47	57	49	69	95	112	17.9%	0.3%	42
Vermont	—	—	4	7	9	6	13	14	17	15	35	22	19	27	42.1%	0.1%	49
Virginia	—	—	157	199	257	283	356	451	546	653	587	642	780	781	0.1%	1.9%	14
Washington	—	—	158	186	203	199	268	267	384	372	460	491	655	552	-15.7%	1.4%	19
West Virginia	—	—	5	3	12	12	20	13	20	27	18	25	18	17	-5.6%	0.0%	51
Wisconsin	—	—	125	156	207	295	494	443	445	538	662	605	619	710	14.7%	1.8%	15
Wyoming	—	—	16	21	29	19	34	32	33	41	54	41	37	45	21.6%	0.1%	48
U.S. territories	—	—	79	21	9	5	5	15	2	20	7	7	—	4	—	0.0%	52
Unknown	—	—	6	16	25	34	17	2	34	22	52	42	61	48	-21.3%	0.1%	
Total	—	—	10,108	11,466	15,502	18,336	22,207	25,389	30,008	34,493	35,569	37,739	44,450	40,082			
Percent change	—	—	13.4%	35.2%	18.3%	21.1%	14.3%	18.2%	14.9%	3.1%	6.1%	17.8%	-9.8%				

Chart 24: 300 hp and greater unit sales by state—2024



Source

NMMA

National Marine Manufacturers Association, Chicago, IL

Methodology

These data are based on warranty card registrations and average price information reported by NMMA's control group of outboard engine manufacturers and scaled up to estimate the U.S. market. Average horsepower benchmarks were reset in 2016.

Price List for NMMA Business Intelligence

Contact NMMA at BI@nmma.org to place an order or for additional pricing. All pricing is in USD.

	NMMA Member	Non-Member
U.S. Recreational Boating Statistical Abstract Offers a comprehensive look at trends in retail markets, export/import trends, and more. Select Full Report or Part 1 through 7.		
2024—Full Report	No Charge	\$5,499
Part 1—Outboard Engine Sales Trends	No Charge	\$1,099
Part 2—Personal Watercraft Sales Trends	No Charge	\$499
Part 3—Powerboat Sales Trends	No Charge	\$2,399
Part 4—Boat & Engine Exports & Imports	No Charge	\$899
Part 5—Cruiser, Watersport, Fishing Boat & Trailer Sales Trends	No Charge	\$1,399
Part 6—Total Industry Sales by Category & State	No Charge	\$4,599
Part 7—Pre-owned Boat Market Sales Trends	No Charge	\$999
U.S. Total Boat Registration Statistics by Category and State Comprehensive report examines annual data on recreational boat registrations by state, propulsion, boat type, size and hull material. Data on documented vessels are included. Access to the report is included with purchase of a digital copy of the 2024 U.S. Recreational Boating Statistical Abstract full report.		
U.S. Total Boat Registrations	No Charge	\$2,599
Canadian Recreational Boating Statistical Abstract Comprehensive report examines new and pre-owned boat sales trends, trade flows, economic indicators, and more.		
2024—Full Report	No Charge	\$1,499
Part 1—Economic Factoids	No Charge	\$499
Part 2—Retail Markets Sales Trends	No Charge	\$799
Part 3—Pre-owned Markets Sales Trends	No Charge	\$699
Part 4—Recreational Boat & Marine Engine Exports & Imports	No Charge	\$899
Monthly Shipment Report (MSR) The MSR analyzes U.S. wholesale shipment trends using data from a control group of boat, engine and trailer manufacturers. It details boat production by propulsion, size, type and more, to offer insight into production trends.		
This electronic report, in excel format, is available via an annual calendar year subscription, which includes complimentary access to historical issues and the New Powerboat Registrations Report. No charge for Reporting Members.		
2025 Subscription	\$500	\$3,199
Individual Issue	\$200	\$400
New Powerboat Registrations Report This report examines U.S. new powerboat retail sales by segment, hull material, propulsion, size and is updated monthly.		
An annual subscription to this electronic report (in an interactive cube) includes access to five years of history and is complimentary with an MSR annual subscription.		
Annual Subscription	No Charge with MSR Subscription	
Individual Issue	\$500	\$1,000
Custom Data Series		
Business Intelligence Consultation (can be applied to final purchase)		\$500
Insights Consultation (60 minutes)		\$375
Custom Data Set, without analysis, priced to specification; two data parameters only.	\$100	\$500
Participation Study This report examines recreational boating participation rates in the U.S., time spent boating, estimates of first time, active, and lapsed boaters, demographic profiles, and more.		
	No Charge	\$399

nmma.org/statistics

10 S. LaSalle Street, Suite 3500, Chicago, Illinois 60603, USA | Phone: 312.946.6200