RETAIN MEDIA

Marine Market Brand Consideration Report Q2 2025

Top 20 Brands Searched

RETAIN MEDIA

Q By Q search by Category

	Brand	2024 Q4	2024 Q3	2025 Q1	2025 Q2 ▾
1.	Yamaha	8.32%	8.49%	9%	9.09%
2.	Sea Doo	13.31%	9.19%	11.74%	7.05%
3.	Mercury Marine	6.18%	6.28%	6.45%	6.6%
4.	Quintrex	5.64%	5.59%	6.1%	6.3%
5.	Suzuki Marine	3.71%	3.98%	4.04%	4.27%
6.	Bar Crusher	3.35%	4.05%	3.09%	3.89%
7.	Haines Hunter	3.52%	3.57%	3.58%	3.56%
8.	Highfield Boats	2.48%	3.05%	2.38%	3.34%
9.	Bertram	2.47%	2.92%	2.42%	3.03%
10.	Stabicraft	2.69%	2.75%	2.77%	2.98%
11.	Volvo Penta	2.28%	2.74%	2.31%	2.84%
12.	Beneteau	2.4%	2.86%	2.2%	2.83%
13.	Riviera	2.5%	2.58%	2.42%	2.74%
14.	Honda Marine	2.46%	2.52%	2.55%	2.61%
15.	Jeanneau Boats	1.74%	1.99%	1.67%	1.97%
16.	Sea Ray	2.07%	1.97%	1.78%	1.88%
17.	Malibu Boats	2.44%	1.78%	2.97%	1.86%
18.	Sunseeker	2.44%	2.19%	1.9%	1.75%
19.	Stacer	1.42%	1.42%	1.7%	1.61%
20.	Bayliner	1.82%	1.65%	1.78%	1.51%
	Grand total	**100%**	**100%**	**100%**	**100%**

All Brand List Searched

RETAIN MEDIA

Q By Q search by Category

	Brand	2024 Q3	2024 Q4	2025 Q1	2025 Q2
1.	Yamaha	8.49%	8.32%	9%	9.09%
2.	Sea Doo	9.19%	13.31%	11.74%	7.05%
3.	Mercury Marine	6.28%	6.18%	6.45%	6.6%
4.	Quintrex	5.59%	5.64%	6.1%	6.3%
5.	Suzuki Marine	3.98%	3.71%	4.04%	4.27%
6.	Bar Crusher	4.05%	3.35%	3.09%	3.89%
7.	Haines Hunter	3.57%	3.52%	3.58%	3.56%
8.	Highfield Boats	3.05%	2.48%	2.38%	3.34%
9.	Bertram	2.92%	2.47%	2.42%	3.03%
10.	Stabicraft	2.75%	2.69%	2.77%	2.98%
11.	Volvo Penta	2.74%	2.28%	2.31%	2.84%
12.	Beneteau	2.86%	2.4%	2.2%	2.83%
13.	Riviera	2.58%	2.5%	2.42%	2.74%
14.	Honda Marine	2.52%	2.46%	2.55%	2.61%
15.	Jeanneau Boats	1.99%	1.74%	1.67%	1.97%
16.	Sea Ray	1.97%	2.07%	1.78%	1.88%
17.	Malibu Boats	1.78%	2.44%	2.97%	1.86%
18.	Sunseeker	2.19%	2.44%	1.9%	1.75%
19.	Stacer	1.42%	1.42%	1.7%	1.61%
20.	Bayliner	1.65%	1.82%	1.78%	1.51%
21.	Haines Signature	1.44%	1.36%	1.38%	1.43%
22.	Boston Whaler	1.22%	1.21%	1.12%	1.29%
23.	Mastercraft	0.99%	1.25%	1.57%	1.14%
24.	Azimut Boats	1.25%	0.82%	0.74%	1.06%
25.	Lagoon	0.98%	1%	1.02%	1.04%
26.	Zodiac	1.25%	1.21%	1.15%	1.04%
27.	Edencraft	1.06%	0.82%	0.9%	1.04%
28.	Cruise Craft	0.88%	0.83%	0.89%	0.99%
29.	Princess	0.97%	0.82%	0.75%	0.89%
30.	Nautique	0.72%	0.9%	1.09%	0.83%
31.	Sea Fox	0.89%	0.83%	0.71%	0.83%
32.	Formosa	0.71%	0.64%	0.67%	0.78%
33.	Yellowfin	0.59%	0.58%	0.62%	0.68%
34.	Maritimo	0.53%	0.54%	0.46%	0.65%
35.	Surtees	0.64%	0.61%	0.61%	0.63%
36.	Axopar	0.64%	0.6%	0.59%	0.61%
37.	Stessl	0.62%	0.6%	0.56%	0.6%
38.	Regal	0.64%	0.62%	0.58%	0.55%
39.	Veitch	0.37%	0.28%	0.42%	0.54%
40.	Chris Craft	0.62%	0.56%	0.48%	0.52%
41.	Stessco Boats	0.63%	0.52%	0.49%	0.52%
42.	Polycraft	0.53%	0.47%	0.52%	0.52%
43.	Viking Yachts	0.52%	0.44%	0.45%	0.5%
44.	Fairline	0.49%	0.49%	0.69%	0.49%
45.	Nordhaven	0.43%	0.38%	0.34%	0.47%
46.	Savage	0.49%	0.49%	0.5%	0.47%
47.	Brig	0.47%	0.57%	0.53%	0.47%
48.	Sea Jay	0.48%	0.39%	0.4%	0.45%
49.	Whittley	0.41%	0.43%	0.42%	0.45%
50.	Northbank	0.4%	0.42%	0.43%	0.44%
51.	Caribbean Boats	0.36%	0.34%	0.4%	0.44%
52.	Stejcraft	0.41%	0.42%	0.44%	0.4%
53.	Cruisers Yachts	0.36%	0.33%	0.3%	0.35%
54.	Mustang Boats	0.34%	0.4%	0.44%	0.35%
55.	Pursuit	0.29%	0.25%	0.26%	0.3%
56.	Cobalt	0.32%	0.33%	0.31%	0.29%
57.	Bavaria Yachts	0.31%	0.24%	0.23%	0.28%
58.	Seafarer	0.32%	0.27%	0.25%	0.28%
59.	Bluefin	0.34%	0.29%	0.28%	0.28%
60.	Chaparral	0.25%	0.27%	0.27%	0.26%
61.	Scout Boats	0.28%	0.23%	0.27%	0.26%
62.	Robalo Boats	0.25%	0.21%	0.21%	0.25%
63.	Trailcraft	0.23%	0.2%	0.2%	0.24%
64.	Crownline	0.22%	0.24%	0.28%	0.23%
65.	Horizon Boats	0.21%	0.2%	0.18%	0.2%
66.	Horizon Yachts	0.22%	0.17%	0.17%	0.2%
67.	Bennington	0.23%	0.2%	0.2%	0.19%
68.	Sirocco Marine	0.15%	0.11%	0.11%	0.17%
69.	Streaker	0.15%	0.15%	0.15%	0.16%
70.	Revival	0.15%	0.15%	0.15%	0.16%
71.	Nimbus	0.15%	0.13%	0.12%	0.16%
72.	Evolution Boats	0.17%	0.13%	0.14%	0.14%
73.	Kawasaki	0.14%	0.13%	0.12%	0.13%
74.	Cobia	0.1%	0.1%	0.11%	0.11%
75.	Italboats	0.11%	0.11%	0.09%	0.1%
76.	Pride	0.09%	0.1%	0.09%	0.09%
77.	McLay Boats	0.09%	0.07%	0.06%	0.09%
78.	Brooker	0.12%	0.1%	0.09%	0.09%
79.	Clark	0.05%	0.05%	0.05%	0.05%
80.	Capelli	0.03%	0.05%	0.04%	0.03%
81.	NS	0.04%	0.03%	0.03%	0.03%
82.	Bluewater Yachts	0.02%	0.02%	0.02%	0.02%
83.	Seabreacher	0.05%	0.03%	0.02%	0.02%
84.	Vicem	0.02%	0.01%	0.01%	0.01%
85.	Island Packet Yachts	+0%	+0%	0.01%	0.01%
86.	Sealine	0%	0%	+0%	+0%
	Grand total	**100%**	**100%**	**100%**	**100%**

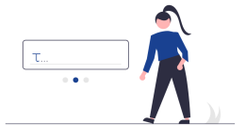
RETAIN MEDIA

STRATEGY

DATA & INSIGHT

MEDIA PLANNING

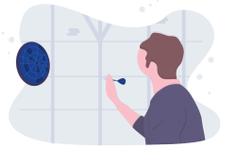
SEO



GOOGLE AD

DISPLAY ADVERTISING

SOCIAL MEDIA



RETARGETING

Brian Sullivan

Director
P. 0403 381 013
E. brian@retainmedia.com.au

Nick Ainge Roy

Content & Communications Lead
P. 0414 184 452
E. nick@retainmedia.com.au

www.retainmedia.com.au