RETAIN MEDIA

Marine Market Brand Consideration Report Q3 2025

Top 20 Brands Searched

RETAIN MEDIA

Q By Q search by Category

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

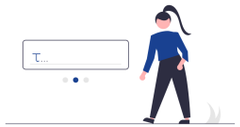
RETAIN MEDIA

STRATEGY

DATA & INSIGHT

MEDIA PLANNING

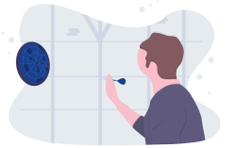
SEO



GOOGLE AD

DISPLAY ADVERTISING

SOCIAL MEDIA



RETARGETING

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