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Marine Market Brand Consideration Report Q1 2026

Market Consideration Report

METHODOLOGY AND LIMITATIONS

ABOUT THE METHODOLOGY

1. **Data Source & Intent Filtering.** This report is based on proprietary analysis of Google Search Volume data in the Australian market. To isolate **brand consideration** and buyer intent, Retain Media utilises a multi-layered filtering process. We specifically include keywords relating to brand, model, dealership, and localised searches, alongside consideration modifiers such as "reviews" or "problems." To maintain the integrity of "intent," we systematically exclude searches related to post-purchase ownership, including parts, accessories, merchandise, manuals, servicing, racing results, and rentals, as well as searches specifically for used vehicles

2. **Brand Categorisation & Data Normalisation.** To ensure a "like-for-like" comparison, our methodology distinguishes between **category-exclusive brands** (e.g., Harley-Davidson, Aprilia) and **multi-category brands** (e.g., Yamaha, Suzuki, Honda). For category-exclusive brands, total brand search volume is captured. For multi-category brands, we utilise qualified search strings (e.g., "Brand + Motorcycle" or "Brand + [Model]") to ensure the data reflects intent within the specific vehicle market only. Consequently, these figures represent a conservative, "qualified-only" view of interest for multi-category brands compared to the broader capture of exclusive brands.

3. **Limitations & Use of Data.** The findings in this report are intended as a **directional indicator of digital consumer** sentiment and "Share of Search." They are not a proxy for actual sales figures, vehicle registrations, or total market share. While Retain Media uses industry-standard tools and rigorous manual filtering to ensure accuracy, this data is provided "as is." Retain Media and its distribution partners accept no liability for commercial decisions made based on this report. Users are encouraged to use this data as one of multiple data points in their market analysis.

Top 20 Brands Searched Q on Q

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Q on Q top 20 Brands by keword search volume					
	Brand	2025 Q2	2025 Q3	2025 Q4	2026 Q1
1.	Sea Doo	6.5%	7.5%	11.3%	11.1%
2.	Yamaha	8.6%	8.8%	8.2%	8.3%
3.	Mercury Marine	6.9%	7.0%	6.5%	6.4%
4.	Quintrex	6.3%	7.5%	5.8%	5.4%
5.	Suzuki Marine	4.4%	4.4%	4.0%	3.9%
6.	Haines Hunter	3.7%	3.7%	3.5%	3.9%
7.	Malibu Boats	1.9%	1.7%	2.6%	3.4%
8.	Bar Crusher	4.0%	3.3%	3.4%	3.3%
9.	Highfield Boats	3.5%	3.6%	2.8%	3.0%
10.	Stabicraft	3.1%	2.8%	2.6%	2.6%
11.	Beneteau	3.0%	2.9%	2.6%	2.6%
12.	Volvo Penta	3.0%	2.8%	2.5%	2.4%
13.	Riviera	2.6%	2.3%	2.4%	2.3%
14.	Honda Marine	2.3%	2.3%	2.1%	2.2%
15.	Sea Ray	1.9%	1.8%	2.1%	2.0%
16.	Mastercraft	1.2%	1.0%	1.4%	1.9%
17.	Sunseeker	1.7%	2.1%	2.4%	1.9%
18.	Bayliner	1.6%	2.0%	1.9%	1.8%
19.	Jeanneau Boats	2.1%	1.9%	1.8%	1.7%
20.	Nautique	1.1%	0.9%	1.3%	1.5%
	Grand total	**100…**	**100.…**	**100…**	**100.…**

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