VESSEL MARKET BRIEF

Oceania

Highest boat ownership per capita; mature, brand-loyal, premium market.

Potential signal 3/5 · Indicative, September 2026

approx. 900 k

registered boats in Australia

1 in 6

New Zealand households own a boat

Premium

high-hp outboards and aluminium boats

Distance

logistics cost shapes pricing

BOATS
Aluminium boats, centre consoles, sailing yachts

ENGINES
Yamaha, Mercury, Suzuki, Honda

PARTS
Strong retail

VENDORS
National distributors

ECONOMICS
AUD/NZD, GST, high labour cost

VESSEL VIEW
Parts and intelligence; no near-term lane.

REGIONAL SIGNALS

- Aluminium plate boats with large outboards
- Online parts growth
- Pacific island fleets funded by aid

METHODOLOGY AND SOURCES

Potential scores are comparative planning signals, not forecasts. Indicative, September 2026. Sources include EBI, NMMA, Acobar, São Paulo Boat Show and Vessel's operating dataset.

Independent trader and reseller. Brand names and model references identify products only.