

DataPoint

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North America Personal Watercraft



This product information comes from industry interviews and from two proprietary databases maintained by Power Systems Research: EnginLink™, which provides information on engines, and OE Link™, a database of equipment manufacturers.

100,400

2024 Production Forecast

100,400 units is the estimate by Power Systems Research of the number of Personal Watercraft (PWC) expected to be produced in North America in 2024. In this category, we include jet drive boats and jet drive pontoons as well as personal watercraft.

Jet Drive Boats are boats propelled by a jet of water ejected from the back of the craft; they have no propeller and can maneuver in shallow water. PWCs are also driven by jet water and come in several styles: Stand-Ups or Sit-Downs. They are often referred to as jet skis. Sit Downs are designed for one, two or three persons in a sitting position, one in front of the other. PWC Stand-Ups are designed for one rider standing or kneeling on the watercraft.

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Market Share: With a combined plant total of 51.5%, Yamaha leads in production of PWC in North America. In



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second position is Bombardier with 39%; third, is Kawasaki with 8.5% (Mexico & US).

Export: Up to 30% worldwide.

Trends. In 2023, production of PWC gained nearly 8.5%. Production is expected to remain flat with a nominal decrease of 1% in 2024 over 2023. The increase is based on high demand for recreational items that includes Personal Watercraft and jet drive boats. Even though sales have skyrocketed, PWC builders experienced supply chain disruptions during the pandemic that impacted deliveries for calendar year 2021.

According to the **National Marine Manufacturers Association (NMMA)**, this trend is here to stay – the boating industry is booming with demand at an all-time high as Americans plan for a summer on the water. As the country returns to a new normal, people are reassessing

how they spend their quality time with loved ones, and many are continuing to choose boating as the preferred choice in recreation. Sales of these recreational vehicles depend on disposable income and leisure time. Expect the production of Personal Watercraft to gain an additional 10% by 2030.

Yamaha Unit Sales (rounded):

2019: 51,000	2022: 44,000
2020: 41,000	2023: 52,000
2021: 43,000	

Battery Electric

Company: Taiga Motors (Canada)
2022: 334
2023: 592 (77% increase)
2024: 515 (13% decrease)

PSR



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About Power Systems Research

Power Systems Research (PSR), established in 1976, is the leading source of data, analysis and forecasting on the global production of engines and engine-powered equipment, including class 8 vehicles. One of its databases, EnginLink,™ includes production figures down to the model level for OEMs in key market segments, such as commercial vehicles. PSR's global research network includes eight offices and stretches across 200 countries and four continents.



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