DataPoint

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Outboard Engines

Power Systems Research
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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.

684,000

2025 Production Forecast

684,000 units is the estimate by Power Systems Research of the number of Outboard Engines expected to be produced worldwide in 2025.

An Outboard Engine is a propulsion unit for boats consisting of a self-contained unit that includes engine, gearbox and propeller or jet drive, designed to be affixed to the outside of the transom.

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Exports: Collectively, to 60% worldwide. Yamaha reports: 11.4% Europe, 30.3% NA & 58.3% ROA (2025 Factbook, 2024 stats).

Market Share: This is total units produced including private labeling. With combined plant total of 42%, Yamaha leads in production of Outboard Engines (Japan & Thailand). In second position is Tohatsu with 16% (Japan); third, is Mercury Marine with combined plant total of 14.5%.

Trends. In 2024, production of Outboard Engines, from manufacturers included in this report, decreased 8.5%.

Production is expected to gain 8.3% in 2025 over 2024 production. Sales have seen a slight dip since Covid but are expected to see an increase with the demand for new models that were introduced in 2025.

Prior year's sales increased due to Covid-19 related factors, boat sales soared when stay-at-home requests commenced. However, manufacturing dropped mostly due to BRP cancelling production of Evinrude motors in May of 2020.

Additional factors: Yamaha reported unit sales of 279,000 in 2020, a 10% cut from 310,000 in 2019 (Yamaha Factbook 2021). Mercury Marine discontinued a variety of unpopular Mariner & Mercury models especially 2-stroke models for ROW use.

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Outboard motor production peaked in 2018; this was mostly attributed to the demand for new models along with a soaring economy.

Outboard motors tend to last decades before they are replaced.

According to UML News, the latest EPA non-road engine emission regulations passed in 2012 guarantee ground-breaking technological improvements on future innovations in the outboard motor industry. Many new motors being manufactured are lighter and more fuel efficient.

Boating is an extremely popular recreational activity worldwide and enthusiasts want a motor that is also versatile. The growth in recreational boating over the past several years has been achieved in large part due to corresponding advances in outboard power. Expect production of outboard engines to gain up to 10% by 2030.

Battery Electric

2023: 1269
2024: 2301 **2023-2024:** 81% increase
2025: 3403 **2024-2025:** 48% increase

Companies:

Elco: 100% battery powered
Mercury Marine (US)
Thai Yamaha Motor
Tohatsu Marine (Japan)
Yamaha Marine (Japan) **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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