DataPoint

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North America 2026 PWC Production

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.

92,000

2026 Production Forecast

92,000 units is the estimate by Power Systems Research of the number Personal Watercraft (PWC) expected to be produced in the United States and Mexico during 2026. This production number includes jet drive boats and jet drive pontoons.

There are several types of personal watercraft (PWC), depending upon the number of people the vessel is designed to carry, anywhere from one to three or more people.

PWC Sit-Downs 1-2 People is defined as a type of vessel which is specifically designed to haul one or two riders in a sitting position, one in front of the other; commonly referred to as jet skis. A larger PWC sit-down model carries three people. Finally, PWC Stand-Ups are a type of water scooter with the purpose of one rider standing or kneeling on the 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.

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Market Share. With a combined plant total of 50%, Yamaha leads in production of PWC in North America. In second position is Bombardier (BRP Mexico & US) with 39.5%; third, is Kawasaki (Mexico) with 9%.

Exports: Up to 30% worldwide.

Trends. In 2025, production of Personal Watercraft (including pontoon and jet drive boats) dropped 17.2%, caused in part by increasing interest rates which reduced demand. However, production is expected to gain 5.3% in 2026.

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The 2026 increase is based on slight demand for new products in the market, especially for jet drive boats and pontoons. Following the pandemic (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 2035.

Yamaha, the Market Share, Leader Reported Unit Sales (rounded):

2019: 51,000
2020: 41,000
2021: 43,000
2022: 44,000
2023: 52,000
2024: 52,000
2025: 43,000

Battery Electric

Company: Taiga Motors (Canada)
2024: 167
2025: 129
2026: 126

2024-2025: 22.8% decrease
2025-2026: 2.3% decrease

(2024): Tiaga produced 458 vehicles. 129 Orca electric watercraft and 329 Nomad Snowmobiles

(2023): Tiaga produced 417 vehicles. 243 Orca electric watercraft and 174 Nomad snowmobiles.

October 2024 Taiga Motors was acquired by British entrepreneur Stewart Wilkinson. The transaction was approved in October 2024 following the company's bankruptcy restructuring. **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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