

# South America

Brazil's million-boat fleet, 75% under 26 ft, starved of genuine engines by import barriers.

Potential signal 5/5 · Indicative, September 2026

**approx. 1 M**

registered boats in Brazil

**approx. 300 k**

sport boats of 5 to 8 m

**approx. 50%**

effective import duties and taxes on an outboard

**40 k**

visitors at the São Paulo Boat Show 2025

**BOATS**

Lanchas 5 to 8 m, sport-fishing boats, tenders

**ENGINES**

Yamaha, Mercury, Suzuki established; Honda under-supplied

**PARTS**

Dealer-bound; grey imports

**VENDORS**

Simerx (importer), Poddium (dealer), estaleiros in SC and SP

**ECONOMICS**

BRL volatility, ICMS by state, PIX and consórcio financing culture

**VESSEL VIEW**

Vessel Global live: Honda programme with Simerx; first lot landed August 2026.

**REGIONAL SIGNALS**

- Dealer lead times and “price on consultation”
- Guides and influencers driving engine choice
- Marina-led purchasing communities
- Argentina, Chile and Uruguay following with smaller volumes

**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.