VESSEL MARKET BRIEF

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.