

New and Used Motorcycles - UK - January 2010

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What is this report about?

This report examines the market for all new and used (second-hand) powered two wheelers, including motorcycles and scooters. It considers the factors driving or restricting demand and looks at annual trends in new registrations, used sales of motorcycles and scooters by type of machine and engine size. The report profiles the major players in the market, assesses consumer attitudes towards motorcycle ownership and purchasing and seeks to understand how the industry will secure and expand its modest base of consumers.

What have we found out?

- Although there are only 1.16 million motorcycles and scooters in use compared with 30.3 million cars, the number of motorcycles in use grew 71% between 1998 and 2008, compared to a 24% increase in the number of cars.
- Motorcycle ownership and usage reached a peak in 1960 when 1.58 million machines were in use and 10 billion kilometres were travelled by motorcycle. Motorcycle ownership and usage then fell but is rising again although the mileage ridden is not reaching the same levels as before.
- Larger machines account for the bulk of the market but their use is more related to leisure rather than daily transport.
- As usage shifts from transport to leisure, spending on motorcycles has shifted from essential to more of a discretionary spend. As a result, spending on motorcycles competes with other areas of discretionary leisure spend.
- While only 6% of all adults currently own a motorcycle or scooter, 18% of all adults are lapsed or former owners. But the main opportunity to increase sales in the future derives from the 12% of adults who are lapsed or former owners who would like to own a motorcycle or scooter again.
- One in eight adults who have never owned a motorcycle or scooter before like the idea of owning one. Unlike lapsed owners, non-owners who like the idea of motorcycle or scooter ownership tend to be younger and under the age of 35 with a high proportion aged 16-24.

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