

## Motorcycles and Scooters - UK - December 2012

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“The motorcycle and scooter market faces a number of challenges if sales are to recover to pre-recessionary levels. Many challenges persist for those in the market, most notably extending the user base as well as overcoming the existing risk perceptions of two wheels over four.”

– Neil Mason, Head of Retail Research

### In this report we answer the key questions:

- How can the size of the market be increased?
- Is it possible to the extend the use of many motorbikes and scooters beyond purely leisure use?
- Is the UK market ready for a second Far East invasion?
- Can the perception of bikes being dangerous to ride be minimised?
- Can the industry benefit further from older riders?

This report presents an overview of the UK market for motorcycles and scooters. This sector was last reviewed by Mintel in December 2011, with this report seeking to provide not only an update but also an exploration of issues when it comes to purchasing and owning a motorcycle or scooter.

Both the motorcycle and scooter markets have recently passed through a difficult period, with volume and value sales falling back. Many of the recent difficulties faced by the sector emerged following the slowdown of the UK economy in 2007 onwards, with little evidence that the sector is completely over these.

Complicating an analysis of the market further are a number of internal and external developments. Internally there is the rising popularity of motorcycle scooters as well as premium priced motorcycles at the expense of a number of other formats whose sales are in decline. In terms of manufacturers, a number of Japanese companies have recently been suffering, whereas those from Europe and increasingly China and Taiwan are making good progress. Externally, there is the use to which motorcycles and scooters are being put. Despite rising fuel costs, two wheeled transport continues to have limited appeal, with many owners using them primarily for leisure purposes.

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