

Motorcycles - US - December 2013

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"After suffering a calamitous drop in sales during the recession, motorcycle sales are still in decline. The latest crises hitting the industry are more demographic than macroeconomic, with the motorcycle industry struggling with its dependence on an aging male client base."

— Colin Bird, Automotive Analyst

This report looks at the following areas:

- The motorcycle industry must reach a younger audience or risk continuing declining sales
- The motorcycle industry is overwhelmingly reliant on men, despite recent outreach to women

This report explores the motorcycle market in the US. It provides insight into the external and internal factors affecting motorcycle sales, consumption, and ridership trends and what they mean for future sales, promotional campaigns, and industry innovations.

The report focuses on the challenges of motorcycle manufacturers in reaching new first-time buyers who are younger, more urban, more racially diverse and include more women. Mintel also discusses varying perceptions of motorcyclists and motorcycling and whether certain bias or misconceptions are inhibiting new would be motorcyclists from making their first purchase. This report also delves into motorcycle ownership, uses of motorcycles, and who is primarily involved in the purchase of a motorcycle in a household.

This report builds on the analysis presented in Mintel's *Scooters and Mopeds—US, December 2012*, as well as the July 2009 report of the same title.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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