

## Motorcycles - UK - December 2013

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“The motorcycle and scooter market faces a number of challenges as the sector recovers from the recent effects of recession. Sales remain depressed and with rising low-cost imports, the existing players could well be in for a difficult period. Focusing on the large percentage of potential owners is vital in conveying the benefits that two wheels offer over four.”

– Neil Mason, Head of Retail Research

This report looks at the following areas:

- How can sales be stimulated?
- What future for scooters?
- Overcoming the threat of low-cost imports?
- Can UK manufacturing bounce back?
- Marketing with a reduced on-the-ground presence?

Current trends within the market focus on a shift in interest towards lower-powered machines and especially those in the 125cc sector. In part this is a reflection of recent changes in the licensing of motorcycles which allows bikes up to 125cc to be ridden with L plates for two years once CBT (Compulsory Basic Training) has been achieved. Yet it is not all about 125cc machines. Premium branded and the most powerful, 1000cc+, machines are also benefiting from an improvement in sales indicative of trading up by many existing owners.

As for the key players in the market, many of the traditional Japanese manufacturers have suffered from the recent recession as well as appreciation of the Yen against Sterling. Only Honda appears to have maintained a strong presence in the market with its focus on mid-range bikes allowing it to benefit in what has been a difficult market. Chinese brands in particular are seeing strong growth at present with evidence that with improvements in quality they could represent a second Far Eastern invasion following that of Japanese bikes in the 1960s and 1970s.

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