

Motorcycles - US - May 2016

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"The market for new motorcycle sales is one of great challenge. The industry is also challenged by an aging core group of owners, with those over the age of 55 slowly giving up on motorcycling, and efforts to draw women into the market less effective than the industry might desire."
- Billy Hulkower, Senior Technology Analyst

This report looks at the following areas:

- Motorcycles rarely the primary vehicle
- Youngest non-owners have limited experience with motorcycles
- Older adults give up motorcycles

This Report explores these challenges via coverage of ownership by type of motorcycle owned, spending on bikes, accessories, and gear, and emerging trends in bike technology, as well as identifying, on the basis of consumer attitudes and experience, which demographics carry the potential to grow sales.

For the purposes of this Report, Mintel defines motorcycles as two-wheeled or three-wheeled motorized vehicles capable of traveling faster than 30 mph. The primary focus of this Report is on the sale of new domestic motorcycles, but used sales are explored in terms of the competition they present for new motorcycle sales.

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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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