

# Motorcycles and Scooters - UK - December 2011

Report Price: £1750 / \$2837 / €1995



"Mintel's research amongst men and women illustrates the future opportunities that exist to attract new owners to two-wheelers. With around one in five adults saying they would consider owning a bike or scooter, this equates to some 11 million adults."

– Michelle Strutton, Senior Consumer Analyst

## In this report we answer the key questions:

- How has the recession impacted on sales of motorbikes and scooters?
- Has the stricter training and testing regime had an impact on the market?
- What proportion of adults is interested in owning a motorcycle or scooter in future?
- What factors are most likely to be considered before buying a motorbike or scooter?

The various types of motorcycles referred to in this report are based on the definitions used by the Motorcycle Industry Association (MCIA) and they are as follows:

- Adventure Sport (including Supermoto)
- Custom
- Naked
- Sport/Touring
- Supersport
- Scooters
- Touring
- Trail/Enduro
- Mopeds
- Motorcycle
- Powered Two-wheeler

## Your business guide towards growth and profitability

A Mintel report is your one, best resource for information and analysis on consumer markets and categories.

## Each report contains:

- Primary consumer research
- Market size and five year forecast
- Market share and segmentation
- Brand and communications analysis
- Product and service innovation

To see what we cover in this report click on the report's "contents" section.

If you have any questions or require further information, send an email to [oxygen@mintel.com](mailto:oxygen@mintel.com) or call one of our regional offices:

**EMEA:** +44 (0)20 7778 7151  
**Americas:** +1 (312) 932 0600  
**APAC:** +61 (0)2 8284 8100