

Motorcycles - US - 2022

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This report looks at the following areas:

- The impact of economic factors on consumer behavior and the motorcycle market
- Current ownership and consideration of motorcycle types and brands
- Sources of information and types of information researched
- Consumers' attitudes toward motorcycle types and brands

While less than a fifth (17%) of consumers currently own a motorcycle, over a third (36%) are planning to purchase one in the next three years, which presents a positive sign for motorcycle brands and retailers as relates to future growth. However, as fears of an upcoming recession loom because of inflation and rising interest rates, consumers are likely to become increasingly critical of their spending habits in the short term – especially in the case of large purchases. This, when paired with supply chain disruptions that have impacted the availability of motorcycles, has the potential to push consumers even further away from purchasing a motorcycle at this time. Therefore, it's critical that motorcycle brands and retailers understand the pre-purchase research consumers are conducting and leverage the various sources used to deploy strategies that appeal to those still interested in purchasing in the short term. Beyond that, motorcycle brands and retailers can use this time to foster connections with emerging and growing consumer segments, as these consumers have become increasingly interested in motorcycles. Focusing on driving familiarity and interest among these consumers now can help influence their purchase decisions in the future.



“Motorcycles are engrained in the fabric of American culture. As pandemic lockdowns influenced consumers' hunger for experiences, many looked to motorcycles as a viable alternative to traditional transportation – pushing the industry forward and presenting motorcycle brands and retailers with an opportunity.”

– Gabe Sanchez, Automotive Analyst

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