

Market View

For the latest insights from MOTORS.

Welcome to our monthly Market View for Motorbikes & Scooters. We have analysed activity across the MOTORS network to provide insights into stock, price and consumer demand. We compare this data over time periods so that you can spot emerging trends.



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August 2024 at a glance

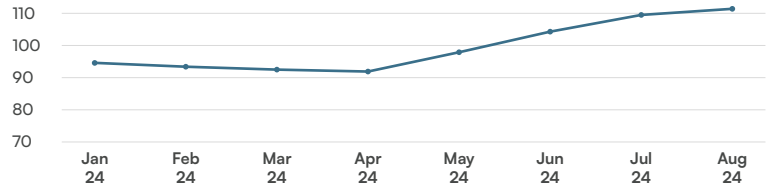
- Overall stock levels increased in August, up +1.7% MoM, continuing the upward trend since April.
- For bikes priced under £10,000 stock has risen MoM and for those priced over £10,000, stock has fallen.
- Lower mileage bikes (under 20k) have seen stock levels rise steadily since April, up again MoM at +2.0%.

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Stock volume - by dealership

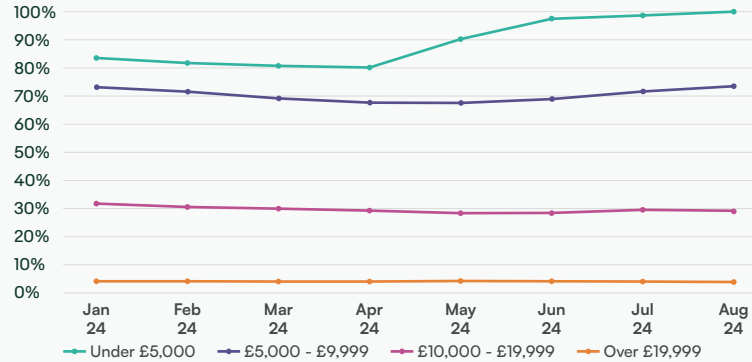
Overall stock levels increased in August, up +1.7% MoM, continuing the upward trend since April.

111.4 Jul 24: 109.5 MoM: +1.7%



Indexed stock volume - by price

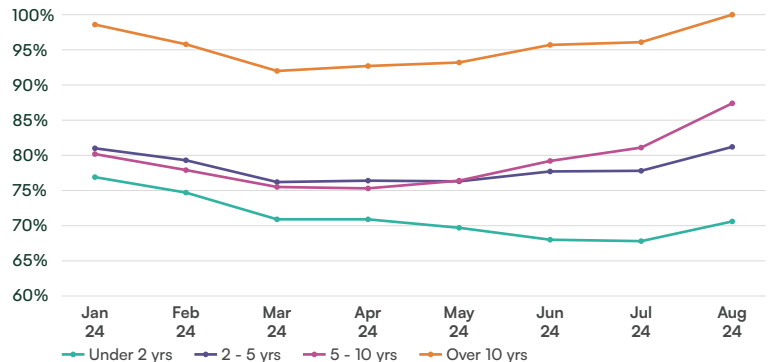
Stock levels for bikes priced under £10,000 have risen MoM, whilst those over £10,000 have fallen MoM.



Stock levels of bikes under £10k and with mileage less than 20k have increased the most in August.

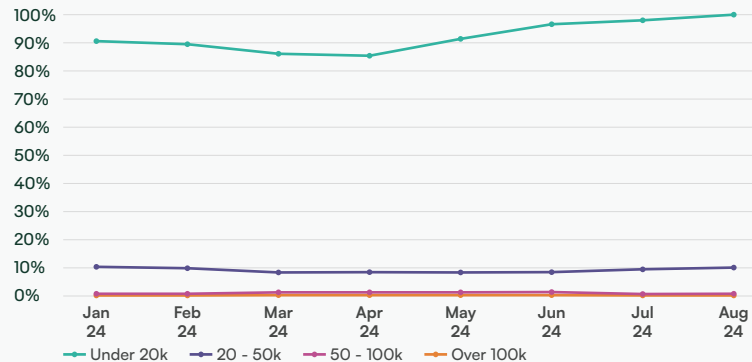
Indexed stock volume - by age

Stock levels for all age bands have increased MoM, with the biggest rise for 5 - 10 year old bikes, up +7.8%.



Indexed stock volume - by mileage

Bikes with over 20k on the clock have stayed relatively constant YTD, whilst those under 20k have risen steadily since April, up again MoM at +2.0%.



August 2024 at a glance

- The top 5 most stocked brands all saw levels increase MoM, with Yamaha and Kawasaki leading the way, both up +3.2%.
- The Triumph Tiger was still the most stocked bike, as the top 5 remained the same MoM.
- The volume of bikes sold fell across all price bands MoM, with those priced over £19,999 (small volumes) seeing the biggest decline at -36%.

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Indexed stock volume - top 5 makes

The top 5 most stocked brands all saw levels increase MoM, with Yamaha and Kawasaki leading the way, both up +3.2%.

#	Make	Jul 24	Aug 24	MoM
1	Honda	97.9	99.4	+1.5%
2	Yamaha	82.0	84.6	+3.2%
3	Triumph	69.8	70.8	+1.5%
4	Kawasaki	68.3	70.5	+3.2%
5	Suzuki	62.6	62.9	+0.6%

Indexed stock volume - selected makes/models

The Triumph Tiger was still the most stocked bike, as the top 5 remained the same MoM. The Kawasaki Z saw the biggest MoM rise, up nearly +10%.

#	Make	Model	Jul 24	Aug 24	MoM
1	Triumph	Tiger	75.7	79.8	+5.44%
2	Yamaha	MT	63.8	68.7	+7.78%
3	Honda	CB	59.4	64.3	+8.28%
4	Kawasaki	Z	55.9	61.3	+9.74%
5	Honda	CBR	52.5	57.4	+9.31%
6	Triumph	Bonneville	43.1	45.6	+5.82%
7	Kawasaki	Ninja	43.3	45.0	+3.99%
8	Suzuki	GSX	41.7	44.3	+6.11%
9	Suzuki	V-Strom	43.1	44.2	+2.61%
10	Yamaha	Tracer	42.6	43.1	+1.34%

Honda remains the most stocked make, as its CB model gets ever closer to becoming the most stocked bike.

Indexed stock volume - selected makes/models

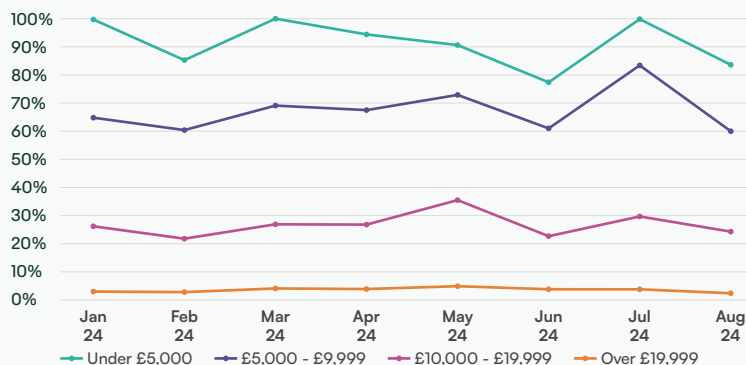
(5 - 10 yrs/under 20k miles)

The Triumph Tiger still leads the way, but the Honda CB is pushing hard to overtake it. The biggest MoM riser was the Yamaha MT, up +28.14%.

#	Make	Model	Jul 24	Aug 24	MoM
1	Triumph	Tiger	96.6	98.0	+1.40%
2	Honda	CB	79.1	90.9	+14.87%
3	Triumph	Bonneville	69.2	72.6	+4.94%
4	Kawasaki	Z	50.9	50.6	-0.58%
5	Yamaha	MT	54.5	69.9	+28.14%
6	Honda	CBR	52.8	66.4	+25.89%
7	Ducati	Scrambler	48.4	47.6	-1.85%
8	BMW	R 1200	41.6	41.4	-0.62%
9	Suzuki	GSX	34.9	34.8	-0.27%
10	Yamaha	Tracer	33.2	39.4	+18.68%

Indexed sold stock - by price

The volume of bikes sold fell across all price bands MoM, with those priced over £19,999 (small volumes) seeing the biggest decline at -36%.



August 2024 at a glance

- Overall, average bike prices are down across all age ranges.
- Only bikes with under 20k miles on the clock saw a price rise, albeit a very small one at +0.3% MoM.
- 8 of the top 10 makes saw average prices fall with only Suzuki (+0.8%) and Royal Enfield (+0.3) seeing slight rises MoM.

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Average price

Overall average bike prices are down -0.6% MoM.

£7,215

Jul 24: £7,261 MoM: -0.6%

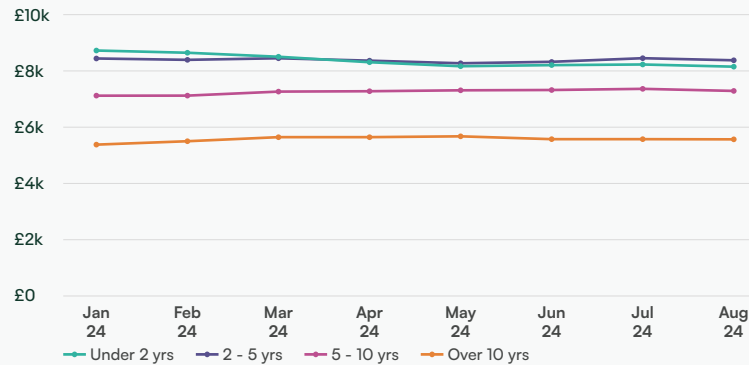
Average price - top 10 makes

Ducati top the list as 8 of the top 10 see average price falls, with only Suzuki (+0.8%) and Royal Enfield (+0.3%) seeing slight rises MoM.

#	Make	Jul 24	Aug 24	MoM
1	Ducati	£12,633	£12,548	-0.7%
2	Harley-Davidson	£12,545	£12,335	-1.7%
3	BMW	£9,016	£8,959	-0.6%
4	KTM	£8,272	£8,103	-2.1%
5	Triumph	£8,070	£8,001	-0.9%
6	Kawasaki	£7,874	£7,680	-2.5%
7	Yamaha	£7,241	£6,922	-4.4%
8	Suzuki	£6,642	£6,696	+0.8%
9	Honda	£6,340	£6,096	-3.8%
10	Royal Enfield	£4,817	£4,830	+0.3%

Average price - by age

Average prices are down MoM for all age ranges. Falling the least was bikes over 10 years old, down slightly at -0.1%.



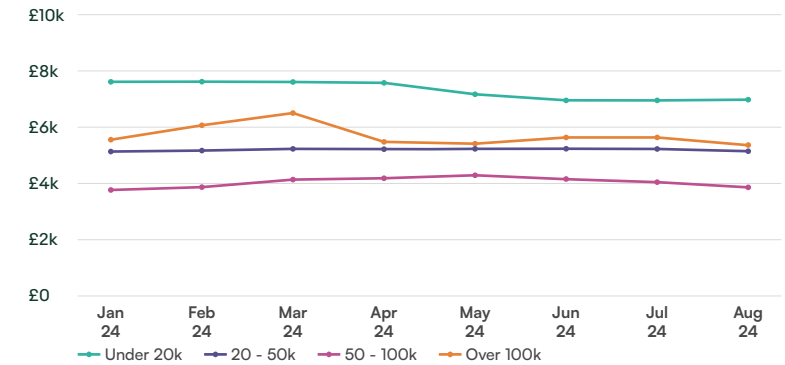
Average price - selected makes/models

Prices fell on average by -0.83% MoM across all selected make and models. Only three saw an increase, with the Triumph Bonneville up the most at +1.22%.

#	Make	Model	Jul 24	Aug 24	MoM
1	Kawasaki	Ninja	£11,151	£10,953	-1.77%
2	Triumph	Scrambler	£8,927	£8,863	-0.72%
3	Triumph	Tiger	£8,829	£8,759	-0.79%
4	Suzuki	V-Strom	£8,722	£8,627	-1.08%
5	Yamaha	Tracer	£8,363	£8,252	-1.32%
6	Triumph	Bonneville	£7,730	£7,824	+1.22%
7	Yamaha	MT	£7,583	£7,305	-3.66%
8	Kawasaki	Z	£7,432	£7,291	-1.90%
9	Honda	CBR	£6,492	£6,553	+0.94%
10	Suzuki	GSX	£6,464	£6,529	+1.00%

Average price - by mileage

Only bikes with under 20k miles on the clock saw a price rise, albeit a very small one at +0.3% MoM.



Top 5 price movers by MoM increase and decrease

Increase

Make	Model	Age	Mileage	Avg price	MoM
Suzuki	GSX	2 - 5 yrs	Under 20k	£8,097.65	+7.1%
Honda	CBR	5 - 10 yrs	Under 20k	£6,777.42	+5.6%
Kawasaki	Z	Under 2 yrs	Under 20k	£8,004.47	+5.3%
Honda	CB	Under 2 yrs	Under 20k	£6,179.23	+3.0%
Honda	CBR	Over 10 yrs	20 - 50k	£3,966.02	+2.7%

Decrease

Make	Model	Age	Mileage	Avg price	MoM
Honda	CB	2 - 5 yrs	Under 20k	£6,322.95	-4.2%
Yamaha	MT	2 - 5 yrs	Under 20k	£6,981.46	-3.9%
Honda	CB	Over 10 yrs	Under 20k	£5,897.94	-3.8%
Yamaha	MT	5 - 10 yrs	Under 20k	£5,760.80	-3.1%
BMW	R 1200	5 - 10 yrs	Under 20k	£9,080.94	-3.1%



Demand

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August 2024 at a glance

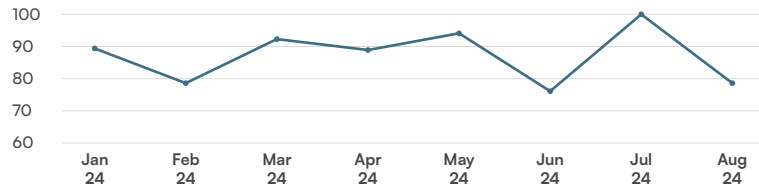
- August saw sales drop by -21.4% after this year's peak in July.
- Harley-Davidson saw the biggest percentage increase in ad views MoM which makes them more popular than BMW for the first time this year.
- Almost 30% of listings are for bikes aged over 10 years with nearly 50% of ad views directed at this age band.

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Indexed total bikes sold

August saw sales drop by -21.4% after this year's peak in sales during July.

78.6 Jul 24: 100.0 MoM: -21.4%



Ad views - top 10 makes

Harley-Davidson saw the biggest percentage increase in ad views MoM which makes them more popular than BMW for the first time this year.

#	Make	Jul 24	Aug 24	MoM
1	Honda	20.3%	20.0%	-1.1%
2	Yamaha	15.6%	15.8%	+1.6%
3	Triumph	11.5%	11.1%	-3.2%
4	Kawasaki	10.0%	10.6%	+6.2%
5	Suzuki	11.6%	10.5%	-9.0%
6	Harley-Davidson	7.7%	8.7%	+12.9%
7	BMW	8.8%	8.5%	-2.9%
8	Ducati	6.4%	6.3%	-1.5%
9	KTM	5.4%	5.4%	-0.1%
10	Royal Enfield	2.8%	3.0%	+5.0%

Ad views - by price

Bikes under £5k dominate the listings at 47% with ad views almost matching this at 47.6%.

Price range	% of avg listings		% of avg ad views	
	Jul 24	Aug 24	Jul 24	Aug 24
Under £5,000	48%	47%	48.1%	47.6%
£5,000 - £9,999	35%	35%	33.7%	34.0%
£10,000 - £19,999	15.0%	15.2%	15.2%	15.4%
Over £19,999	2.22%	2.16%	3.0%	3.0%

Ad views - by age

Almost 30% of listings are for bikes aged over 10 years with nearly 50% of ad views directed at this age band.

Age range	% of avg listings		% of avg ad views	
	Jul 24	Aug 24	Jul 24	Aug 24
Under 2 yrs	20.9%	20.8%	14.8%	17.4%
2 - 4 yrs	17.6%	17.2%	11.7%	12.5%
4 - 6 yrs	13.2%	13.6%	7.6%	9.8%
6 - 8 yrs	10.9%	11.0%	7.4%	7.6%
8 - 10 yrs	7.5%	7.8%	4.2%	4.6%
Over 10 yrs	29.8%	29.5%	54.3%	48.1%

Ad views - top 10 makes/models

Hondas CBR and CB secure the top 2 places as they have done all year while the Triumph Bonneville moves back into the top 3.

#	Make	Model	Jul 24 ranking	MoM change
1	Honda	CBR	1	0
2	Honda	CB	2	0
3	Triumph	Bonneville	4	1
4	Yamaha	MT	3	-1
5	Triumph	Tiger	5	0
6	Suzuki	GSXR	6	0
7	Yamaha	YZF	7	0
8	Kawasaki	ZX	9	1
9	Suzuki	GSX	8	-1
10	Honda	CRF	10	0

Bikes sold - top 10 makes/models

For the first time this year we see the Honda CB top the list and the Honda CRF join it in the top 10. The Yamaha YZF jumps 6 places up to 9th.

#	Make	Model	Jul 24 ranking	MoM change
1	Honda	CB	3	2
2	Yamaha	MT	1	-1
3	Honda	CBR	4	1
4	Triumph	Tiger	2	-2
5	Kawasaki	Z	5	0
6	Triumph	Bonneville	6	0
7	Suzuki	GSXR	8	1
8	Suzuki	GSX	7	-1
9	Yamaha	YZF	15	6
10	Honda	CRF	13	3

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About MOTORS eBay and Gumtree Joint Package

The MOTORS eBay and Gumtree Joint Package is a powerful advertising solution for retailers of motorbikes, scooters, commercial vehicles, and campers/caravans.

By simultaneously providing access to eBay and Gumtree marketplaces, retailers can reach millions of potential customers in a time-efficient and cost-effective way.

MOTORS has over 15 years of experience connecting vehicle retailers with buyers and is owned by O3 Industries and Novum Capital.

For more information, please visit www.dealer.motors.co.uk

