

# 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.



# MOTORS

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## July 2024 at a glance

- Overall stock levels have risen steadily since April, up+11% over the last three months and +1.3% MoM.
- The amount of bikes with under 20k miles on the clock has also increase for the third month running, up +1.4% MoM.
- Bikes priced over £19,999 were the only price band that saw stock decrease MoM.

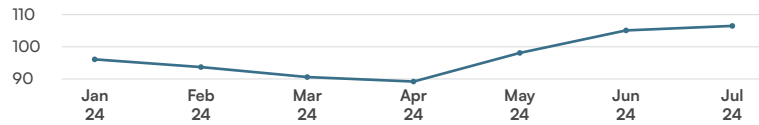
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### Stock volume - by dealership

Stock levels continue to increase with a 1.3% rise in July.

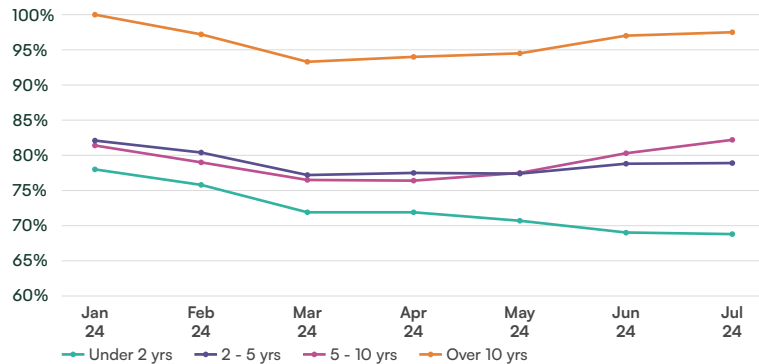


Stock levels have risen steadily since April, up +11% over the last three months.



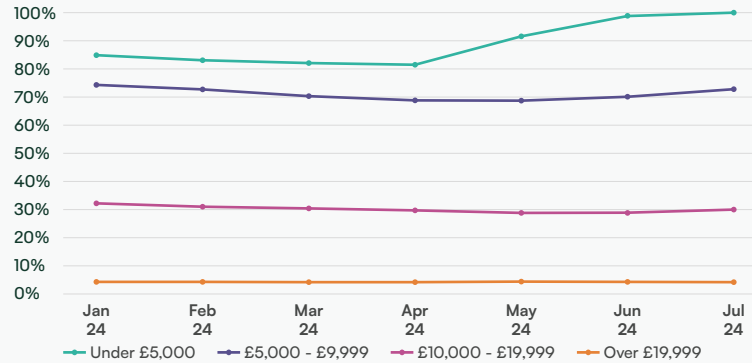
### Indexed stock volume - by age

Stock of bikes under 2 years old has been steadily declining since the start of the year with those aged 5 - 10 years old seeing the biggest increase.



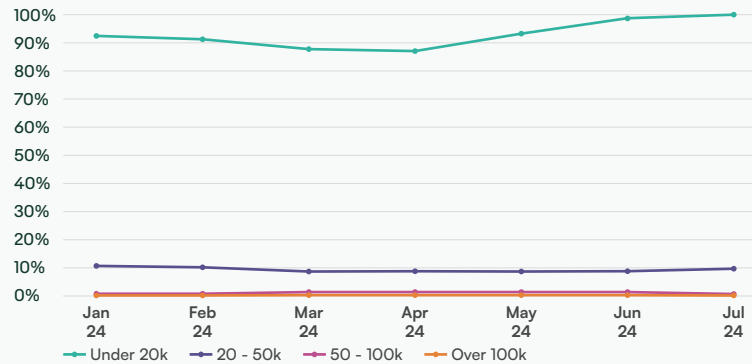
### Indexed stock volume - by price

Stock levels for bikes in three of the four price bands increased MoM. Only those priced over £19,999 saw a decrease.



### Indexed stock volume - by mileage

Stock levels of bikes with under 20k miles on the clock increased for the third month running, up +1.4% MoM.



**Average stock volume was up +1.3% MoM and +11% since April this year.**

## July 2024 at a glance

- Of the top five makes only Yamaha saw a decline in stock levels albeit a small one, down -0.2% MoM.
- The Triumph Tiger has overtaken the Yamaha MT as the most stocked bike this year.
- The amount of bikes sold fell across all price bands MoM with those priced over £19,999 (small volumes) seeing the biggest drop, down -29%.

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### Indexed stock volume - top 5 makes

Stock levels for four of the selected makes grew MoM with the exception of Yamaha which saw a small decline, down -0.2%.

#	Make	Jun 24	Jul 24	MoM
1	Honda	96.9	97.9	+1.1%
2	Yamaha	82.1	82.0	-0.2%
3	Triumph	67.4	69.8	+3.6%
4	Kawasaki	67.2	68.3	+1.6%
5	Suzuki	61.2	62.6	+2.3%

### Indexed stock volume - selected makes/models

The Triumph Tiger has overtaken the Yamaha MT as the most stocked bike for the first time this year.

#	Make	Model	Jun 24	Jul 24	MoM
1	Triumph	Tiger	71.6	75.7	+5.76%
2	Yamaha	MT	70.8	63.8	-9.88%
3	Honda	CB	60.3	59.4	-1.48%
4	Kawasaki	Z	57.8	55.9	-3.28%
5	Honda	CBR	53.2	52.5	-1.30%
6	Kawasaki	Ninja	40.6	43.3	+6.47%
7	Suzuki	V-Strom	43.5	43.1	-0.88%
8	Triumph	Bonneville	44.2	43.1	-2.51%
9	Yamaha	Tracer	41.3	42.6	+3.15%
10	Suzuki	GSX	38.1	41.7	+9.35%

# The Triumph Tiger was the most stocked bike in July.

### Indexed stock volume - selected makes/models

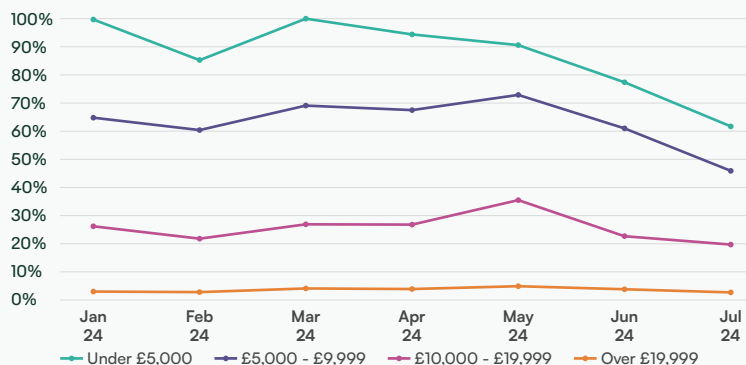
(5 - 10 yrs/under 20k miles)

Overall we saw a +2% rise MoM in stock levels. The Suzuki GSX was up the most at +17.34% with the BMW R1200 seeing the biggest drop at -13.3%.

#	Make	Model	Jun 24	Jul 24	MoM
1	Triumph	Tiger	93.4	96.6	+3.41%
2	Honda	CB	70.0	79.1	+13.06%
3	Triumph	Bonneville	67.3	69.2	+2.78%
4	Kawasaki	Z	54.3	50.9	-6.28%
5	Yamaha	MT	55.5	54.5	-1.79%
6	Honda	CBR	55.6	52.8	-5.11%
7	Ducati	Scrambler	46.8	48.4	+3.55%
8	BMW	R 1200	48.0	41.6	-13.3%
9	Suzuki	GSX	29.7	34.9	+17.34%
10	Yamaha	Tracer	30.9	33.2	+7.26%

### Indexed sold stock - by price

The amount of bikes sold fell across all price bands MoM with those priced over £19,999 (small volumes) seeing the biggest drop, down -29%.



## July 2024 at a glance

- Average bike prices increased by +0.6% MoM..
- Bikes aged 2 - 5 years old saw the biggest MoM increase, up +1.6%.
- Harley-Davidson topped the charts at £12,592 closely followed by Ducati at £30 cheaper! Yamaha saw the biggest MoM increase, up +5.2%.

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### Average price

Average bike prices increased by +0.6% MoM.

# £7,261

Jun 24: **£7,219** MoM: **+0.6%**

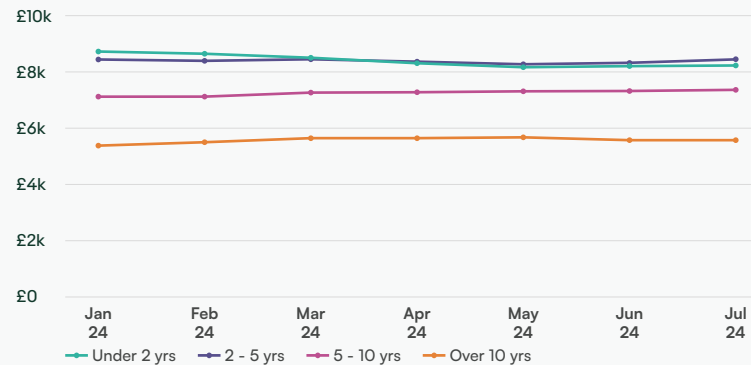
### Average price - top 10 makes

Harley-Davidson topped the charts at £12,592 closely followed by Ducati at £30 cheaper! Yamaha saw the biggest MoM increase, up +5.2%.

#	Make	Jun 24	Jul 24	MoM
1	Harley-Davidson	£12,492	£12,592	+0.8%
2	Ducati	£12,701	£12,562	-1.1%
3	BMW	£8,898	£9,006	+1.2%
4	KTM	£8,059	£8,310	+3.1%
5	Triumph	£8,104	£8,048	-0.7%
6	Kawasaki	£7,904	£7,875	-0.4%
7	Yamaha	£6,892	£7,253	+5.2%
8	Honda	£6,180	£6,330	+2.4%
9	Suzuki	£6,687	£6,623	-1.0%
10	Royal Enfield	£4,650	£4,818	+3.6%

### Average price - by age

Bikes aged 2 - 5 years old saw the biggest MoM increase, up +1.6%.



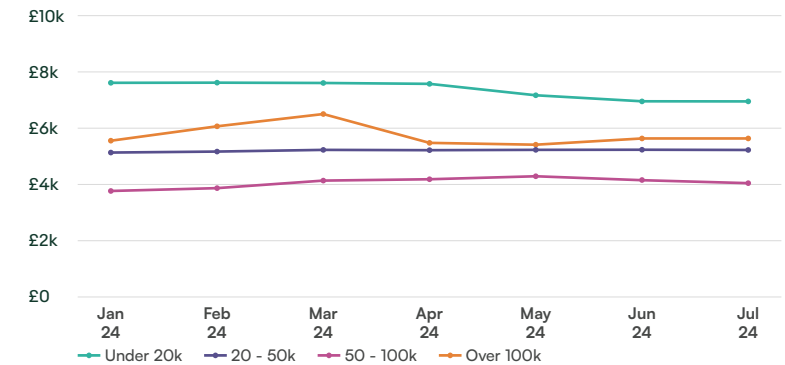
### Average price - selected makes/models

Prices fell across all selected make and models with the exception of the Yamaha MT which was up +0.78% MoM.

#	Make	Model	Jun 24	Jul 24	MoM
1	Kawasaki	Ninja	£11,251	£11,151	-0.89%
2	Triumph	Scrambler	£9,263	£8,927	-3.62%
3	Triumph	Tiger	£8,918	£8,829	-1.00%
4	Suzuki	V-Strom	£8,745	£8,722	-0.27%
5	Triumph	Bonneville	£7,878	£7,730	-1.88%
6	Yamaha	MT	£7,524	£7,583	+0.78%
7	Kawasaki	Z	£7,520	£7,432	-1.18%
8	Honda	CBR	£6,545	£6,492	-0.80%
9	Suzuki	GSX	£6,608	£6,464	-2.17%
10	Honda	CB	£5,965	£5,944	-0.35%

### Average price - by mileage

Overall prices remained steady with the only significant movement coming from bikes with 50 - 100k miles, down -2.7% MoM.



### Top 5 price movers by MoM increase and decrease

Increase					
Make	Model	Age	Mileage	Avg price	MoM
Honda	CB	2 - 5 yrs	Under 20k	£6,623	+5.7%
KTM	1290	2 - 5 yrs	Under 20k	£11,552	+4.2%
Yamaha	MT	2 - 5 yrs	Under 20k	£7,289	+4.0%
Kawasaki	Z	Under 2 yrs	Under 20k	£7,714	+2.1%
Ducati	Multistrada	5 - 10 yrs	Under 20k	£9,515	+1.9%

Decrease					
Make	Model	Age	Mileage	Avg price	MoM
Honda	CB	Under 2 yrs	Under 20k	£6,009	-6.3%
Kawasaki	Ninja	Under 2 yrs	Under 20k	£12,455	-2.9%
Suzuki	GSX	Over 10 yrs	20 - 50k	£4,301	-2.9%
Triumph	Tiger	Under 2 yrs	Under 20k	£11,899	-2.0%
Suzuki	GSX	5 - 10 yrs	Under 20k	£5,760	-1.9%



# Demand



## July 2024 at a glance

- MoM we've seen a -19% drop in bike sales.
- Honda is the most popular make with 20% of all ad views.
- Nearly 50% of listings are for bikes aged under 4 years. Bikes over 10 years old got the most ad views by far, at just over 60%.

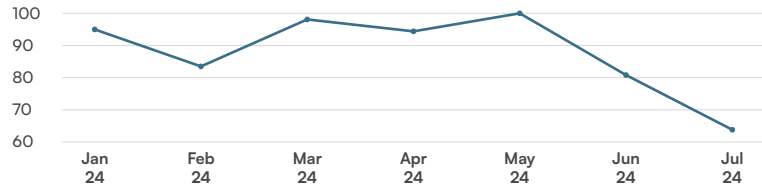
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### Indexed total bikes sold

Bike sales have been on a downward trend since May, and are down again -19.0% MoM.

# 63.8

Jun 24: **80.8** MoM: **-19.0%**



### Ad views - top 10 makes

Honda is the most popular make with 20% of all ad views while BMW (+4.9%) edged out Royal Enfield (4.8%) for the biggest MoM increase.

#	Make	Jun 24	Jul 24	MoM
1	Honda	20.6%	20.3%	-1.6%
2	Yamaha	15.7%	15.6%	-0.8%
3	Suzuki	11.1%	11.6%	+3.8%
4	Triumph	11.3%	11.5%	+1.2%
5	Kawasaki	10.4%	10.0%	-4.2%
6	BMW	8.4%	8.8%	+4.9%
7	Harley-Davidson	7.9%	7.7%	-2.0%
8	Ducati	6.5%	6.4%	-1.8%
9	KTM	5.4%	5.4%	+1.4%
10	Royal Enfield	2.7%	2.8%	+4.8%

### Ad views - by price

Over 80% of listings are priced under £10k which, unsurprisingly, is where over 80% of ad views are.

Price range	% of avg listings		% of avg ad views	
	Jun 24	Jul 24	Jun 24	Jul 24
Under £5,000	48%	47%	51.0%	48.2%
£5,000 - £9,999	35%	35%	31.9%	33.6%
£10,000 - £19,999	15.0%	15.2%	14.3%	15.1%
Over £19,999	2.22%	2.16%	2.8%	3.0%

### Ad views - by age

Nearly 50% of listings are for bikes aged under 4 years. Bikes over 10 years old got the most ad views by far at just over 60%.

Age range	% of avg listings		% of avg ad views	
	Jun 24	Jul 24	Jun 24	Jul 24
Under 2 yrs	25.3%	26.4%	12.1%	12.5%
2 - 4 yrs	22.0%	20.8%	11.4%	10.1%
4 - 6 yrs	11.9%	11.8%	6.3%	6.7%
6 - 8 yrs	8.8%	9.3%	6.6%	5.9%
8 - 10 yrs	5.5%	5.4%	3.9%	3.4%
Over 10 yrs	26.6%	26.4%	59.7%	61.4%

### Ad views - top 10 makes/models

Honda CBR and CB take the two top spots for the seventh month running while the Yamaha MT is up two places to complete the top three.

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

### Bikes sold - top 10 makes/models

Yamaha MT is at the top of the list as it has been all year while the Suzuki GSX rose four places up to seventh after dropping out of the top 10 last month.

#	Make	Model	Jun 24 ranking	MoM change
1	Yamaha	MT	1	0
2	Triumph	Tiger	3	1
3	Honda	CB	2	-1
4	Honda	CBR	4	0
5	Kawasaki	Z	5	0
6	Triumph	Bonneville	6	0
7	Suzuki	GSX	11	4
8	Suzuki	GSXR	8	0
9	Triumph	Street Triple	9	0
10	Yamaha	Tracer	12	2

# MOTORS

## 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](http://www.dealer.motors.co.uk)

