

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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Stock

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September 2024 at a glance

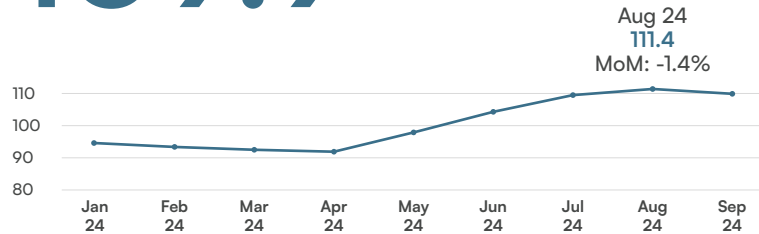
- Overall stock levels are down -1.4% MoM, with bikes priced under £5,000 the biggest faller, down -6.5%.
- Bikes aged over 10 years old saw stock levels rise by +4.7% MoM.
- Bikes with less than 20k on the clock saw stock levels fall, down -4.6% MoM

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Stock volume by dealership

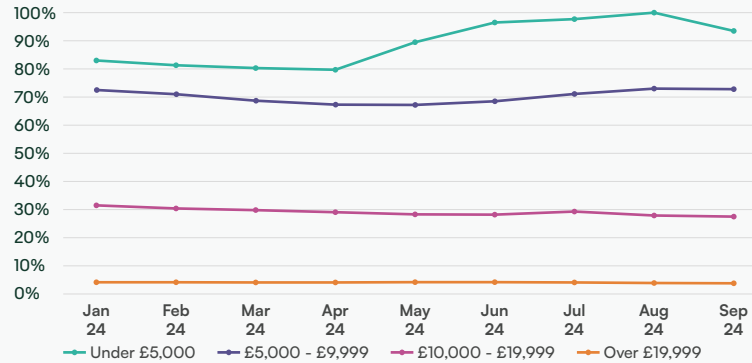
Overall stock levels are down -1.4% MoM.

109.9



Indexed stock volume by price

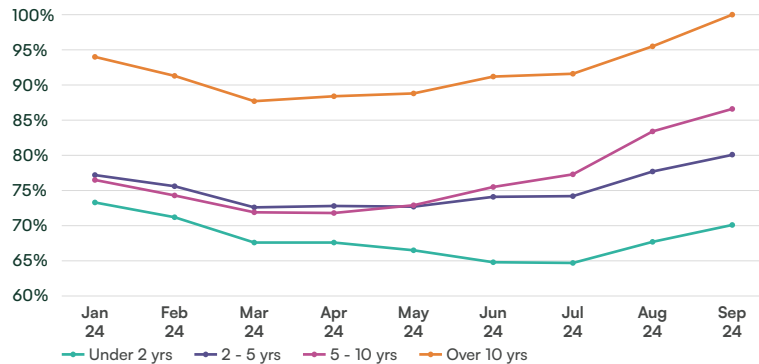
Stock levels for all price bands are down MoM, with bikes priced under £5,000 the biggest faller, down -6.5%.



Overall stock levels are down for the first time since April.

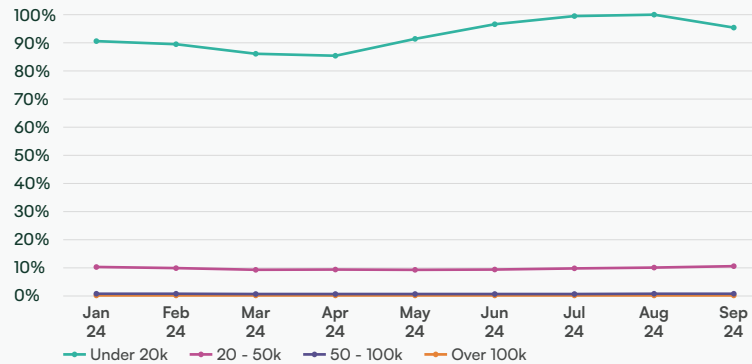
Indexed stock volume by age

Stock levels for all age bands are up MoM, with bikes aged over 10 years old the biggest climber, up 4.7%.



Indexed stock volume by mileage

Only bikes with less than 20k on the clock saw stock levels fall, down -4.6% MoM.



September 2024 at a glance

- Sold volume would indicate that September was a good month for bike sales.
- The top 5 makes all saw stock levels increase MoM, with Yamaha up the most at +9.0%.
- The Triumph Tiger was the most stocked bike in September, closely followed by the Yamaha MT.

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Indexed stock volume top 5 makes

The top 5 makes all saw stock levels increase MoM, with Yamaha up the most at +9.0%.

#	Make	Aug 24	Sep 24	MoM
1	Honda	98.3	100.0	+1.7%
2	Yamaha	83.6	91.1	+9.0%
3	Triumph	70.0	73.5	+5.0%
4	Kawasaki	69.6	71.3	+2.4%
5	Suzuki	62.2	62.9	+1.2%

Indexed stock volume selected makes/models

Eight of the top 10 most stocked bikes saw stock levels increase MoM, with the exception of the Kawasaki Ninja (-1.46%) and Suzuki GSX (-0.6%).

#	Make	Model	Aug 24	Sep 24	MoM
1	Triumph	Tiger	79.8	84.8	+6.23%
2	Yamaha	MT	69.0	79.2	+14.88%
3	Honda	CB	64.5	68.8	+6.79%
4	Kawasaki	Z	61.5	63.0	+2.51%
5	Honda	CBR	57.5	58.3	+1.40%
6	Yamaha	Tracer	43.2	47.7	+10.42%
7	Triumph	Bonneville	45.6	46.6	+2.27%
=8	Kawasaki	Ninja	45.1	44.5	-1.46%
=8	Suzuki	V-Strom	44.2	44.5	+0.65%
9	Suzuki	GSX	44.3	44.1	-0.60%

Stock levels of the Yamaha MT continue to rise, up nearly 15% MoM.

Indexed stock volume selected makes/models

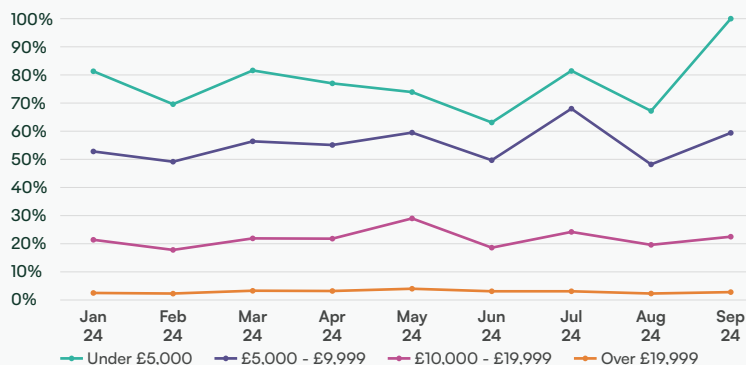
(5 - 10 yrs/under 20k miles)

The Honda CBR saw stock levels rise by just over 10% MoM for its highest monthly volume for the year so far.

#	Make	Model	Aug 24	Sep 24	MoM
1	Triumph	Tiger	95.8	100.0	+4.42%
2	Honda	CB	89.2	90.7	+1.71%
3	Honda	CBR	65.1	71.8	+10.32%
4	Triumph	Bonneville	71.2	69.3	-2.68%
5	Yamaha	MT	68.4	68.1	-0.45%
6	Ducati	Scrambler	46.1	46.1	+0.08%
7	Kawasaki	Z	49.5	46.0	-7.06%
8	BMW	R 1200	40.5	39.6	-2.12%
9	Yamaha	Tracer	38.6	38.7	+0.31%
10	Suzuki	GSX	34.0	31.8	-6.56%

Indexed sold stock by price

Sold volume would indicate that September was a good month for bike sales.



September 2024 at a glance

- Average bike prices were down across all age ranges, with those aged between 2 and 5 years old, down the most at -2.6% MoM.
- Average prices fell for bikes with 20k - 100k miles on the clock, while those under 20k (+1.9%) and those over 100k (+2.7%) were both up MoM.
- Ducati remained the second most expensive make behind Harley-Davidson, despite a -5.0% MoM fall in price.

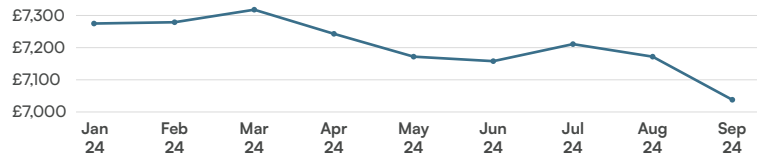
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Average price

Average bike prices are down -1.9% MoM.

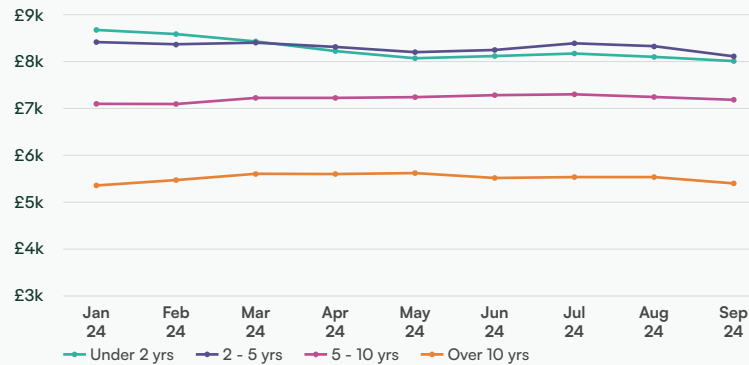
£7,038

Aug 24
£7,172
MoM: -1.9%



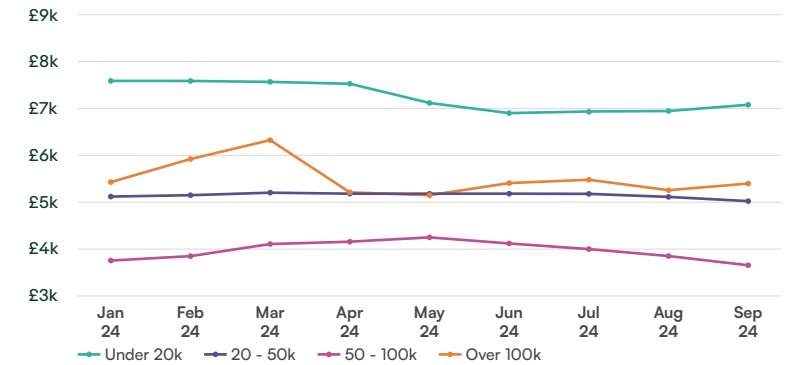
Average price by age

Average bike prices were down across all age ranges, with those aged between 2 and 5 years old, down the most at -2.6% MoM.



Average price by mileage

Average prices fell for bikes with 20k - 100k miles on the clock, while those under 20k (+1.9%) and those over 100k (+2.7%) were both up MoM.



Average price top 10 makes

As all makes saw prices fall MoM, Ducati remained the second most expensive make behind Harley-Davidson, despite the largest fall of all, down -5.0%.

#	Make	Aug 24	Sep 24	MoM
1	Harley-Davidson	£12,259	£12,140	-1.0%
2	Ducati	£12,495	£11,864	-5.0%
3	BMW	£8,883	£8,831	-0.6%
4	KTM	£8,025	£7,939	-1.1%
5	Triumph	£7,946	£7,759	-2.4%
6	Kawasaki	£7,643	£7,550	-1.2%
7	Yamaha	£6,886	£6,717	-2.4%
8	Suzuki	£6,661	£6,537	-1.9%
9	Honda	£6,069	£5,946	-2.0%
10	Royal Enfield	£4,823	£4,717	-2.2%

Average price selected makes/models

Prices fell on average by -0.84% MoM across all selected make and models. Only four saw increases, with the Yamaha MT up the most at +2.86%.

#	Make	Model	Aug 24	Sep 24	MoM
1	Kawasaki	Ninja	£10,898	£10,850	-0.44%
2	Triumph	Scrambler	£8,787	£8,880	+1.06%
3	Triumph	Tiger	£8,704	£8,544	-1.83%
4	Yamaha	Tracer	£8,210	£8,311	+1.23%
5	Suzuki	V-Strom	£8,567	£8,265	-3.53%
6	Triumph	Bonneville	£7,770	£7,676	-1.21%
7	Yamaha	MT	£7,267	£7,475	+2.86%
8	Kawasaki	Z	£7,249	£7,297	+0.66%
9	Honda	CBR	£6,520	£6,393	-1.95%
10	Suzuki	GSX	£6,486	£6,274	-3.28%

Top 5 price movers by MoM increase and decrease

Make	Model	Age	Mileage	Avg price	MoM
Yamaha	MT	2 - 5 yrs	Under 20k	£7,277	+4.8%
Harley-Davidson	Softail	5 - 10 yrs	Under 20k	£14,265	+3.9%
Honda	CBR	5 - 10 yrs	Under 20k	£6,996	+3.5%
Yamaha	MT	Under 2 yrs	Under 20k	£8,836	+3.4%
Yamaha	Tracer	Under 2 yrs	Under 20k	£10,159	+2.7%

Make	Model	Age	Mileage	Avg price	MoM
Suzuki	GSX	Over 10 yrs	Under 20k	£5,184	-5.6%
Honda	CB	Under 2 yrs	Under 20k	£5,852	-5.3%
Honda	CBR	2 - 5 yrs	Under 20k	£7,998	-5.2%
Kawasaki	Ninja	Under 2 yrs	Under 20k	£11,779	-5.0%
Suzuki	GSX	Over 10 yrs	20 - 50k	£4,151	-4.4%



Demand

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September 2024 at a glance

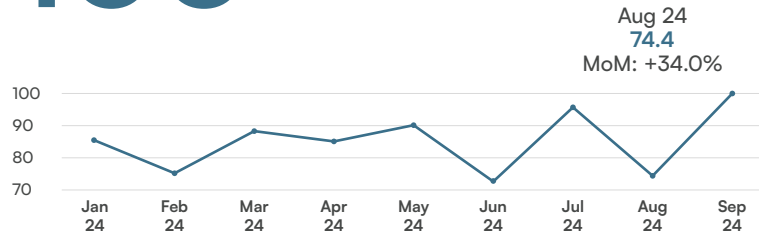
- September has been the best month for sales so far this year, seeing a +34% increase MoM.
- Triumph saw the biggest increase in ad views, up +3.5% MoM, while Harley-Davidson saw the biggest fall, down -7.3%.
- Bikes over 10 years old accounted for over 50% of all ad views in September.

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Indexed total bikes sold

September has been the best month for sales so far this year, seeing a +34% increase MoM.

100



Ad views top 10 makes

Triumph saw the biggest increase in ad views, up +3.5% MoM, while Harley-Davidson saw the biggest fall, down -7.3%.

#	Make	Aug 24	Jul 24	MoM
1	Honda	20.0%	20.4%	+2.0%
2	Yamaha	15.8%	16.0%	+1.0%
3	Triumph	11.1%	11.5%	+3.5%
4	Kawasaki	10.6%	10.6%	-0.3%
5	Suzuki	10.5%	10.3%	-2.5%
6	BMW	8.5%	8.6%	+0.8%
7	Harley-Davidson	8.7%	8.1%	-7.3%
8	Ducati	6.3%	6.2%	-0.7%
9	KTM	5.4%	5.5%	+0.8%
10	Royal Enfield	3.0%	2.9%	-2.6%

Ad views by price

Cheaper bikes (under £5,000) dominate both listings, at 47.0% and ad views at nearly 50%.

Price range	% of avg listings		% of avg ad views	
	Aug 24	Sep 24	Aug 24	Sep 24
Under £5,000	48.0%	47.0%	48.2%	49.9%
£5,000 - £9,999	36.0%	37.0%	33.9%	33.0%
£10,000 - £19,999	14.3%	14.6%	15.0%	14.1%
Over £19,999	1.98%	2.01%	3.0%	3.0%

Ad views by age

Bikes over 10 years old accounted for over 50% of all ad views in September.

Age range	% of avg listings		% of avg ad views	
	Aug 24	Sep 24	Aug 24	Sep 24
Under 2 yrs	20.8%	20.8%	17.4%	14.8%
2 - 4 yrs	17.2%	17.0%	12.5%	10.5%
4 - 6 yrs	13.6%	13.6%	9.8%	9.2%
6 - 8 yrs	11.0%	11.1%	7.6%	8.6%
8 - 10 yrs	7.8%	7.8%	4.6%	4.7%
Over 10 yrs	29.5%	29.7%	48.1%	52.2%

Ad views top 10 makes/models

It's all Honda this month, with the CBR and CB in the top two spots as they have been all year and the CRF the biggest mover, up from 10th to 6th.

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

Bikes sold top 10 makes/models

The Keeway Superlight and Sym Jet 4 see huge jumps in popularity as they move into 7th and 8th places respectively.

#	Make	Model	Aug 24 ranking	MoM change
1	Yamaha	MT	2	+1
2	Triumph	Tiger	4	+2
3	Honda	CB	1	-2
4	Honda	CBR	3	-1
5	Kawasaki	Z	5	0
6	Triumph	Bonneville	6	0
7	Keeway	Superlight	69	+62
8	Sym	Jet 4	106	+98
9	Kawasaki	ZX	12	+3
10	Suzuki	GSXR	8	-2

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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

