

# 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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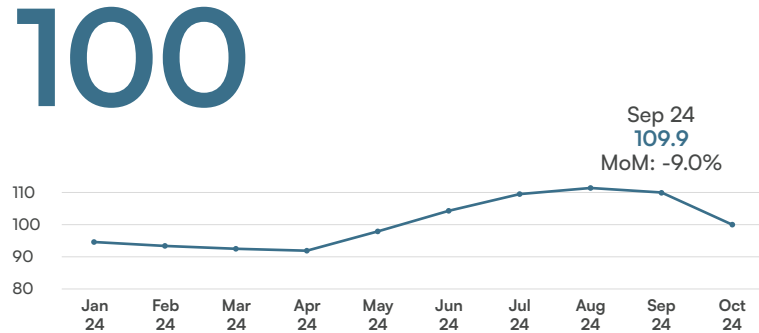
## October 2024 at a glance

- Overall stock volumes fell -9.0% MoM.
- The biggest fallers were bikes under £5k (-14.9% MoM), bikes under 2 years old (-8.8% MoM) and those with under 20,000 miles on the clock (-8.4% MoM).
- Only bikes with between 50,000 and 100,000 miles on the clock saw a rise in stock volume, up +6.4% MoM.

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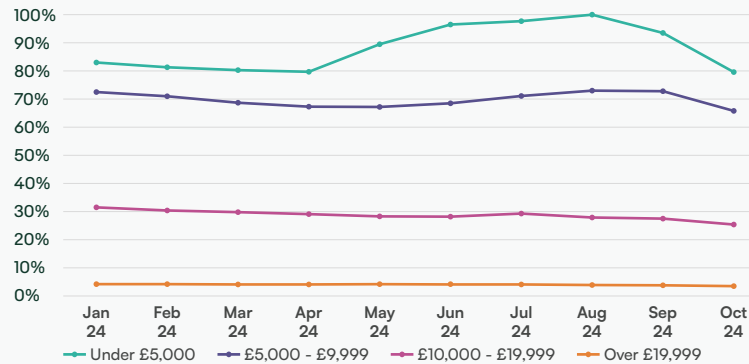
### Stock volume by dealership

Overall stock volumes fell -9.0% MoM, as we move into winter and demand decreases.



### Indexed stock volume by price

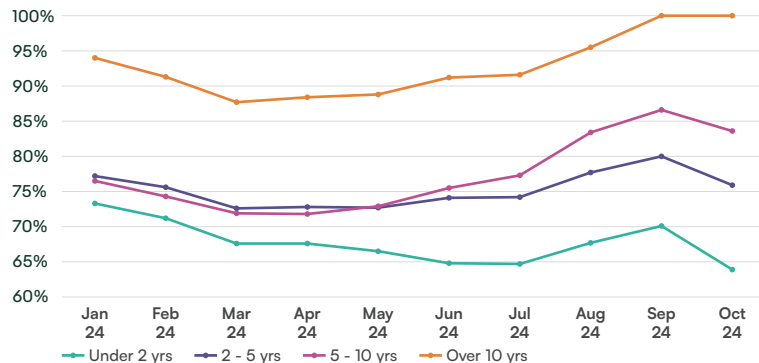
All price bands saw stock volume fall MoM, with bikes priced under £5k down the most at -14.9%.



# As we move into winter, demand for bikes decreases and as a result so do stock volumes.

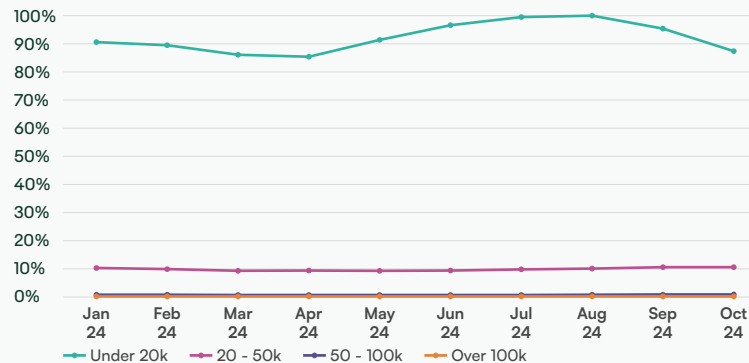
### Indexed stock volume by age

Bikes over 10 years old saw a tiny increase in stock, up +0.1% MoM. All other age bands fell, with bikes under 2 years old down the most at -8.8% MoM.



### Indexed stock volume by mileage

Around 90% of stock was bikes with under 20,000 miles on the clock, with volumes down -8.4% MoM.



## October 2024 at a glance

- The Triumph Tiger was the most stocked bike again - as it has been since June, despite a -3.5% MoM fall in volumes.
- Only the Honda CB (+2.9%) and the Triumph Bonneville (+0.7%) saw stock levels rise MoM.
- After peaking in September, stock levels of bikes priced under £5k dropped by -23% MoM.

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### Indexed stock volume top 5 makes

All the top 5 makes saw falling stock volumes MoM, with Triumph down the least at just -0.6% and Kawasaki the most at -4.4%.

#	Make	Sep 24	Oct 24	MoM
1	Honda	100.0	96.8	-3.2%
2	Yamaha	91.1	85.6	-6.1%
3	Triumph	73.5	73.1	-0.6%
4	Kawasaki	71.3	68.2	-4.4%
5	Suzuki	62.9	60.6	-3.6%

### Indexed stock volume selected makes/models

The Triumph Tiger was the most stocked bike again - as it has been since June, despite a -3.5% MoM fall in volumes.

#	Make	Model	Sep 24	Oct 24	MoM
1	Triumph	Tiger	84.8	81.8	-3.5%
2	Yamaha	MT	79.2	74.6	-5.8%
3	Honda	CB	68.8	70.9	+2.9%
4	Kawasaki	Z	63.0	59.7	-5.2%
5	Honda	CBR	58.3	58.1	-0.4%
6	Kawasaki	Ninja	44.5	41.8	-5.9%
7	Suzuki	V-Strom	44.5	38.6	-13.4%
8	Triumph	Bonneville	46.6	46.9	+0.7%
9	Yamaha	Tracer	47.7	42.0	-12.1%
10	Suzuki	GSX	44.1	43.5	-1.2%

# The Triumph Tiger has been the most stocked bike since June when it took over from the Yamaha MT.

### Indexed stock volume selected makes/models

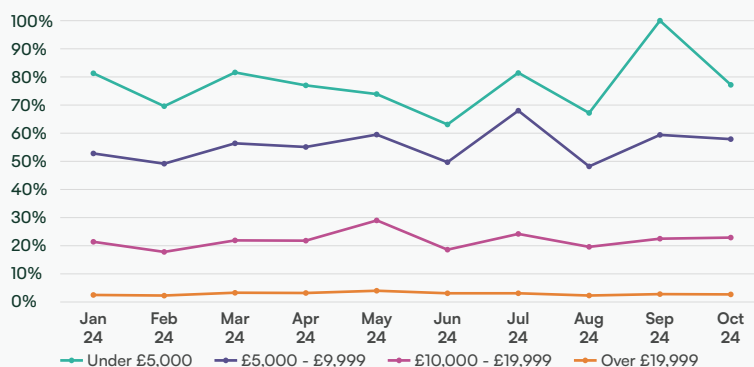
(5 - 10 yrs/under 20k miles)

The Triumph Tiger saw stock volumes decrease by -8.5% MoM, but maintained it's number one spot, with the Kawasaki Z seeing the biggest rise at +6.2%.

#	Make	Model	Sep 24	Oct 24	MoM
1	Triumph	Tiger	100.0	91.5	-8.5%
2	Honda	CB	90.7	90.6	-0.1%
3	Triumph	Bonneville	69.3	70.2	+1.3%
4	Kawasaki	Z	46.0	48.8	+6.2%
5	Yamaha	MT	68.1	70.5	+3.6%
6	Honda	CBR	71.8	68.6	-4.4%
7	Ducati	Scrambler	46.1	48.7	+5.6%
8	BMW	R 1200	39.6	40.6	+2.4%
9	Suzuki	GSX	31.8	31.4	-1.3%
10	Yamaha	Tracer	38.7	37.0	-4.5%

### Indexed sold stock by price

After peaking in September, stock levels of bikes priced under £5k dropped by -23% MoM.



## October 2024 at a glance

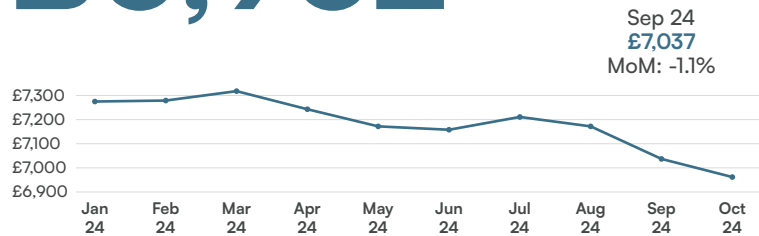
- Overall average prices have been falling since July, down again in October -1.1% MoM.
- Bikes under 2 years old saw a very small increase, up +0.1% MoM.
- Bikes with less than 20,000 miles on the clock also saw a small MoM price rise, up +0.9%.

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### Average price

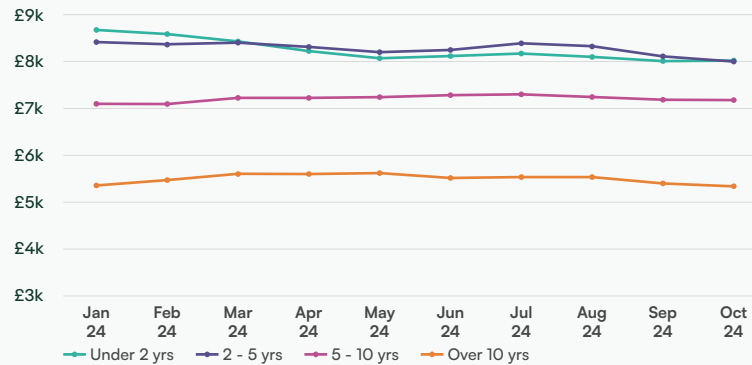
The overall average bike price is down just over £300 since the start of the year.

# £6,962



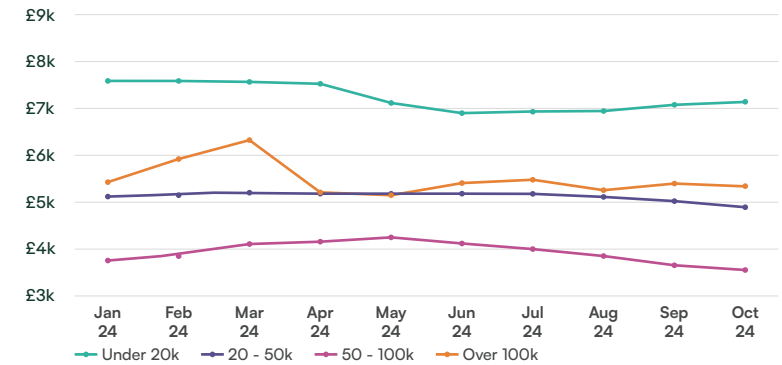
### Average price by age

Bikes under 2 years old saw a very small increase, up +0.1% MoM.



### Average price by mileage

Bikes with less than 20,000 miles on the clock saw a small MoM price rise, up +0.9%.



### Average price top 10 makes

Of the four Japanese makes in the top 10, only Honda saw an average price increase, up +5.6% MoM to £6,282.

#	Make	Sep 24	Oct 24	MoM
1	Harley-Davidson	£12,140	£11,874	-2.2%
2	Ducati	£11,864	£11,738	-1.1%
3	BMW	£8,831	£8,626	-2.3%
4	KTM	£7,939	£8,269	+4.1%
5	Triumph	£7,759	£7,643	-1.5%
6	Kawasaki	£7,550	£7,449	-1.3%
7	Yamaha	£6,717	£6,622	-1.4%
8	Suzuki	£6,537	£6,512	-0.4%
9	Honda	£5,946	£6,282	+5.6%
10	Royal Enfield	£4,717	£4,637	-1.7%

### Average price selected makes/models

Two Triumphs, the Bonneville (+1.6%) and the Scrambler (+0.2%) were the only bikes that saw prices rise MoM.

#	Make	Model	Sep 24	Oct 24	MoM
1	Kawasaki	Ninja	£10,850	£10,692	-1.5%
2	Triumph	Scrambler	£8,880	£8,896	+0.2%
3	Triumph	Tiger	£8,544	£8,430	-1.3%
4	Yamaha	Tracer	£8,311	£8,130	-2.2%
5	Suzuki	V-Strom	£8,265	£8,045	-2.7%
6	Triumph	Bonneville	£7,676	£7,798	+1.6%
7	Yamaha	MT	£7,475	£7,451	-0.3%
8	Kawasaki	Z	£7,297	£7,179	-1.6%
9	Honda	CBR	£6,393	£6,274	-1.9%
10	Suzuki	GSX	£6,274	£6,111	-2.6%

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

Make	Model	Age	Mileage	Avg price	MoM
Triumph	Bonneville	Over 10 yrs	Under 20k	£6,459	+8.0%
Triumph	Tiger	Over 10 yrs	Under 20k	£5,258	+2.2%
Yamaha	MT	2 - 5 yrs	Under 20k	£7,406	+1.8%
Kawasaki	Ninja	2 - 5 yrs	Under 20k	£9,986	+1.2%
Suzuki	GSX	Over 10 yrs	20 - 50k	£4,185	+0.9%

Make	Model	Age	Mileage	Avg price	MoM
Honda	CB	Under 2 yrs	Under 20k	£5,371	-7.9%
Kawasaki	Z	Under 2 yrs	Under 20k	£7,470	-7.9%
Kawasaki	Z	Over 10 yrs	Under 20k	£4,518	-7.0%
Suzuki	GSX	2 - 5 yrs	Under 20k	£7,340	-5.6%
Honda	CB	Over 10 yrs	20 - 50k	£3,928	-4.1%



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## October 2024 at a glance

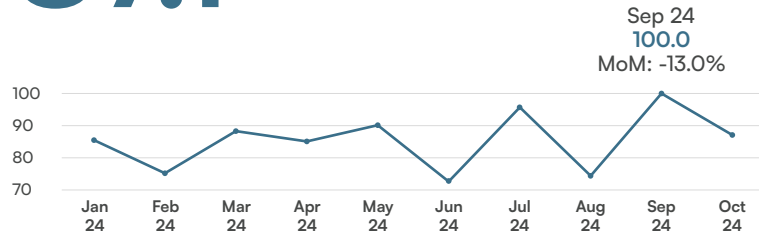
- Ad views for Harley-Davidson were down -15.1% MoM while views for Suzuki were up the most at +7.2%.
- After sales peaked for the year in September, they fell back by -13% in October.
- Bikes over 10 years old see the most listings and get the most ad views.

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### Indexed total bikes sold

After sales peaked for the year in September, they fell back by -13% in October.

# 87.1



### Bikes sold top 10 makes/models

October saw the Triumph Tiger become the most sold motorbike for the first time this year. The Yamaha Tracer was the biggest mover, up from 14th to 6th.

#	Make	Model	Sep 24 ranking	MoM change
1	Triumph	Tiger	2	+1
2	Yamaha	MT	1	-1
3	Honda	CB	3	0
4	Honda	CBR	4	0
5	Kawasaki	Z	5	0
6	Yamaha	Tracer	14	+8
7	Triumph	Bonneville	6	-1
8	Suzuki	GSXR	11	+3
9	Kawasaki	Ninja	13	+4
10	Kawasaki	ZX	9	-1

### Ad views by price

Bikes priced under £5k see the most listings and get the most ad views.

Price range	% of avg listings		% of avg ad views	
	Sep 24	Oct 24	Sep 24	Oct 24
Under £5k	46%	46%	49.9%	51.3%
£5,000 - £9,999	37%	37%	33.0%	32.7%
£10,000 - £19,999	14.7%	14.5%	14.1%	13.0%
Over £19,999	2.02%	1.99%	3.0%	2.9%

### Ad views by age

Bikes over 10 years old see the most listings and get the most ad views.

Age range	% of avg listings		% of avg ad views	
	Sep 24	Oct 24	Sep 24	Oct 24
Under 2 yrs	20.8%	19.8%	14.8%	11.6%
2 - 4 yrs	17.0%	16.6%	10.5%	10.3%
4 - 6 yrs	13.6%	13.7%	9.2%	9.1%
6 - 8 yrs	11.1%	11.0%	8.6%	6.0%
8 - 10 yrs	7.8%	7.9%	4.7%	4.0%
Over 10 yrs	29.7%	30.9%	52.2%	58.9%

### Ad views top 10 makes

Ad views for Harley-Davidson were down -15.1% MoM while views for Suzuki were up the most at +7.2%.

#	Make	Sep 24	Oct 24	MoM
1	Honda	20.4%	20.9%	+2.3%
2	Yamaha	16.0%	15.9%	-0.1%
3	Triumph	11.5%	11.8%	+2.6%
4	Suzuki	10.3%	11.0%	+7.2%
5	Kawasaki	10.6%	10.3%	-2.6%
6	BMW	8.6%	8.5%	-0.8%
7	Harley-Davidson	8.1%	6.8%	-15.1%
8	Ducati	6.2%	6.1%	-2.2%
9	KTM	5.5%	5.6%	+1.7%
10	Royal Enfield	2.9%	3.0%	+4.5%

### Ad views top 10 makes/models

No change at the top for the Honda CBR and CB. The biggest MoM movers in the top 10 are the Suzuki GSXR up three places and the Yamaha MT down two.

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

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

