

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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November 2024 at a glance

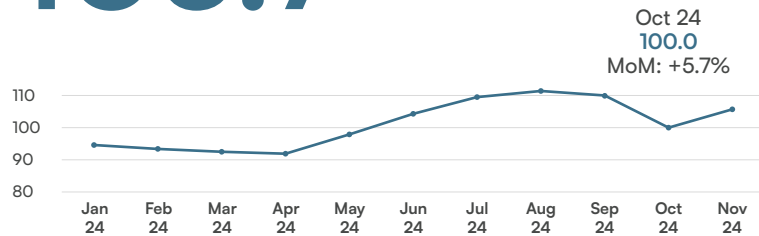
- Overall average stock levels were up +5.7% MOM.
- Stock levels for all price categories dropped MoM with those priced over £20,000 down the most at -8.9%.
- Bikes in the under 1k and the 20 - 50k mileage categories had the biggest stock levels.

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Stock volume by dealership

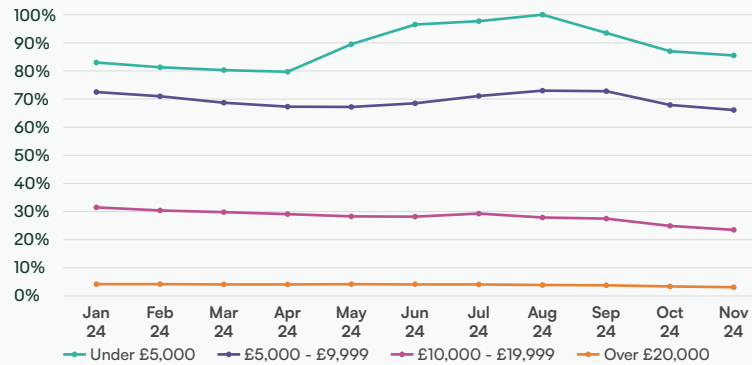
After a -13% drop in October, overall average stock levels were on the up again in November (+5.7%).

105.7



Indexed stock volume by price

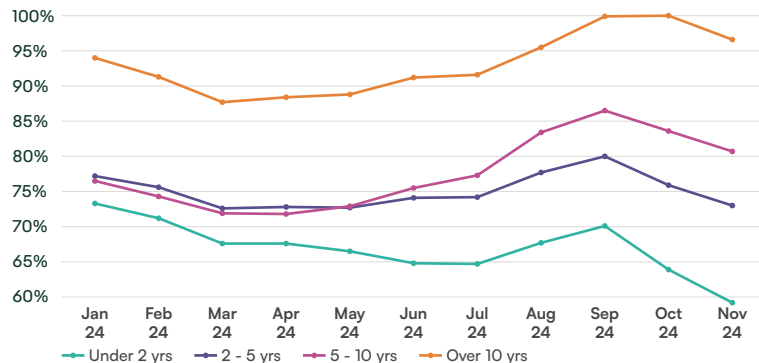
Stock levels for all price categories dropped MoM with those priced over £20,000 down the most at -8.9%.



The volume of bikes sold for under £5,000 grew by 21% in November.

Indexed stock volume by age

The younger the bike, the bigger MoM drop in stock levels: Under 2 yrs -7.3%, 2 - 5 yrs -3.9%, 5 - 10 yrs -3.5% and over 10 yrs -3.4%.



Indexed stock volume by mileage

Bikes in the under 1k and the 20 - 50k mileage categories had the biggest stock levels.

Mileage	Oct 24	Nov 24	MoM
Under 1k	88.1	87.6	-0.6%
1 - 2k	37.7	36.8	-2.4%
2 - 4k	62.6	61.0	-2.5%
4 - 6k	49.7	48.1	-3.2%
6 - 8k	44.1	43.3	-1.8%
8 - 10k	37.9	36.7	-3.2%
10 - 15k	69.3	66.6	-3.9%
15 - 20k	47.0	46.6	-0.9%
20 - 50k	80.4	80.0	-0.6%
Over 50k	8.2	7.9	-3.7%



Stock

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November 2024 at a glance

- Of the top 5 makes, Triumph stock levels dropped the least, down -1.0% MoM.
- Only the Honda CBR (+0.9%) and Triumph Bonneville (+1.3%) saw stock levels rise MoM. The biggest faller was the Kawasaki Ninja, down -10.7%.
- The volume of bikes sold for over £5,000 dropped overall, with those priced over £20,000 down the most at -13% MoM.

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Indexed stock volume top 5 makes

Stock levels for all the top 5 makes were down MoM, with Yamaha down the most at -4.4%.

#	Make	Oct 24	Nov 24	MoM
1	Honda	96.8	92.7	-4.3%
2	Yamaha	85.6	81.8	-4.4%
3	Triumph	73.1	72.3	-1.0%
4	Suzuki	60.6	58.4	-3.6%
5	Kawasaki	68.2	65.9	-3.4%

Indexed stock volume selected makes/models

Only the Honda CBR (+0.9%) and Triumph Bonneville (+1.3%) saw stock levels rise MoM. The biggest faller was the Kawasaki Ninja, down -10.7%.

#	Make	Model	Oct 24	Nov 24	MoM
1	Triumph	Tiger	81.8	79.6	-2.7%
2	Yamaha	MT	74.6	71.7	-3.9%
3	Honda	CB	70.9	66.7	-5.9%
4	Kawasaki	Z	59.7	57.2	-4.3%
5	Honda	CBR	58.1	58.7	+0.9%
6	Kawasaki	Ninja	41.8	37.4	-10.7%
7	Suzuki	V-Strom	38.6	36.7	-4.8%
8	Triumph	Bonneville	46.9	47.5	+1.3%
9	Yamaha	Tracer	42.0	40.6	-3.4%
10	Suzuki	GSX	43.5	43.4	-0.2%

Despite levels falling MoM the Triumph Tiger was the most stocked bike out there for the sixth month running.

Indexed stock volume selected makes/models

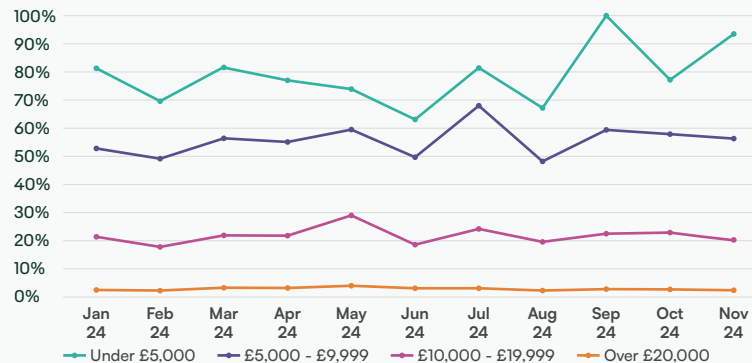
(5 - 10 yrs/under 20k miles)

The Triumph Tiger remains the most stocked bike - as it has all year - despite a -7.1% drop in levels MoM.

#	Make	Model	Oct 24	Nov 24	MoM
1	Triumph	Tiger	91.5	85.1	-7.1%
2	Honda	CB	90.6	80.6	-11.1%
3	Triumph	Bonneville	70.2	70.5	+0.4%
4	Kawasaki	Z	48.8	49.9	+2.2%
5	Yamaha	MT	70.5	73.7	+4.5%
6	Honda	CBR	68.6	70.7	+3.0%
7	Ducati	Scrambler	48.7	49.4	+1.4%
8	BMW	R 1200	40.6	39.1	-3.8%
9	Suzuki	GSX	31.4	30.2	-3.5%
10	Yamaha	Tracer	37.0	38.8	+5.0%

Indexed sold stock by price

The volume of bikes sold for over £5,000 dropped overall, with those priced over £20,000 down the most at -13% MoM.



November 2024 at a glance

- The overall average price is down slightly MoM, at -0.6%, with only bikes aged over 10 years old seeing an increase, up +0.6%.
- It's a mix of price ups and downs across the mileage bands, with the biggest rise for bikes with over 50k on the clock, up +2.4% MoM.
- Unsurprisingly, Harley-Davidson and Ducati are the most expensive bikes out there and Royal Enfield the most affordable.

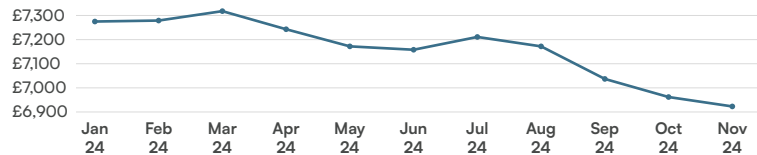
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Average price

The overall average price has dropped for the fifth month running, down just over £350 from the start of the year .

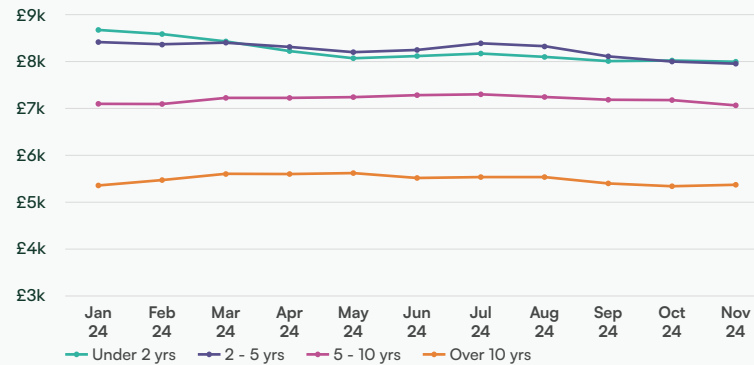
£6,923

Oct 24
£6,962
MoM: -0.6%



Average price by age

The overall average price is down slightly MoM, at -0.6%, with only bikes aged over 10 years old seeing an increase, up +0.6%.



Average price by mileage

It's a mix of price ups and downs across the mileage bands, with the biggest rise for bikes with over 50k on the clock, up +2.4% MoM.

Mileage	Oct 24	Nov 24	MoM
Under 1k	£7,970	£7,916	-0.7%
1 - 2k	£8,185	£8,140	-0.6%
2 - 4k	£8,000	£8,001	0.0%
4 - 6k	£7,689	£7,696	+0.1%
6 - 8k	£7,375	£7,365	-0.1%
8 - 10k	£7,207	£7,247	+0.6%
10 - 15k	£6,939	£6,974	+0.5%
15 - 20k	£6,305	£6,191	-1.8%
20 - 50k	£4,874	£4,904	+0.6%
Over 50k	£3,869	£3,961	+2.4%

Average price top 10 makes

As they have all year, Ducati and Harley-Davidson remain the most expensive bikes out there.

#	Make	Oct 24	Nov 24	MoM
1	Harley-Davidson	£11,874	£11,938	+0.5%
2	Ducati	£11,738	£11,376	-3.1%
3	BMW	£8,626	£8,471	-1.8%
4	KTM	£8,269	£7,921	-4.2%
5	Triumph	£7,643	£7,658	+0.2%
6	Kawasaki	£7,449	£7,412	-0.5%
7	Yamaha	£6,622	£6,553	-1.0%
8	Suzuki	£6,512	£6,368	-2.2%
9	Honda	£6,282	£5,981	-4.8%
10	Royal Enfield	£4,637	£4,601	-0.8%

Average price selected makes/models

Mainly MoM price drops here with the exception of the Triumph Scrambler (+0.4%), Suzuki V-Strom (0.3%) and Triumph Bonneville (+0.4%).

#	Make	Model	Oct 24	Nov 24	MoM
1	Kawasaki	Ninja	£10,692	£10,573	-1.1%
2	Triumph	Scrambler	£8,896	£8,934	+0.4%
3	Triumph	Tiger	£8,430	£8,381	-0.6%
4	Suzuki	V-Strom	£8,045	£8,066	+0.3%
5	Yamaha	Tracer	£8,130	£7,864	-3.3%
6	Triumph	Bonneville	£7,798	£7,830	+0.4%
7	Yamaha	MT	£7,451	£7,411	-0.5%
8	Kawasaki	Z	£7,179	£7,091	-1.2%
9	Honda	CBR	£6,274	£6,166	-1.7%
10	Suzuki	GSX	£6,111	£6,028	-1.4%

Top 5 price movers by MoM increase and decrease

Make	Model	Age	Mileage	Avg price	MoM
Increase					
Kawasaki	Ninja	Under 2 yrs	Under 20k	£10,767	+4.2%
Suzuki	GSX	Under 2 yrs	Under 20k	£8,031	+4.0%
Yamaha	MT	5 - 10 yrs	20 - 50k	£5,503	+2.4%
Honda	CB	Over 10 yrs	20 - 50k	£3,923	+2.4%
Honda	CB	2 - 5 yrs	Under 20k	£6,193	+1.8%
Decrease					
Kawasaki	Ninja	2 - 5 yrs	Under 20k	£9,672	-2.7%
Harley-Davidson	Softail	5 - 10 yrs	Under 20k	£13,910	-2.4%
Kawasaki	Z	Over 10 yrs	Under 20k	£4,705	-2.0%
Triumph	Bonneville	5 - 10 yrs	Under 20k	£6,697	-1.7%
Honda	CBR	Over 10 yrs	Under 20k	£4,842	-1.1%



Demand

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November 2024 at a glance

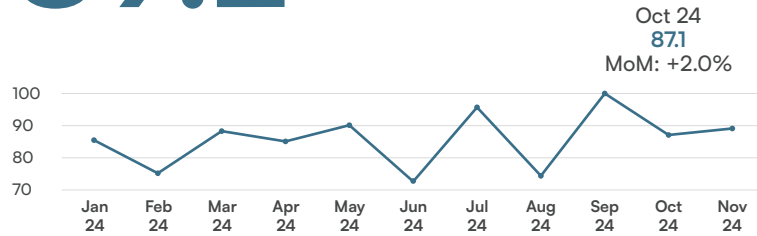
- Bikes over 10 years old continue to be the most stocked and most viewed.
- Ad views for Kawasaki were down -6.1% MoM, while views for KTM were up +6.3%.
- The Kawasaki Ninja is now the 5th most sold bike (up from 18th at the start of the year).

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Indexed total bikes sold

The amount of bikes sold was up +2.0% MoM.

89.2



Bikes sold top 10 makes/models

The Kawasaki Ninja jumped four places and is now the 5th most sold bike (up from 18th at the start of the year).

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

Ad views by price

Bikes priced under £10,000 continue to be the most stocked and most viewed.

Price range	% of avg listings		% of avg ad views	
	Oct 24	Nov 24	Oct 24	Nov 24
Under £5,000	46.7%	47.1%	51.6%	52.1%
£5,000 - £9,999	37.0%	37.1%	32.6%	32.9%
£10,000 - £19,999	14.3%	14.0%	12.9%	12.5%
Over £20,000	2.0%	1.9%	2.9%	2.5%

Ad views by age

Bikes over 10 years old continue to be the most stocked and most viewed.

Age range	% of avg listings		% of avg ad views	
	Oct 24	Nov 24	Oct 24	Nov 24
Under 2 yrs	19.2%	19.1%	11.7%	12.6%
2 - 4 yrs	16.8%	16.7%	10.3%	12.2%
4 - 6 yrs	13.8%	13.8%	9.1%	11.4%
6 - 8 yrs	11.1%	11.1%	6.0%	6.2%
8 - 10 yrs	8.0%	8.1%	4.0%	4.6%
Over 10 yrs	31.1%	31.2%	58.8%	53.0%

Ad views top 10 makes

Honda, Yamaha and Triumph - the top 3 most viewed bikes this year. MoM saw ad views for Kawasaki drop -6.1% and rise for KTM, up +6.3%.

#	Make	Oct 24	Nov 24	MoM
1	Honda	20.9%	20.8%	-0.3%
2	Yamaha	15.9%	16.3%	+2.3%
3	Triumph	11.8%	11.6%	-1.4%
4	Suzuki	11.0%	10.8%	-1.7%
5	Kawasaki	10.3%	9.7%	-6.1%
6	BMW	8.5%	8.7%	+1.9%
7	Harley-Davidson	6.8%	6.9%	+0.4%
8	Ducati	6.1%	6.1%	+0.5%
9	KTM	5.6%	5.9%	+6.3%
10	Royal Enfield	3.0%	3.1%	+3.4%

Ad views top 10 makes/models

We've seen the same top 3 since August, while November saw the bikes in mid table swapping places.

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

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, static and mobile caravans, campervans and motorhomes.

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