

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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December 2024 at a glance

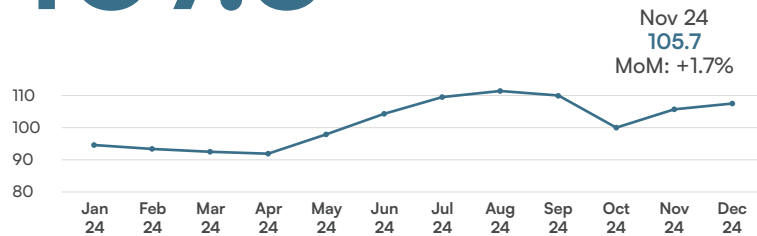
- Stock levels per dealer were up for the third month running, getting close to the 2024 peak (111.4) in August.
- Bikes over 10 years old (-3.1%) and those priced under £5,000 (-3.8%) saw the biggest MoM falls in stock levels.
- Stock levels for bikes with under 20k on the clock saw little change MoM.

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Stock volume by dealership

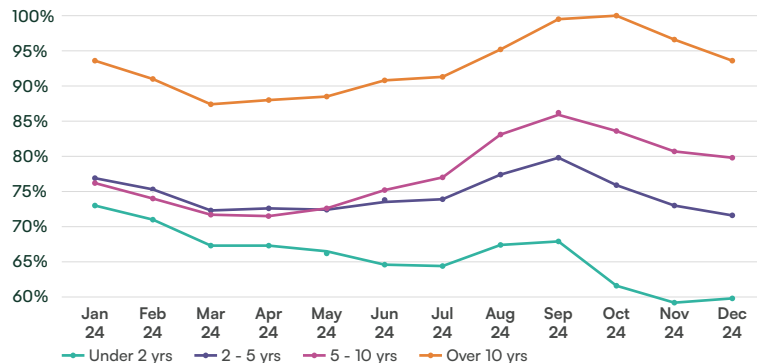
Stock levels per dealer were up for the third month running, up +1.7% MoM.

107.5



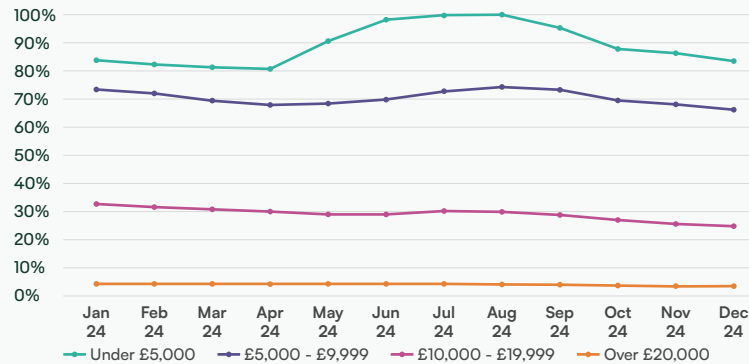
Indexed stock volume by age

Bikes under 2 years old were the only age band to see a MoM increase in stock levels, up +1.0%.



Indexed stock volume by price

Bikes priced over £20,000 were the only price band to see a MoM increase in stock levels, up +1.0%.



Indexed stock volume by mileage

The more miles on the clock the bigger the drop in stock levels MoM. Bikes with 20 - 50k on the clock were down -2.3% and those with over 50k dropped -7.9%.

Mileage	Nov 24	Dec 24	MoM
Under 1k	87.6	87.4	-0.3%
1 - 2k	36.8	37.4	+1.7%
2 - 4k	61.0	60.5	-0.8%
4 - 6k	48.1	47.5	-1.2%
6 - 8k	43.3	42.8	-1.3%
8 - 10k	36.7	36.8	0.0%
10 - 15k	66.6	66.5	-0.2%
15 - 20k	46.6	46.8	+0.6%
20 - 50k	80.0	78.1	-2.3%
Over 50k	7.9	7.3	-7.9%

MoM stock levels were down for bikes:

- Under £20,000
- Over 2 years old
- With over 20k on the clock

December 2024 at a glance

- Honda were the most stocked make of bikes in 2024.
- Sales of bikes over £20,000 rose by +98.0% MoM.
- The Triumph Tiger has been the most stocked bike since June, closely followed by the Yamaha MT.

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Indexed stock volume top 5 makes

Stock levels for the 5 top makes remained fairly flat MoM.

#	Make	Nov 24	Dec 24	MoM
1	Honda	92.7	93.5	+0.9%
2	Yamaha	81.8	80.7	-1.3%
3	Triumph	72.3	71.4	-1.2%
4	Suzuki	58.4	57.7	-1.2%
5	Kawasaki	65.9	65.9	+0.1%

Indexed stock volume selected makes/models

Stock levels for the Yamaha Tracer have been falling since September, down again -7.4% MoM.

#	Make	Model	Nov 24	Dec 24	MoM
1	Triumph	Tiger	79.6	81.1	+1.9%
2	Yamaha	MT	71.7	74.4	+3.7%
3	Honda	CB	66.7	65.3	-2.0%
4	Kawasaki	Z	57.2	57.8	+1.2%
5	Honda	CBR	58.7	57.7	-1.6%
6	Triumph	Bonneville	47.5	44.8	-5.8%
7	Suzuki	GSX	43.4	43.8	+0.7%
8	Yamaha	Tracer	40.6	37.6	-7.4%
9	Kawasaki	Ninja	37.4	35.9	-4.0%
10	Suzuki	V-Strom	36.7	35.5	-3.4%

The three most stocked bikes of 2024 were the Triumph Tiger, Yamaha MT and Honda CB.

Indexed stock volume selected makes/models (5 - 10 yrs/under 20k miles)

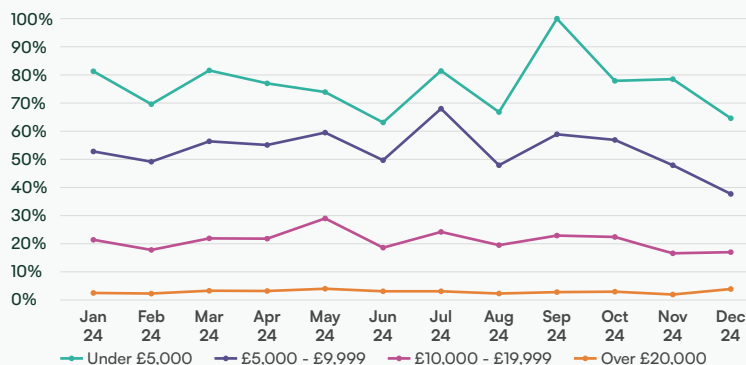
On average, stock levels for these makes/models dropped -1.9% MoM.

The exceptions to this were the Kawasaki Z (+5.7%) and Suzuki GSX (+5.8%).

#	Make	Model	Nov 24	Dec 24	MoM
1	Triumph	Tiger	85.1	85.7	+0.7%
2	Honda	CB	80.6	78.7	-2.3%
3	Yamaha	MT	73.7	72.0	-2.3%
4	Triumph	Bonneville	70.5	67.3	-4.5%
5	Honda	CBR	70.7	66.6	-5.7%
6	Kawasaki	Z	49.9	52.4	+5.1%
7	Ducati	Scrambler	49.4	45.5	-8.0%
8	BMW	R 1200	39.1	37.6	-3.7%
9	Yamaha	Tracer	38.8	37.1	-4.5%
10	Suzuki	GSX	30.2	32.0	+5.8%

Indexed sold stock by price

Sales of bikes over £20,000 rose by +98.0% MoM (a big percentage increase, but from a price category with very small stock volume compared to the others).



December 2024 at a glance

- Overall average prices were down -0.4% MoM continuing the downward trend since July.
- Only bikes over 10 years old saw their average price rise MoM, up +2.5% to £5,504.
- Honda (+10.9%), KTM (+6.9%) and Suzuki (+6.4%) saw the biggest average price rises MoM.

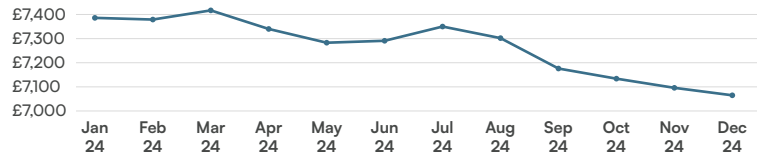
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Average price

The overall average bike price is down just over £320 since the start 2024.

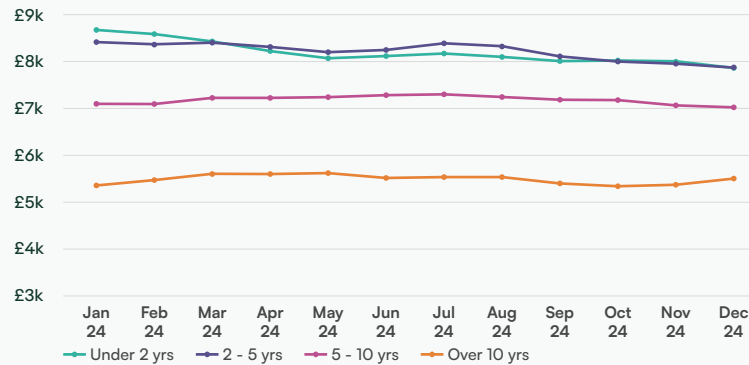
£7,065

Nov 24
£7,096
MoM: -0.4%



Average price by age

Only bikes over 10 years old saw their average price rise MoM, up +2.5% to £5,504.



Average price by mileage

Only bikes with over 50k on the clock saw a significant average price increase MoM, up +4.0% to £4,120.

Mileage	Nov 24	Dec 24	MoM
Under 1k	£7,916	£7,896	-0.3%
1 - 2k	£8,140	£8,039	-1.2%
2 - 4k	£8,001	£7,937	-0.8%
4 - 6k	£7,696	£7,595	-1.3%
6 - 8k	£7,365	£7,354	-0.1%
8 - 10k	£7,247	£7,303	+0.8%
10 - 15k	£6,974	£6,988	+0.2%
15 - 20k	£6,191	£6,182	-0.1%
20 - 50k	£4,904	£4,948	+0.9%
Over 50k	£3,961	£4,120	+4.0%

Average price top 10 makes

The average price of a Ducati is down just over £1,400 since the start 2024, while a Harley-Davidson is just over £1,000 cheaper.

#	Make	Nov 24	Dec 24	MoM
1	Harley-Davidson	£11,933	£11,902	-0.3%
2	Ducati	£11,363	£11,251	-1.0%
3	KTM	£7,976	£8,525	+6.9%
4	BMW	£8,467	£8,513	+0.5%
5	Triumph	£7,653	£7,639	-0.2%
6	Kawasaki	£7,408	£7,567	+2.1%
7	Suzuki	£6,378	£6,786	+6.4%
8	Honda	£6,050	£6,707	+10.9%
9	Yamaha	£6,550	£6,539	-0.2%
10	Royal Enfield	£4,599	£4,506	-2.0%

Average price selected makes/models

Of these selected makes/models the Kawasaki Ninja remains the most expensive out there as it has done throughout 2024.

#	Make	Model	Nov 24	Dec 24	MoM
1	Kawasaki	Ninja	£10,562	£10,465	-0.9%
2	Triumph	Scrambler	£8,933	£8,963	+0.3%
3	Triumph	Tiger	£8,375	£8,382	+0.1%
4	Suzuki	V-Strom	£8,061	£8,014	-0.6%
5	Triumph	Bonneville	£7,826	£7,906	+1.0%
6	Yamaha	Tracer	£7,859	£7,736	-1.6%
7	Kawasaki	Z	£7,090	£7,304	+3.0%
8	Yamaha	MT	£7,408	£7,256	-2.1%
9	Honda	CBR	£6,161	£6,110	-0.8%
10	Suzuki	GSX	£6,022	£5,974	-0.8%

Top 5 price movers by MoM increase and decrease

Increase					
Make	Model	Age	Mileage	Avg price	MoM
Kawasaki	Z	Under 2 yrs	Under 20k	£8,196	+4.2%
Kawasaki	Z	2 - 5 yrs	Under 20k	£7,574	+4.0%
Honda	CB	Over 10 yrs	20 - 50k	£3,960	+3.6%
Honda	CB	2 - 5 yrs	Under 20k	£6,295	+3.4%
Kawasaki	Z	Over 10 yrs	Under 20k	£4,954	+3.3%

Decrease					
Make	Model	Age	Mileage	Avg price	MoM
Kawasaki	Ninja	2 - 5 yrs	Under 20k	£9,411	-5.2%
Suzuki	GSX	Under 2 yrs	Under 20k	£7,323	-4.9%
Triumph	Scrambler	Under 2 yrs	Under 20k	£8,895	-4.4%
Suzuki	GSX	2 - 5 yrs	Under 20k	£7,067	-3.4%
Honda	CBR	Over 10 yrs	Under 20k	£4,751	-2.9%



Demand

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December 2024 at a glance

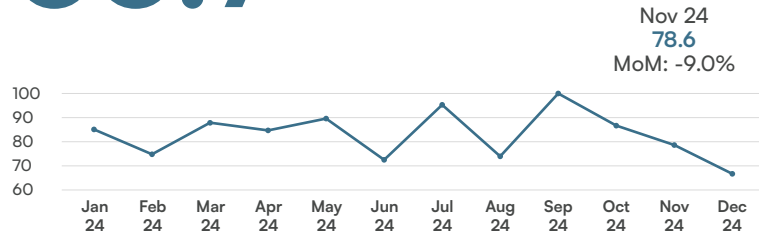
- Honda ended 2024 as the most viewed make of bike, with Yamaha 2nd and Suzuki 3rd. Suzuki had battled with Triumph throughout the year for 3rd spot.
- December saw the lowest volume of monthly sales in 2024 (-9.0% MoM).
- In terms of price, the bulk of listings is for bikes under £10,000 which is reflected in the number of ad views.

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Indexed total bikes sold

December saw the lowest volume of monthly sales in 2024 (-9.0% MoM).

66.7



Bikes sold top 10 makes/models

The Honda CBR started off 2024 as the number one sold bike, but lost that position until December when it moved up three places to reclaim top spot.

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

Ad views by price

In terms of price, the bulk of listings is for bikes under £10,000 which is reflected in the number of ad views.

Price range	% of avg listings		% of avg ad views	
	Nov 24	Dec 24	Nov 24	Dec 24
Under £5,000	46.7%	47.1%	52.1%	52.2%
£5,000 - £9,999	37.0%	37.1%	32.9%	32.7%
£10,000 - £19,999	14.3%	14.0%	12.5%	12.6%
Over £20,000	2.0%	1.9%	2.5%	2.5%

Ad views by age

More people are looking at ads for bikes over 10 years old than any other age band which is where 30% of the listings are.

Age range	% of avg listings		% of avg ad views	
	Nov 24	Dec 24	Nov 24	Dec 24
Under 2 yrs	19.1%	19.6%	12.8%	13.3%
2 - 4 yrs	16.7%	16.9%	12.2%	12.9%
4 - 6 yrs	13.8%	13.5%	11.4%	11.3%
6 - 8 yrs	11.1%	11.0%	6.2%	6.5%
8 - 10 yrs	8.1%	8.3%	4.6%	4.6%
Over 10 yrs	31.2%	30.7%	52.8%	51.4%

Ad views top 10 makes

Honda ended 2024 as the most viewed make of bike, with Yamaha 2nd and Suzuki 3rd. Suzuki had battled with Triumph throughout the year for 3rd spot.

#	Make	Nov 24	Dec 24	MoM
1	Honda	20.9%	21.2%	+1.2%
2	Yamaha	16.3%	16.8%	+3.4%
3	Suzuki	10.8%	11.6%	+7.6%
4	Triumph	11.6%	10.8%	-6.5%
5	Kawasaki	9.7%	10.1%	+4.3%
6	BMW	8.7%	8.1%	-6.9%
7	Harley-Davidson	6.9%	6.7%	-2.2%
8	Ducati	6.1%	5.9%	-4.4%
9	KTM	5.9%	5.5%	-7.0%
10	Royal Enfield	3.1%	3.3%	+4.6%

Ad views top 10 makes/models

The Honda CB (#1) and CBR (#2) were the most viewed bikes throughout 2024.

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

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