

## **Motorcycles in Australia**

Industry Report | 2025-05-08 | 49 pages | MarketLine

### **AVAILABLE LICENSES:**

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

### **Report description:**

Motorcycles in Australia

Summary

Motorcycles in Australia industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### **Key Highlights**

- Motorcycles market includes all on- and off-road motorcycles including scooters and mopeds. Mopeds are two-wheeled vehicles with an engine capacity of less than 50cc. They are generally equipped for both motorized and non-motorized propulsion and have a restricted maximum speed. Any powered two-wheeler that is not a moped is classified as a motorcycle (The term 'scooter' refers to a two-wheeler of any capacity that has its engine as part of the rear suspension and/or has a step-through chassis. Depending on its engine capacity, a scooter may be classified as either a moped or a motorcycle).
- The Australian motorcycles market recorded revenues of \$4,826.2 million in 2024, representing a negative compound annual growth rate (CAGR) of 1.4% between 2019 and 2024.
- Market consumption volumes declined with a negative CAGR of 1.7% between 2019 and 2024, reaching a total of 975.1 thousand units in 2024.
- The growth of the Australian motorcycles market volume in 2024 was primarily driven by the increase in disposable income. Rising wages boosted motorcycle purchasing, resulting in increased vehicle registrations and a shift from public transport to personal mobility among a broader population. According to the Australian Bureau of Statistics, in 2024, the net household disposable income in Australia reached \$982.5 billion, marking a 2.6% increase over 2023.

Scope

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

- Save time carrying out entry-level research by identifying the size, growth, and leading players in the motorcycles market in Australia
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the motorcycles market in Australia
- Leading company profiles reveal details of key motorcycles market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Australia motorcycles market with five year forecasts

## Reasons to Buy

- What was the size of the Australia motorcycles market by value in 2024?
- What will be the size of the Australia motorcycles market in 2029?
- What factors are affecting the strength of competition in the Australia motorcycles market?
- How has the market performed over the last five years?
- How large is Australia's motorcycles market in relation to its regional counterparts?

## Table of Contents:

- Table of Contents
- 1 Executive Summary
  - 1.1. Market value
  - 1.2. Market value forecast
  - 1.3. Market volume
  - 1.4. Market volume forecast
  - 1.5. Category segmentation
  - 1.6. Geography segmentation
  - 1.7. Market rivalry
  - 1.8. Competitive landscape
- 2 Market Overview
  - 2.1. Market definition
  - 2.2. Market analysis
- 3 Market Data
  - 3.1. Market value
  - 3.2. Market volume
- 4 Market Segmentation
  - 4.1. Category segmentation
  - 4.2. Geography segmentation
- 5 Market Outlook
  - 5.1. Market value forecast
  - 5.2. Market volume forecast
- 6 Five Forces Analysis
  - 6.1. Summary
  - 6.2. Buyer power
  - 6.3. Supplier power
  - 6.4. New entrants
  - 6.5. Threat of substitutes
  - 6.6. Degree of rivalry

## 7 Competitive Landscape

- 7.1. Who are the leading players in the market?
- 7.2. What strategies do the leading players follow?
- 7.3. What are the strengths of the leading players?

## 8 Company Profiles

- 8.1. Honda Motor Co Ltd
- 8.2. Yamaha Motor Co Ltd
- 8.3. Kawasaki Heavy Industries Ltd
- 8.4. Suzuki Motor Corp

## 9 Macroeconomic Indicators

- 9.1. Country data

## 10 Appendix

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## **Motorcycles in Australia**

Industry Report | 2025-05-08 | 49 pages | MarketLine

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

### **ORDER FORM:**

Select license	License	Price
	Single user licence (PDF)	\$350.00
	Site License (PDF)	\$525.00
	Enterprisewide license (PDF)	\$700.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-08"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)