

## **Motorcycles in Australia**

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

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### **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

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- 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?

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