

Motorcycles in the United States

Industry Report | 2025-05-08 | 47 pages | MarketLine

AVAILABLE LICENSES:

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

Report description:

Motorcycles in the United States

Summary

Motorcycles in the United States industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 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 US motorcycles market recorded revenues of \$75,373.6 million in 2024, representing a negative compound annual growth rate (CAGR) of 0.4% between 2019 and 2024.
- Market consumption volume increased with a CAGR of 0.5% between 2019 and 2024, reaching a total of 8,702.6 thousand units in 2024.
- In 2024, the US motorcycle market experienced a contraction of 1.0% in volume, primarily due to elevated interest rates, which dampened consumer spending on discretionary items like motorcycles. The Federal Reserve's aggressive monetary policy led to higher borrowing costs, with average interest rates on auto loans reaching approximately 8% for new vehicles and up to 14% for used ones.

Scope

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the motorcycles market in the United States
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the motorcycles market in the United States
- 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 United States motorcycles market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the United States motorcycles market by value in 2024?
- What will be the size of the United States motorcycles market in 2029?
- What factors are affecting the strength of competition in the United States motorcycles market?
- How has the market performed over the last five years?
- Who are the top competitors in the United States's motorcycles market?

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 share
 - 1.8. Market rivalry
 - 1.9. 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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 6.6. Degree of rivalry
- 7 Competitive Landscape
 - 7.1. Market share
 - 7.2. Who are the leading players in the market?
 - 7.3. What strategies do the leading players follow?
 - 7.4. What are the strengths of the leading players?
 - 7.5. Have there been any recent developments in the market?
- 8 Company Profiles
 - 8.1. Harley-Davidson Inc
 - 8.2. Honda Motor Co Ltd
 - 8.3. KTM AG
 - 8.4. Bayerische Motoren Werke AG
- 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 the United States

Industry Report | 2025-05-08 | 47 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="2026-02-10"/>
		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