

Motorcycles in the United States

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

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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.

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- 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?

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