

# Motorcycles in North America

<https://marketpublishers.com/r/M798ED0153DEN.html>

Date: July 2020

Pages: 50

Price: US\$ 350.00 (Single User License)

ID: M798ED0153DEN

## Abstracts

Motorcycles in North America

### SUMMARY

Motorcycles in North America industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The motorcycles market consists of all classes of on%li%and off-road motorcycles including scooters and mopeds.

The North American motorcycles market had total revenues of \$6.3bn in 2019, representing a compound annual rate of change (CARC) of -0.3% between 2015 and 2019.

Market consumption volumes declined with a CARC of -1.6% between 2015 and 2019, to reach a total of 860.9 thousand units in 2019.

Declining sales in the US market continued to drive down the North American market, impacted by the loss of appeal of motorcycles for young Americans.

### SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the motorcycles market in North America

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the motorcycles market in North America

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 North America motorcycles market with five year forecasts by both value and volume

## **REASONS TO BUY**

What was the size of the North America motorcycles market by value in 2019?

What will be the size of the North America motorcycles market in 2024?

What factors are affecting the strength of competition in the North America motorcycles market?

How has the market performed over the last five years?

Who are the top competitors in North America's motorcycles market?

## 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
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Market share
- 7.2. Who are the leading players and what are their offerings?
- 7.3. What strategies do the leading players follow?
- 7.4. What are the competitive advantages of leading players?
- 7.5. Which are the most significant recent events in the market?
- 7.6. What are the future strategies of leading players?

## **8 COMPANY PROFILES**

- 8.1. Harlequin Interiors
- 8.2. Honda Motor Co., Ltd.
- 8.3. KTL Global Ltd
- 8.4. Italian-Thai Development PCL

## **9 APPENDIX**

- 9.1. Methodology
- 9.2. About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: North America motorcycles market value: \$ million, 2015-19

Table 2: North America motorcycles market volume: thousand units, 2015-19

Table 3: North America motorcycles market category segmentation: thousand units, 2019

Table 4: North America motorcycles market geography segmentation: \$ million, 2019

Table 5: North America motorcycles market value forecast: \$ million, 2019-24

Table 6: North America motorcycles market volume forecast: thousand units, 2019-24

Table 7: North America motorcycles market share: % share, by volume, 2019

Table 8: Harley-Davidson: key facts

Table 9: Harley-Davidson: Key Employees

Table 10: Honda Motor Co., Ltd.: key facts

Table 11: Honda Motor Co., Ltd.: Annual Financial Ratios

Table 12: Honda Motor Co., Ltd.: Key Employees

Table 13: Honda Motor Co., Ltd.: Key Employees Continued

Table 14: Honda Motor Co., Ltd.: Key Employees Continued

Table 15: Honda Motor Co., Ltd.: Key Employees Continued

Table 16: KTM Global Ltd: key facts

Table 17: KTM Global Ltd: Annual Financial Ratios

Table 18: KTM Global Ltd: Key Employees

Table 19: Italian-Thai Development PCL: key facts

Table 20: Italian-Thai Development PCL: Annual Financial Ratios

Table 21: Italian-Thai Development PCL: Key Employees

Table 22: Italian-Thai Development PCL: Key Employees Continued

## List Of Figures

### LIST OF FIGURES

Figure 1: North America motorcycles market value: \$ million, 2015-19

Figure 2: North America motorcycles market volume: thousand units, 2015-19

Figure 3: North America motorcycles market category segmentation: % share, by volume, 2019

Figure 4: North America motorcycles market geography segmentation: % share, by value, 2019

Figure 5: North America motorcycles market value forecast: \$ million, 2019-24

Figure 6: North America motorcycles market volume forecast: thousand units, 2019-24

Figure 7: Forces driving competition in the motorcycles market in North America, 2019

Figure 8: Drivers of buyer power in the motorcycles market in North America, 2019

Figure 9: Drivers of supplier power in the motorcycles market in North America, 2019

Figure 10: Factors influencing the likelihood of new entrants in the motorcycles market in North America, 2019

Figure 11: Factors influencing the threat of substitutes in the motorcycles market in North America, 2019

Figure 12: Drivers of degree of rivalry in the motorcycles market in North America, 2019

Figure 13: North America motorcycles market share: % share, by volume, 2019

## I would like to order

Product name: Motorcycles in North America

Product link: <https://marketpublishers.com/r/M798ED0153DEN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M798ED0153DEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970