

# **New Motorcycle Registrations/Sales By Brand, Model, And Country-Data Analysis For 2015-2017**

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## **Abstracts**

New Motorcycle Registrations/Sales by brand, Model, and Country–Data Analysis for 2015-2017

The buying pattern & key trends in the motorcycles industry among emerging countries and matured markets is very different and shows continuous variations with changing buying behaviours based on the parameters like income, motivation, reference group, brand value, product attribute, selling price, promotional activities, accessibility to service, and location. The analysis of recent historical and actual motorcycle registration details across various countries around the world will better help the key stakeholders in this industry to formulate their strategic initiatives for future growth and innovations. This recent report, titled: 'New Motorcycle Registrations/Sales by brand, Model, and Country–Data Analysis for 2015-2017' will help various stakeholders in this industry with the actual motorcycle sales database across 30 countries around the world.

## **Market Segmentation**

The new motorcycle registrations/sales database provides the detailed sales figures for the last three years (2015-2017) for many leading brands including Honda, Yamaha, BMW, Piaggio, Suzuki, Kawasaki, Triumph, Harley Davidson, and many others for all the countries covered in the study. This data pack also provides the detailed model level analysis of many brands in all countries covered in the study.

## **Geographic Overview**

Geographically, the motorcycle registration data analysis study majorly covers 30 countries across the globe including Italy, Germany, Brazil, Australia, U.K., India, New

Zealand, Austria, Netherlands, Russia, Indonesia, Colombia, Singapore, Greece, Poland, Turkey, Belgium, Thailand, Spain, U.S., Canada, Philippines, Argentina, France, Malaysia, Japan, South Africa, China, Mexico, and Chile. Asia-Pacific region, especially India and China were the major markets, with the new motorcycle registration of 17,589,511 units and 17,135,000 units in 2017, respectively.

## Scope of the report

### New Motorcycle Registrations/Sales Data (by brand and/or model) by Country

1. Italy
2. Germany
3. Brazil
4. Australia
5. U.K.
6. India
7. New Zealand
8. Austria
9. Netherlands
10. Russia
11. Indonesia
12. Colombia
13. Singapore
14. Greece
15. Poland
16. Turkey
17. Belgium
18. Thailand
19. Spain
20. U.S.
21. Canada
22. Philippines
23. Argentina
24. France
25. Malaysia
26. Japan
27. South Africa
28. China
29. Mexico

## 30. Chile

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