



2018-19 Industry snapshot: Motorcycle Dealers in Australia (Source: IBISworld)

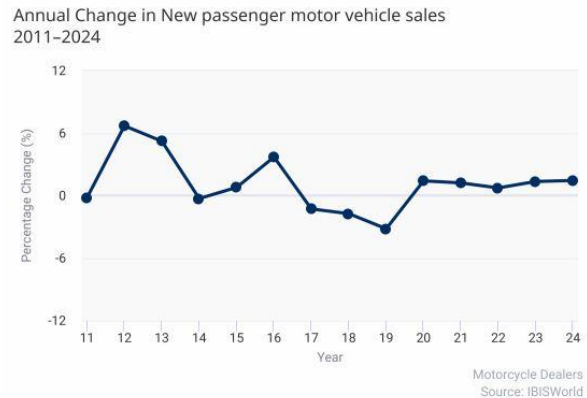
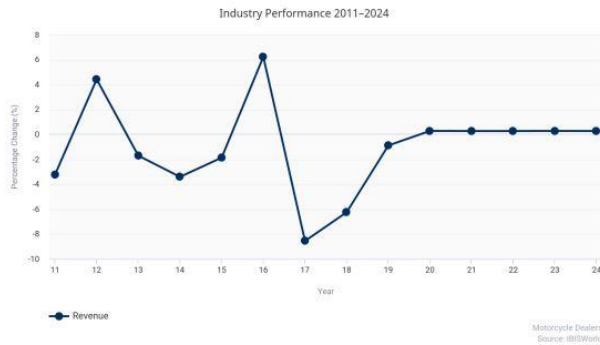


Industry Definition

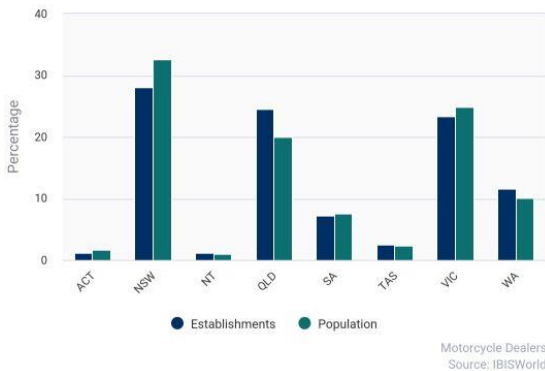
Motorcycle dealers primarily retail new and used motorcycles but also sell all-terrain vehicles (ATVs) and motor scooters. Firms that sell motorcycle parts and accessories and provide vehicle servicing are excluded from the industry (Yeo, Y.H. IBISworld, Jun 2019).

Total Revenue 2019: -\$1.6bn	Annual growth 2014-19: -2.4%	Annual Growth 2019-24: -0.3%
Profit Margin 2019: +3.6%	Wages as a share of Revenue 2019: +11.5%	Number of Businesses 2014-2019: -5.5%

(Yeo, Y,H. IBISworld, Jun 2019)



Distribution of Establishments vs Population



2019 INDUSTRY REVENUE

\$1.6bn

(Yeo, Y,H. IBISworld, Jun 2019)

Industry Summary

- The shift in consumer preferences towards lower value used motorcycles and negative consumer sentiment has resulted in an annualised 2.4% fall in revenue for motorcycle dealers over the five years through 2018-19.
- Industry revenue is forecast to fall to \$1.6 billion in 2018-19, by 0.9%.
- Consumers are using motorcycles as a more fuel-efficient mode of transport (this is growing), and consumers have more time available for leisure and recreational riding.
- Many dealers engage in franchising agreements (sometimes multiple agreements simultaneously) with major manufacturers such as Honda, Yamaha, Suzuki, Kawasaki and Harley Davidson.
- With higher petrol prices expected, some consumers are likely to switch to fuel-efficient motorcycles rather than driving cars that cost more to operate.
- As motorcycles are predominantly imported, a weakened Australian dollar negatively impacts demand.
- Industry revenue is expected to grow at an annualised rate of 0.3% over the five years through 2023-24, to \$1.6 billion.

Source: Yeo, Y.H. (June 2019). IBISWorld industry report G3912: Motorcycle Dealers in Australia.