



2024 Powersports Consumer Trends Report

Insights into Powersports Buyer Demographics,
Shopping Behaviors, and Purchase Journeys



Study Background and Methodology

For over 30 years, Cycle Trader has been the leading marketplace for buying and selling new and used powersports vehicles. As a digital marketing leader, Cycle Trader stays ahead of evolving powersports consumer trends. Complementing this, Statistical Surveys, a legacy brand since 1958, provides premier registration data in the powersports industry. SSI's data and insights help dealers understand their current market landscape and allows them to compete strategically. Together, they empower businesses with essential pre- and post-purchase data, helping dealerships stay informed on the current market landscape.

This consumer trends report is a result of the following data:



Cycle Trader
Consumer Surveys



Data from 5.2 Million
Average Visitors to Cycle
Trader Each Month



Registration Data from
Statistical Surveys, Inc.

Intro

As the COVID boom tapers off, now is the ideal time to analyze market data. By understanding current trends and dynamics, dealers can strategically position their business to capture market share and generate more leads. In the competitive powersports market, leveraging data insights is essential for gaining an edge and effectively engaging buyers at every stage of the sales funnel.



The 2024 Powersports Consumer



35%
Millennials

47%
GenX

17%
Boomers

FEMALE



MALE



From 2023 - 2024, we see a slight increase in powersports registrations for those making over \$100K, and a slight decrease in those making under \$100K, showing bikes could be shifting to a luxury purchase.



TIP: Craft marketing strategies that resonate with all generations, tailoring your messaging to align with the unique powersports preferences of each demographic.

Most popular category of Powersports by age group

18-24 Years	Sport
25-34 Years	Cruiser
35-44 Years	ATV
45-64 Years	Cruiser
65+ Years	ATV

Economic Environment and Purchase Decisions

A significant portion of potential customers remain optimistic about the future economic environment saying that they believe it will improve either a little or a lot, while only 20% of surveyed visitors to our site believe economic conditions will stay the same. This positive outlook creates a fantastic opportunity for dealers to engage with these enthusiastic buyers. By highlighting your dealership's premium products and add-ons, you can tap into their confidence and drive sales growth.



63%

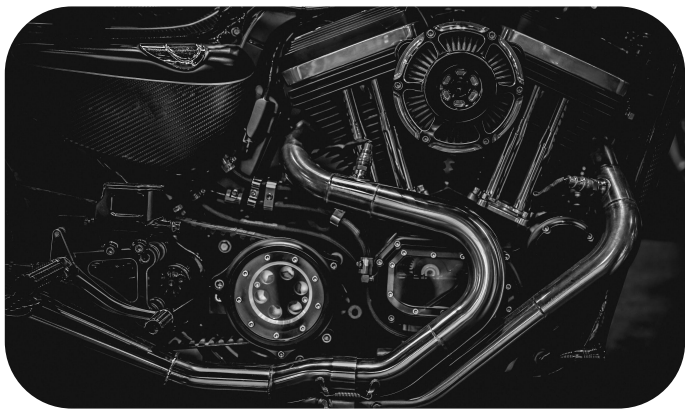
**believe the economic environment
will improve either a little or a lot**



67%

**said that the economic climate
would not influence their purchase
decisions regardless of their outlook
on the economy**

Tip: Engage financially impacted shoppers with empathy. Highlight budget-friendly and pre-owned options to show your understanding and boost your sales potential.



Optimizing Your Reach

By analyzing the latest trends on Cycle Trader, we can pinpoint how potential customers are searching right now. This insight allows you to strategically target customers both high and mid-funnel, ensuring you reach them at the most influential points of their buying journey.

Understanding buyer behavior includes knowing what they're searching for and the channels they use to conduct searches. This allows you to accurately target these potential consumers and efficiently merchandise your units.



Popular Units Among Powersports Consumers

Cruisers, Sportbikes, and Touring motorcycles remained **the top three most searched categories on Cycle Trader in both 2023 and 2024**, directly aligning with the highest registration trends during the same period.



New vehicle searches decreased by 14% YoY. Used vehicles had close to **90M** more searches than new in 2024.



Tip: Consider marketing campaigns that specifically promote the most in demand units. Keep in mind the buyer persona for each type of vehicle.

2023	
Category	Search Impressions
Cruiser	772.5M
Sportbike	697.7M
Touring	557.2M
Standard	482.7M
UTV/Utility	452.2M
Dirt Bike	341.2M
Dual Sport	243.4M
Trike	223.0M
Recreation/Utility	162.0M

2024	
Category	Search Impressions
Cruiser	742.1M
Sportbike	724.7M
Touring	559.4M
Standard	482.9M
UTV/Utility	375.4M
Dirt Bike	298.0M
Dual Sport	222.4M
Trike	205.1M
Recreation/Utility	131.6M

Deeper Look: Top Searched Manufacturers YoY

Understanding the top searched manufacturers on Cycle Trader is crucial for both dealers and industry professionals looking to align their marketing and inventory strategies with consumer demand.

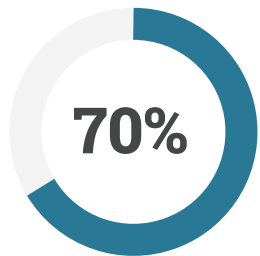
Harley-Davidson and Honda have remained the **top two searched manufacturers** on Cycle Trader in 2023 and 2024 with steady growth YoY.


BMW rose to the **top five most searched manufacturers** on Cycle Trader in 2024.

2023	
Category	Search Impressions
Harley-Davidson	899.7M
Honda	667.1M
Kawasaki	482.7M
Yamaha	472.3M
Can-Am	264.7M
Polaris	260.1M
BMW	231.9M
Suzuki	213.6M
Indian	163.2M
Triumph	138.7M

2024	
Category	Search Impressions
Harley-Davidson	911.7M
Honda	673.6M
Kawasaki	445.2M
Yamaha	438.2M
BMW	246.9M
Can-Am	220.4M
Polaris	214.5M
Suzuki	198.3M
Indian	158.6M
Ducati	131.6M

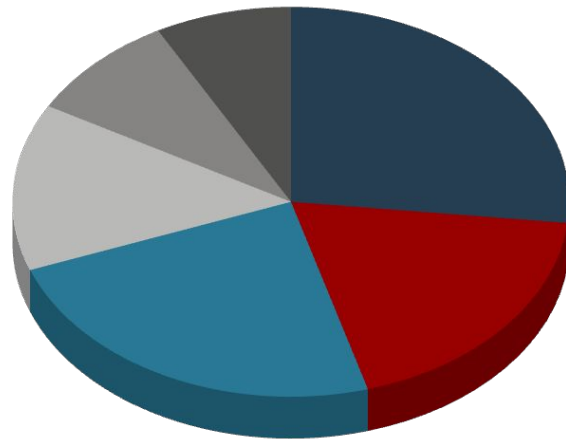
Capturing Buyers Along Their Path to Purchase



of powersports consumers on Cycle Trader said that the buying stage of their purchase journey would take **3 months or less** once they were **seriously looking to buy**.

TIP: Adapt your sales strategy to match each funnel stage and buyer timeline. Emphasize immediate benefits for those closer to purchase, and for long-term prospects, use ongoing campaigns to maintain their engagement until they're ready to buy.

Path to Purchase



● Less than 1 month ● 1 month ● 2-3 months
● 4-6 months ● 7-12 months ● More than a year

The Sale Begins Before You Meet The Prospect

During late summer and into early fall (Q3), we see the most visits on Cycle Trader, indicating that this is the time consumers are most actively researching vehicles. When surveying Cycle Trader visitors, **50% reported that they were either looking to upgrade or try out a new hobby**. It's important for you to have a robust online presence and provide resources for all skill levels to capture these leads, so when they are ready to purchase, they already have your dealership in mind.

2024	Leads	Site Visits
Q1	264.5K	14.2M
Q2	319.7K	17.5M
Q3	255.3K	17.7M
Q4	144.7K	12.2M



TIP: Q3 is when consumers are researching the most on Cycle Trader, presumably planning for a purchase early in the following year where we see the majority of leads. However, the research phase can begin at anytime throughout the year - that's why a year-round marketing plan is paramount.



Authentic Perspectives Drive Consumer Preference

Consumers favor brands that offer authentic perspectives on their offerings. Detailed resources like online reviews, dealer sites, and classified ads are shown to be the most impactful, offering the key insights buyers require for their purchase decisions.

Top resources consulted before making a purchase:

- Consumer Reviews
- Search Engine
- Dealer Websites
- Online Classifieds

TIP: Boost your dealership's visibility by focusing on trusted platforms. Keep your reviews, testimonials, and content fresh to guide buyers effectively.

Maximizing Sales Success Through Comprehensive Market Analysis

Analyzing data is essential for crafting an effective sales strategy in today's market. By leveraging detailed insights into consumer behavior, market trends, and competitive dynamics, you can make informed decisions that align with your business goals.

To truly understand the market landscape, it's essential to couple pre-purchase data with post-purchase registration data. This approach provides an accurate understanding of current conditions, enabling you to target specific markets, penetrate unsaturated areas, and assess your market share. By leveraging registration data, you can gain a significant competitive advantage.



Top Registered Categories in 2024

From 2023 to 2024, **used sport bikes** have seen a **5.7% increase** in registrations, making it the category with the largest growth YoY.

You can see this reflected in [Cycle Trader year over year search results](#), showing search behavior can be an early indicator of market shifts and trends.

TIP: The key to success in your market lies in analyzing the latest data and aligning your product mix with consumer demands in your market. Utilizing geographic data allows for precise targeting and strategic advantage.

*Data provided by Statistical Surveys from Jan-Oct 2023 and Jan-Oct 2024

*Data presented represents the United States only

Top Categories for Used Powersports in 2024

1	Cruiser
2	Sport
3	Touring
4	ATV
5	Traditional
6	Dual Sport
7	Dirt Bike
8	Scooter
9	Autocycle
10	Mini Bike

Top Categories for New Powersports in 2024

1	ATV
2	Sport
3	Touring
4	Dirt Bike
5	Dual Sport
6	Scooter
7	Cruiser
8	Traditional
9	Autocycle
10	Mini Bike

2024 Powersports Registration Hotspots

Understanding your specific market and its unique trends is key to success. For example, **Salt Lake City ranks among the top** cities for powersports buyers, yet **Utah isn't a leading state**. Conversely, Wisconsin sees high powersports registrations, but its cities don't rank at the top. A winning strategy considers national, regional, and local trends to maximize market opportunities.

Top 10 Most Popular States For New Powersports Vehicles

- | | |
|---------------|---------------|
| 1. Texas | 6. Michigan |
| 2. California | 7. Wisconsin |
| 3. Florida | 8. Arizona |
| 4. Ohio | 9. Illinois |
| 5. New York | 10. Tennessee |

Top 10 Most Popular Cities For New Powersports Vehicles

- | | |
|--------------------------|------------------------------|
| 1. Los Angeles, CA | 6. Minneapolis-St. Paul, MN |
| 2. New York, NY | 7. Salt Lake City-Ogden, UT |
| 3. Dallas-Fort Worth, TX | 8. Miami-Fort Lauderdale, FL |
| 4. Houston, TX | 9. Chicago, IL |
| 5. Phoenix, AZ | 10. Detroit, MI |

Tip: Find data specific to your region to understand the nuances in your market and sell more strategically picking up on local trends that national data might not be able to tell you.

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Conclusion

The key to success in the powersports industry is understanding today's buyers, including demographics, shopping behaviors, and a consumer's purchase journey.

- **63%** of powersports consumers are optimistic about the future economic environment.
- **70%** of powersports consumers said that their purchase journey would likely take 3 months or less once seriously looking to buy.
- **Q3** is when consumers are researching the most, presumably planning for a purchase in the following year.
- **Cruisers, Sport bikes, and Touring motorcycles** have remained the top searched and purchased YoY.
- **Harley-Davidson** remains the most popular manufacturer for powersports consumers while **BMW** is making a comeback.

Who We Are Cycle Trader

Every month, Cycle Trader attracts millions of powersports buyers who come to us to browse the largest selection of listings in search of their next unit. The solutions we provide give you access to this premium marketplace of highly targeted powersports buyers and deliver industry insights and consumer trends that will ultimately help you move more inventory.

To learn more about how Cycle Trader can benefit your dealership, visit us at: cycletradermediakit.com



Who We Are **STATISTICAL** SURVEYS

Statistical Surveys is the premier provider of registration data in the powersports industry. Our comprehensive insights empower customers with both historical and real-time data crucial for fortifying business strategies. We offer our customers access to the largest source of DMV data in the USA and Canada, with detailed insights into owner demographics, market dynamics, market share, geographic distribution, and more.

Our customizable data solutions deliver tailored reports that guide informed business decisions, trusted by industry leaders for over 60 years.

Know your market better with Statistical Surveys.

Have additional questions for the Statistical Surveys Team?
Please reach out to us at marketing@statisticalsurveys.com

To find out more about Statistical Surveys visit statisticalsurveys.com.

