



Boomers, Gen Y, and Women Rev Up Motorcycle Market, Fueling Growth to \$21 Billion by 2010

Following a slump in the 80s, the motorcycle industry has enjoyed phenomenal growth and should continue to grow at a rapid pace well into the next decade. This report is a comprehensive look at the market and trends for cruisers, sport bikes, standard bikes, touring bikes, dirt bikes, dual-purpose bikes and scooters.

New York ([PRWEB](#)) December 2, 2005 -- DINK Boomers tripping around on luxury cruisers; joy-riding Gen Yers speed-freaking on sports bikes; and wanderlustful women trekking on glamorous, yet fuel-efficient, scooters – these are but a few of the factors fueling an anticipated 18-year continuous growth spurt for the domestic motorcycle market, according to The U.S. Market for Motorcycles, a new report from market research publisher Packaged Facts, a division of MarketResearch.com.

Following a slump in the 80s, the motorcycle industry has enjoyed phenomenal growth. According to Packaged Facts, product segmentation has helped diversify the consumer base for bikes, allowing marketers to reach a wide and varied demographic. As a result, the current \$14.5 billion market should nearly triple from 2000 figures, to \$21 billion, by 2010. Consumer demands for speed and power, fuel-efficiency, convenience for daily transport, and innovative customization have been widely met and exceeded by manufacturers.

While the rising number of motorcycle crashes and cheap used cars could thwart future sales, motorcycle marketers are banking on the ever-growing buying power of Boomers in the 45-64-year-old bracket to continuously bolster the industry.

“You have a generation moving into affluency that has historically embraced the thrills of life associated with the motorcycle culture,” said Don Montuori, the publisher of Packaged Facts, “and they will continue to be a force driving this industry. Simultaneously, more women and young adults are seeking stylish, affordable means of transportation for fun and daily commuting. Manufacturers are doing an excellent job of catering to each of these sectors, driving customer loyalty and repeat sales, and garnering stellar reputations that will help guarantee future sales.”

The U.S. Market for Motorcycles comprehensively looks at the market for cruisers, sport bikes, standard bikes, touring bikes, dirt bikes, dual-purpose bikes and scooters. The report examines new product trends, offers competitive profiles of industry leaders, and looks at consumer trends and behaviors surrounding motorcycles. Priced at \$3000, this report can be purchased directly from Packaged Facts by clicking: <http://www.packagedfacts.com/pub/1097893.html>. It is also available at MarketResearch.com.

About Packaged Facts

Packaged Facts, a division of MarketResearch.com, publishes research reports on a wide range of consumer industries, including consumer goods/retailing, foods and beverages, and demographics. For more information visit www.PackagedFacts.com, or contact Tom Ehart at 240-747-3014.

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