

Motor Cycle Dealers in Australia

Key Statistics 2014-15 (IBISWorld 2015)

Revenue: **\$1,845.3 million**

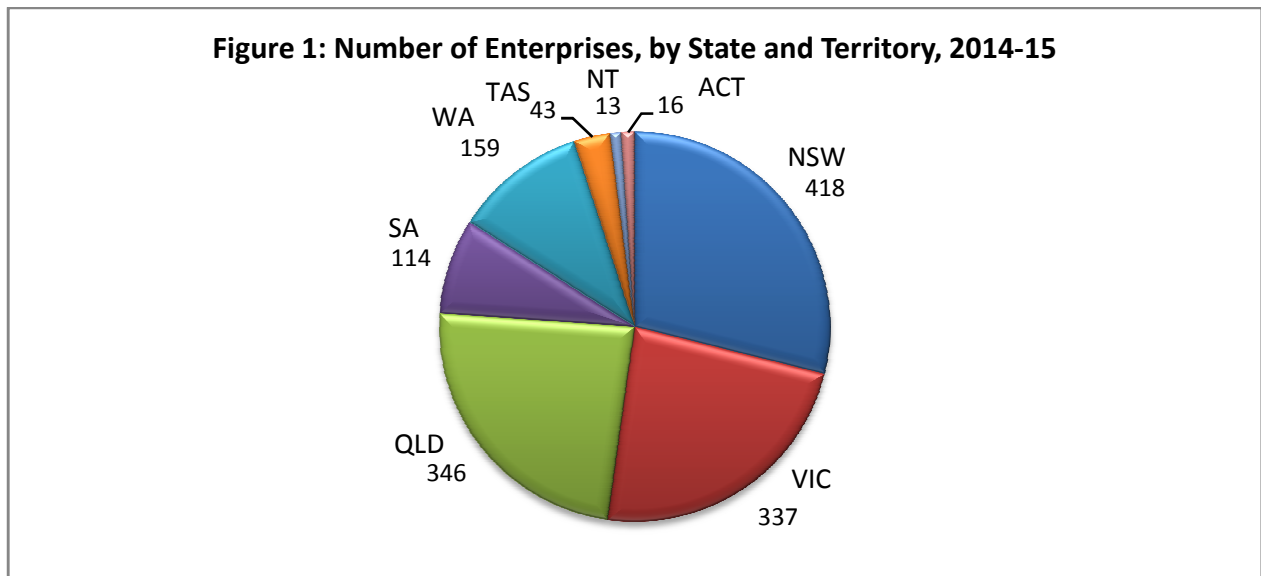
Establishments: **1,447**

Businesses: **893**

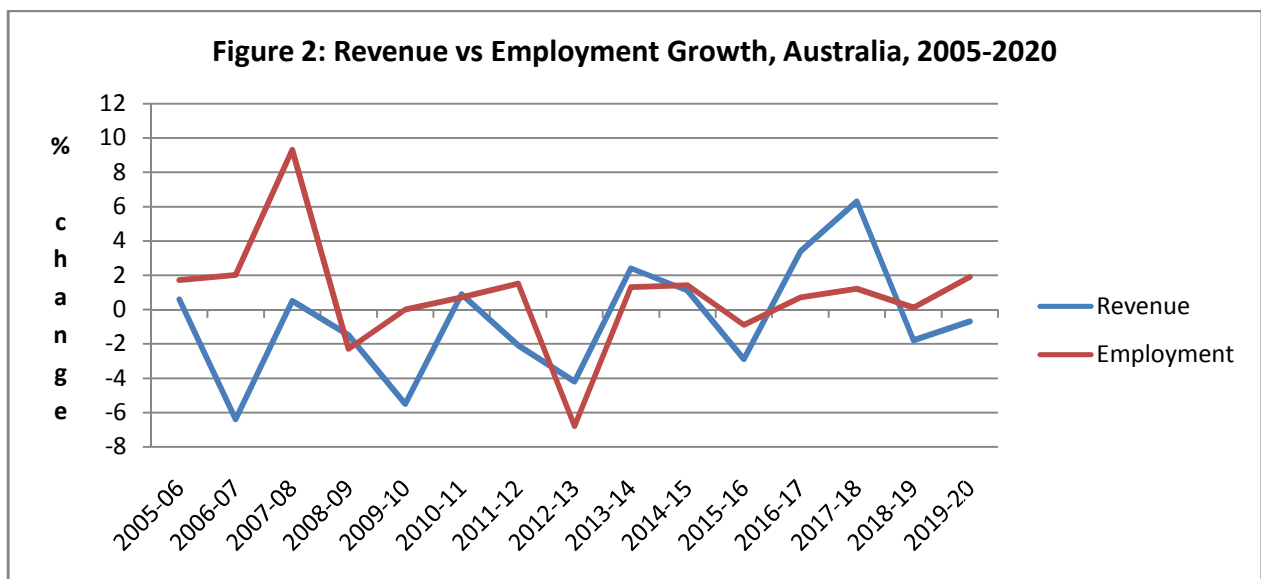
Employment: **3,919**

Avg. Employees per Establishment: **2.7**

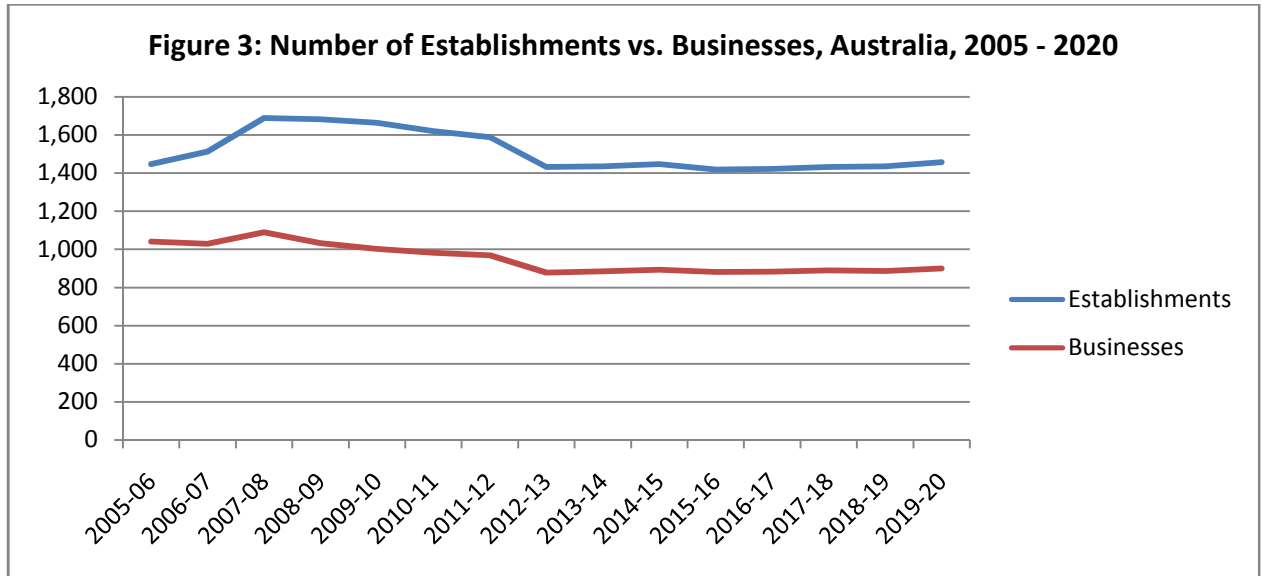
Avg. Wage: **\$48,507.30**



Source: IBISWorld, G3912 Motor Cycle Dealers in Australia, Little, S., July 2015.



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Summary

Many motorcycles are purchased for recreational purposes, therefore sales of motorcycles are very responsive to economic conditions. In figure 2, the rate of revenue growth declines sharply in the aftermath of the Global Financial Crisis (GFC), and it is not until 2010-11 that the industry sees a return to positive growth. The decline in growth was somewhat off-set by people purchasing motorcycles and scooters as a cheaper form of transport amongst rising fuel prices. The agricultural sector has also seen an increased demand for All-Terrain Vehicles.

In figure 3 it is possible to see an upsurge in the number of enterprises and businesses operating in the Motorcycle dealer industry just prior to the GFC, this is mirrored in figure 2 with the upsurge in employment growth. These numbers then proceeded to decline until 2013 when the industry reached some sort of natural balance between supply and demand.

Forecast for the motorcycle dealers industry is positive with moderate growth predicted over the next 5 years. However, this industry is always very susceptible to changes and economic conditions and/or government regulations.