

Market Insights

POWERSPORTS
2021 Year-End Review



Powersports Market Industry Overview

It should go without saying that 2021 was a banner year for pricing in all segments of the Powersports market. A shift to “staycations” combined with the shortage of new and used inventory combined to push pricing to historically high levels.

In the motorcycle segment, values for the most recent 10 model years of cruisers averaged 15.2% higher in calendar-year 2021 than 2020, and 17.7% higher than 2019. Sportbikes brought 18.2% more money in 2021 than 2020, and 23.9% more than 2019.

In the side-by-side category, values for the utility segment averaged 25.2% higher year-over-year, and 36.6% higher than 2019. The sport segment averaged 25.2% higher year-over-year and 33.4% higher than 2019.

All signals are go for a strong start to the spring selling season, with COVID still impacting travel plans and new vehicle shortages here to stay for a bit longer. Keep the feelers out for any used inventory, and don't be afraid to set pricing to reflect a hot market.

Powersports Values

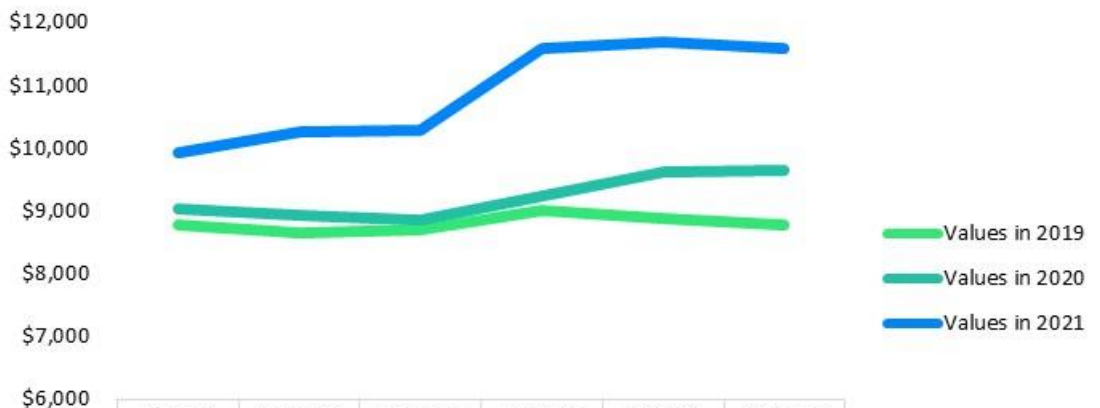
Average Retail Value by Category – Values for the Last 10 Model Years

Cruisers



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2019	\$8,542	\$8,434	\$8,626	\$8,689	\$8,530	\$8,348
Values in 2020	\$8,631	\$8,276	\$8,537	\$8,867	\$8,972	\$9,000
Values in 2021	\$9,262	\$9,488	\$9,584	\$10,541	\$10,643	\$10,715

Sportbikes



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2019	\$8,771	\$8,644	\$8,710	\$9,011	\$8,875	\$8,764
Values in 2020	\$9,032	\$8,932	\$8,859	\$9,236	\$9,609	\$9,649
Values in 2021	\$9,923	\$10,263	\$10,293	\$11,598	\$11,698	\$11,580

Powersports Values

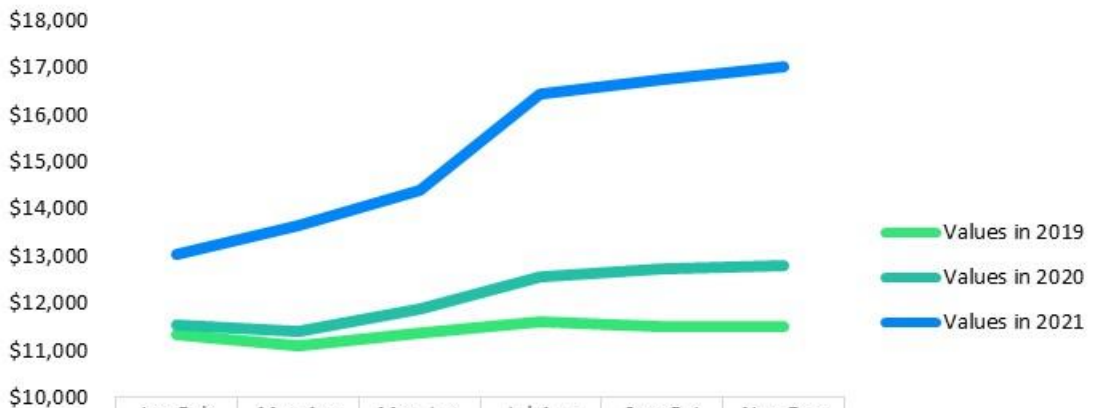
Average Retail Value by Category – Values for the Last 10 Model Years

Utility Side by Sides



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2019	\$8,862	\$8,800	\$8,954	\$9,007	\$8,888	\$8,861
Values in 2020	\$8,989	\$8,912	\$9,208	\$10,212	\$10,329	\$10,389
Values in 2021	\$10,974	\$11,307	\$11,478	\$12,758	\$12,941	\$13,246

Sport Side by Sides

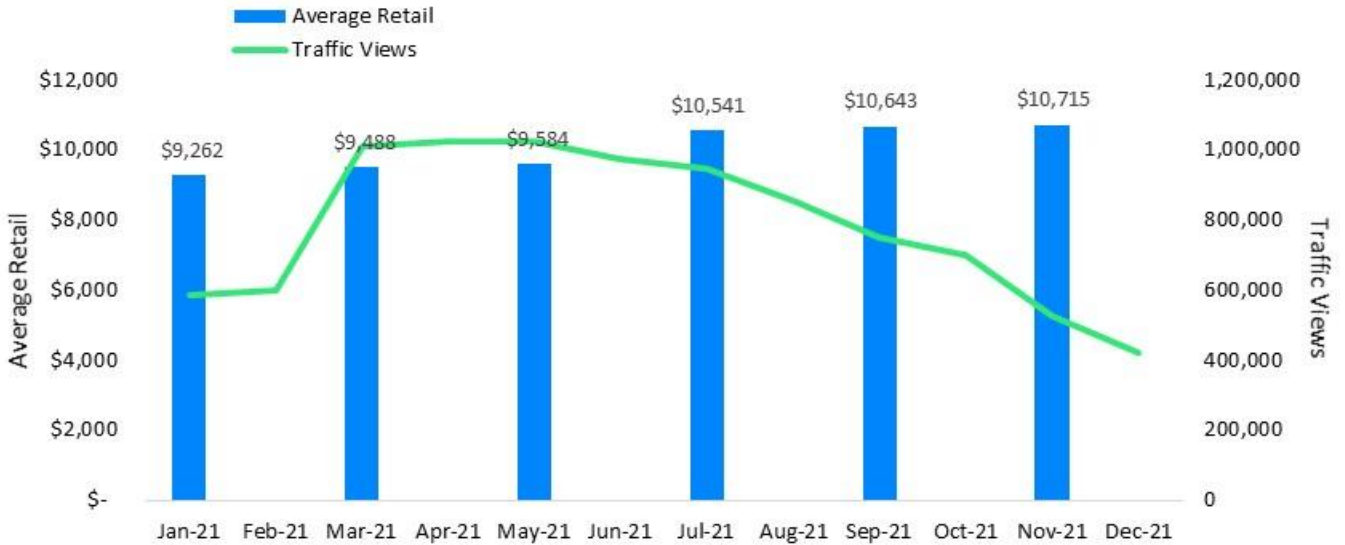


	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2019	\$11,327	\$11,104	\$11,378	\$11,627	\$11,523	\$11,495
Values in 2020	\$11,552	\$11,418	\$11,870	\$12,563	\$12,735	\$12,788
Values in 2021	\$13,037	\$13,641	\$14,400	\$16,441	\$16,761	\$17,027

Powersports Values vs. Traffic

Average Retail Value and Traffic View by Category

Cruisers



Sportbikes



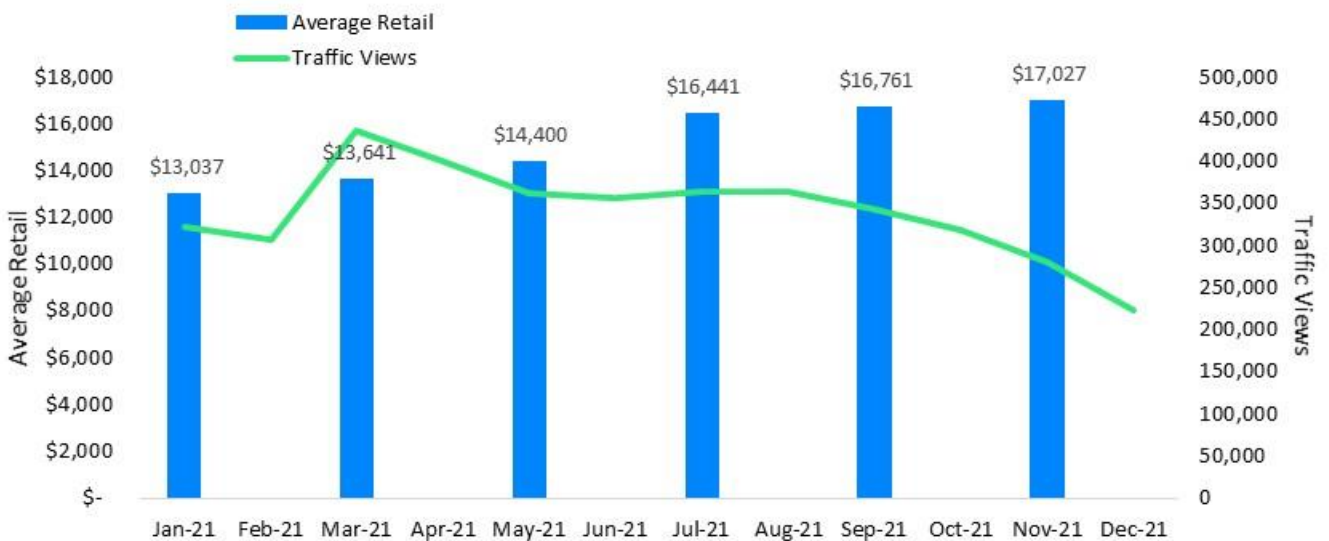
Powersports Values vs. Traffic

Average Retail Value and Traffic View by Category

Utility Side by Sides

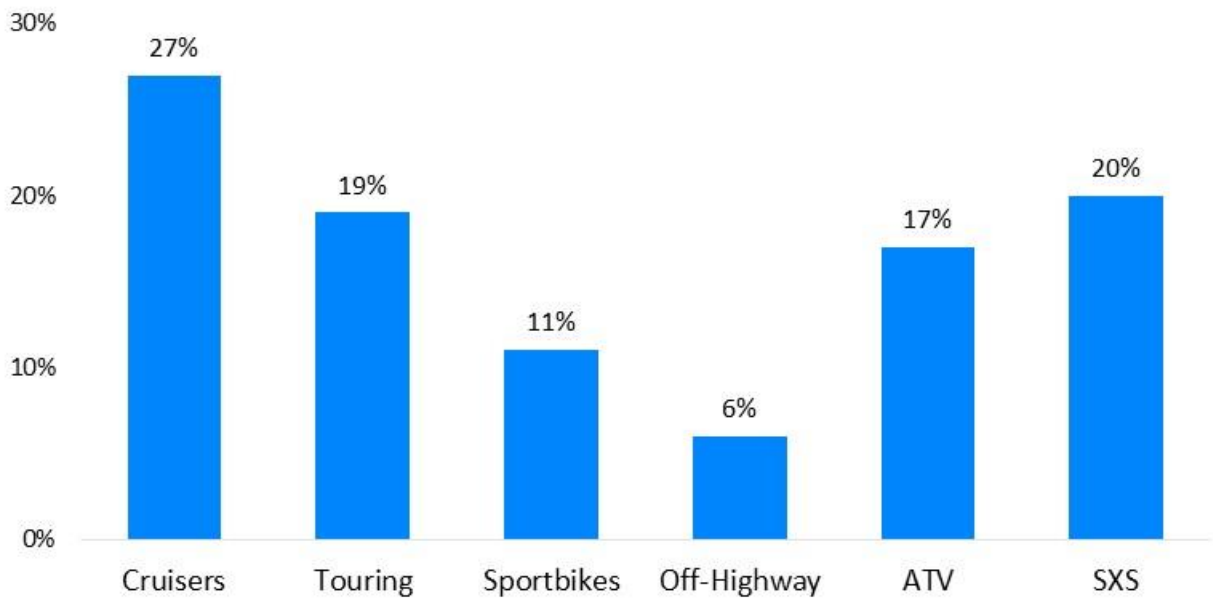


Sport Side by Sides



Powersport Categories

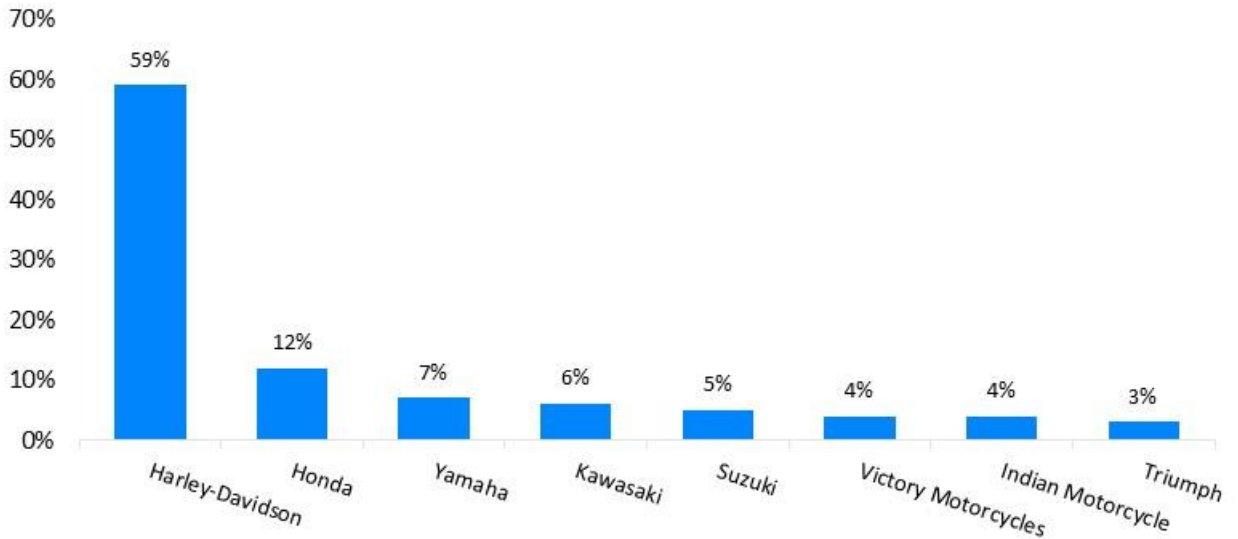
Views in 2021



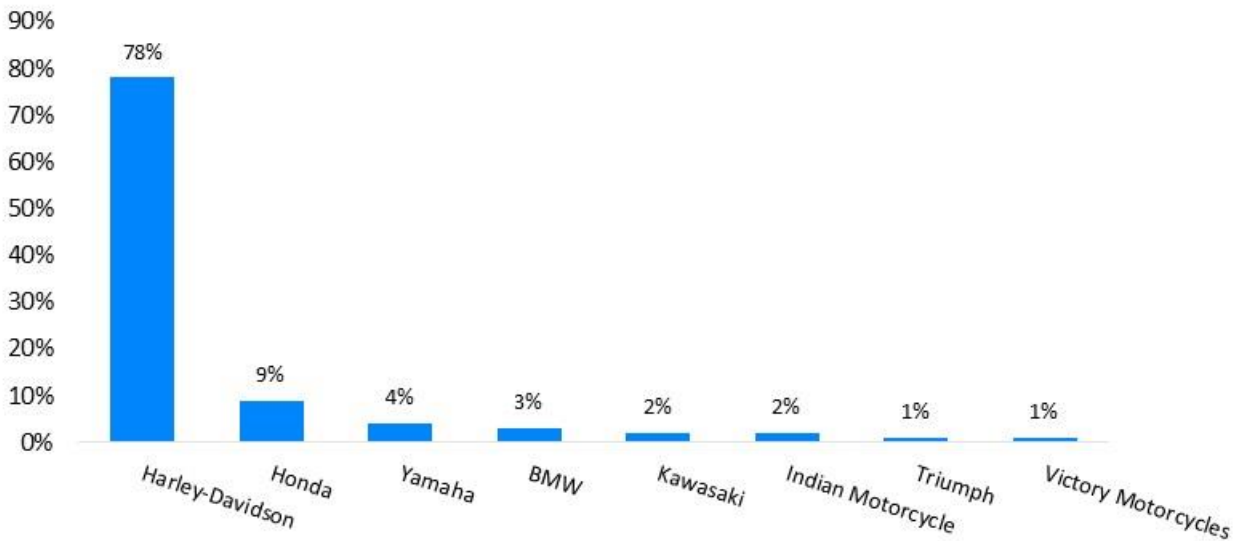
Motorcycle Brands

Top Researched Brands in 2021

Cruiser Brands



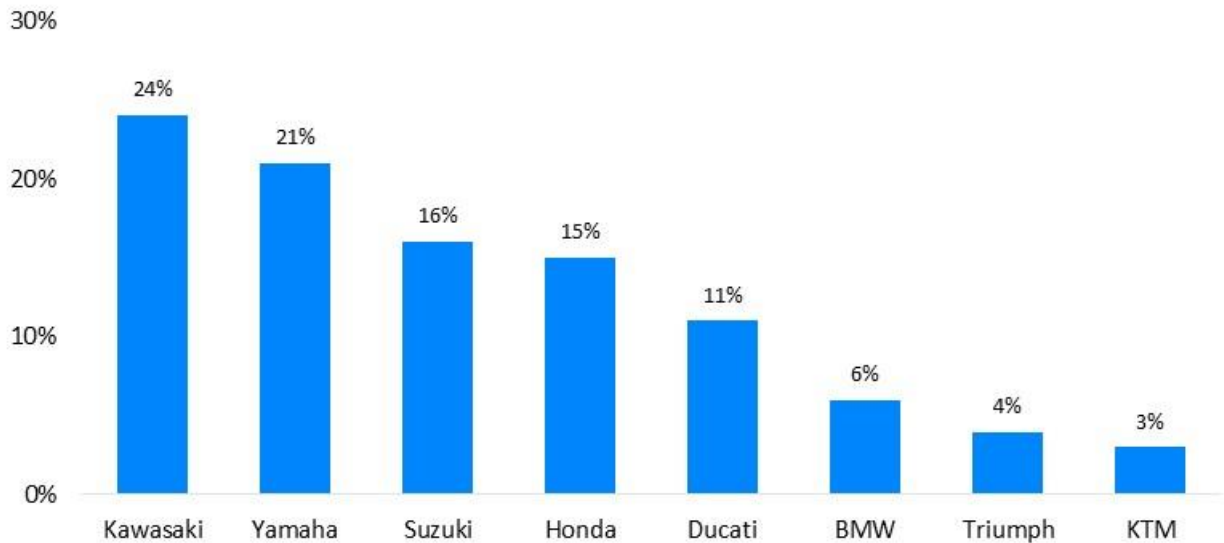
Touring Brands



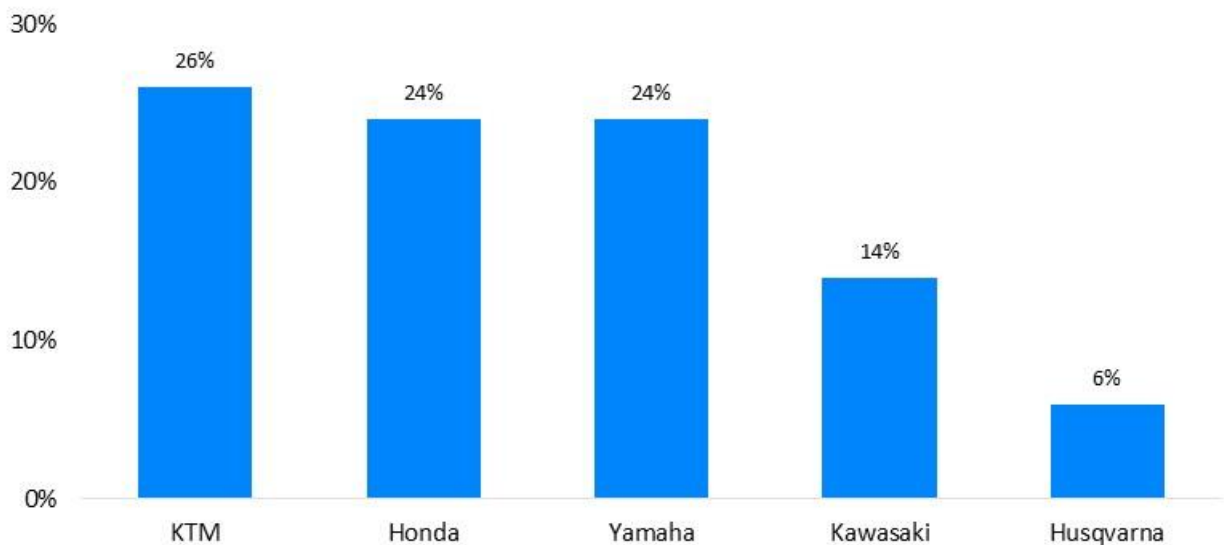
Motorcycle Brands

Top Researched Brands in 2021

Sportbike Brands



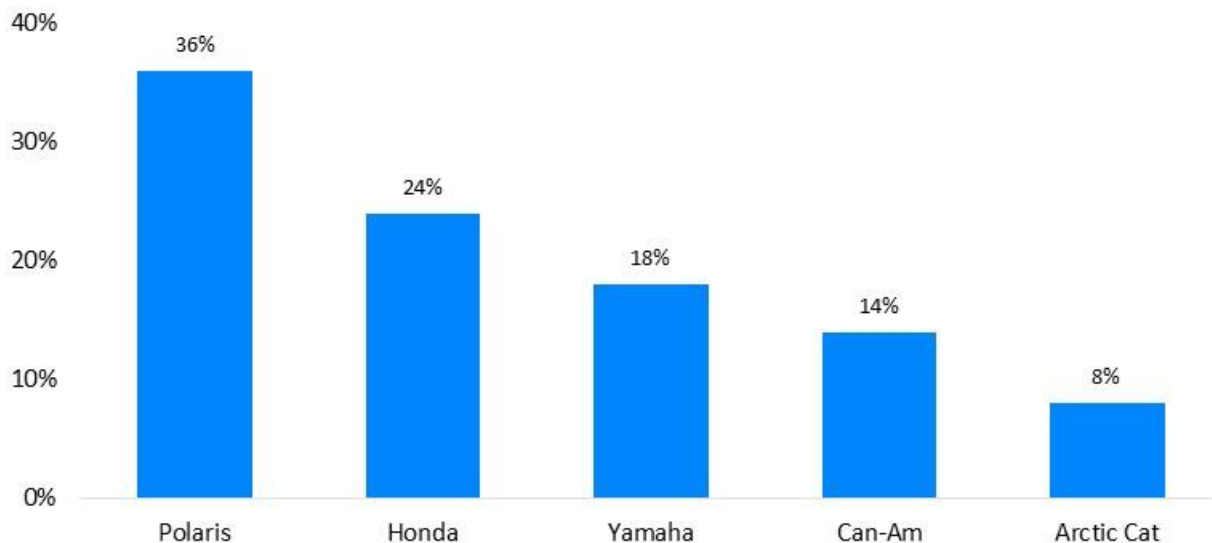
Off-Highway Brands



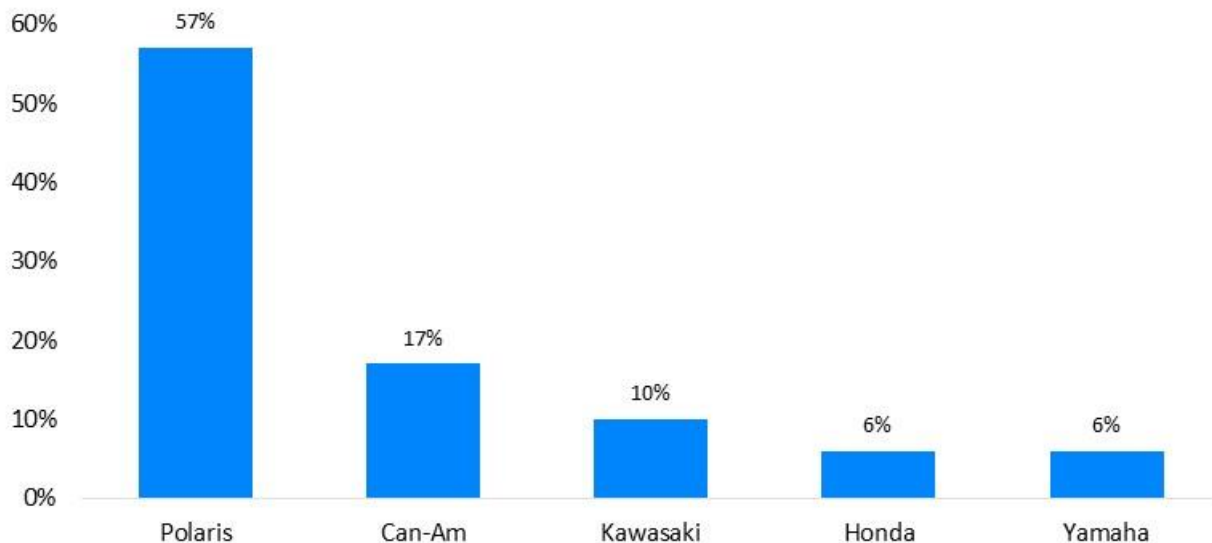
Off-Road Vehicle Brands

Top Researched Brands in 2021

All-Terrain Vehicle Brands



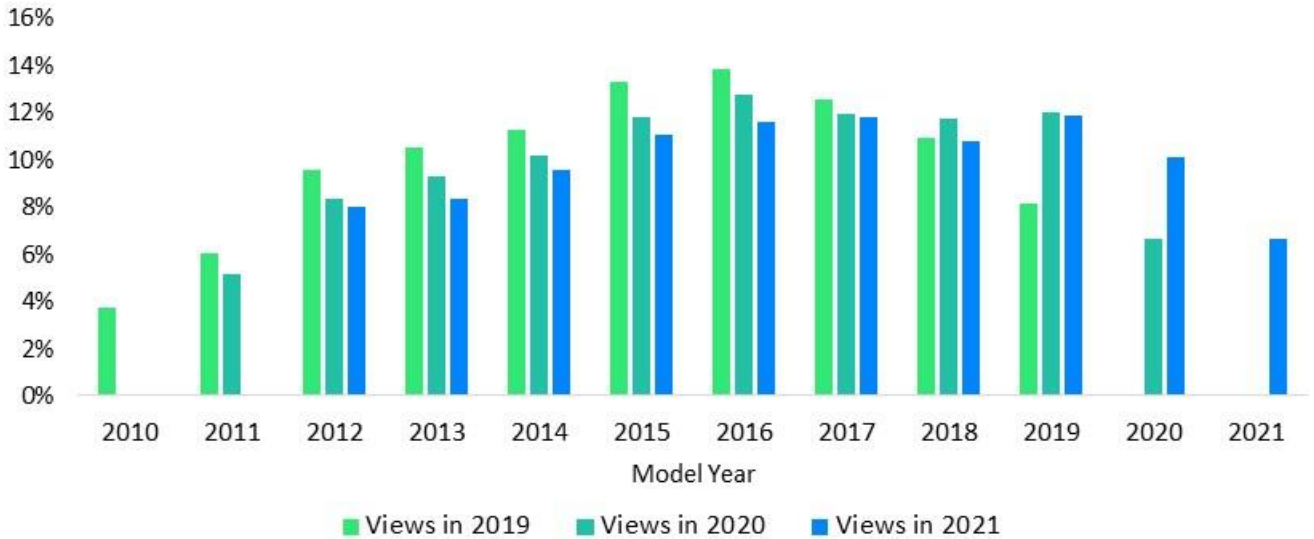
Side By Side Brands



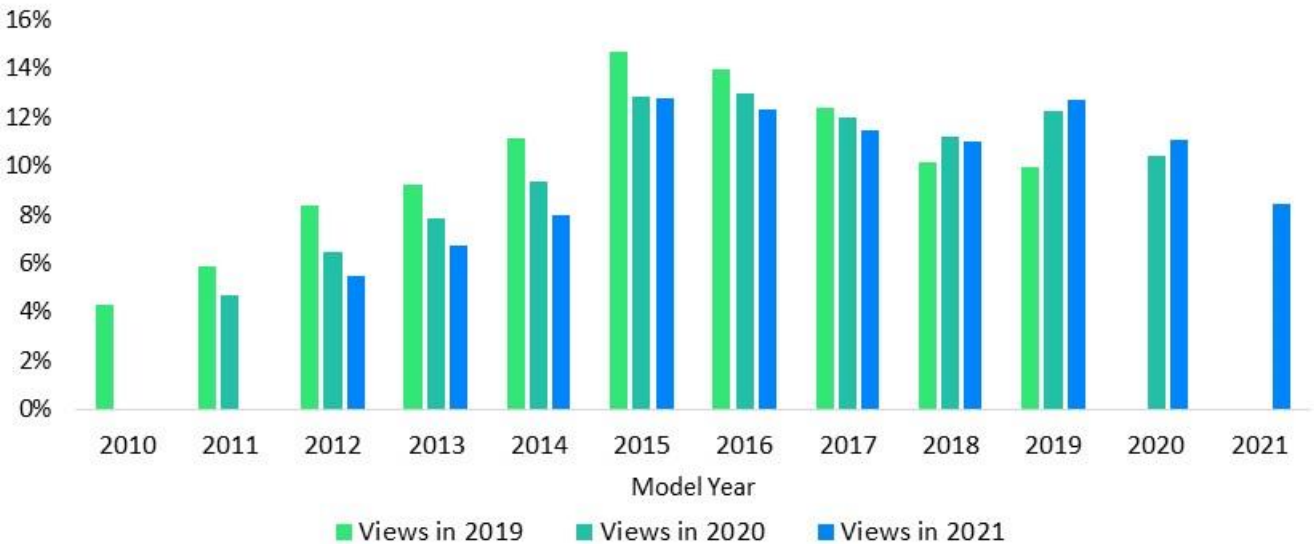
Model Years

Top Researched Model Years by Category

Sportbikes



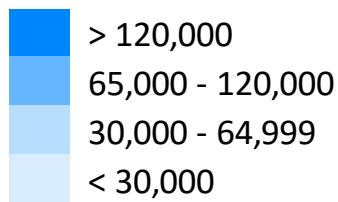
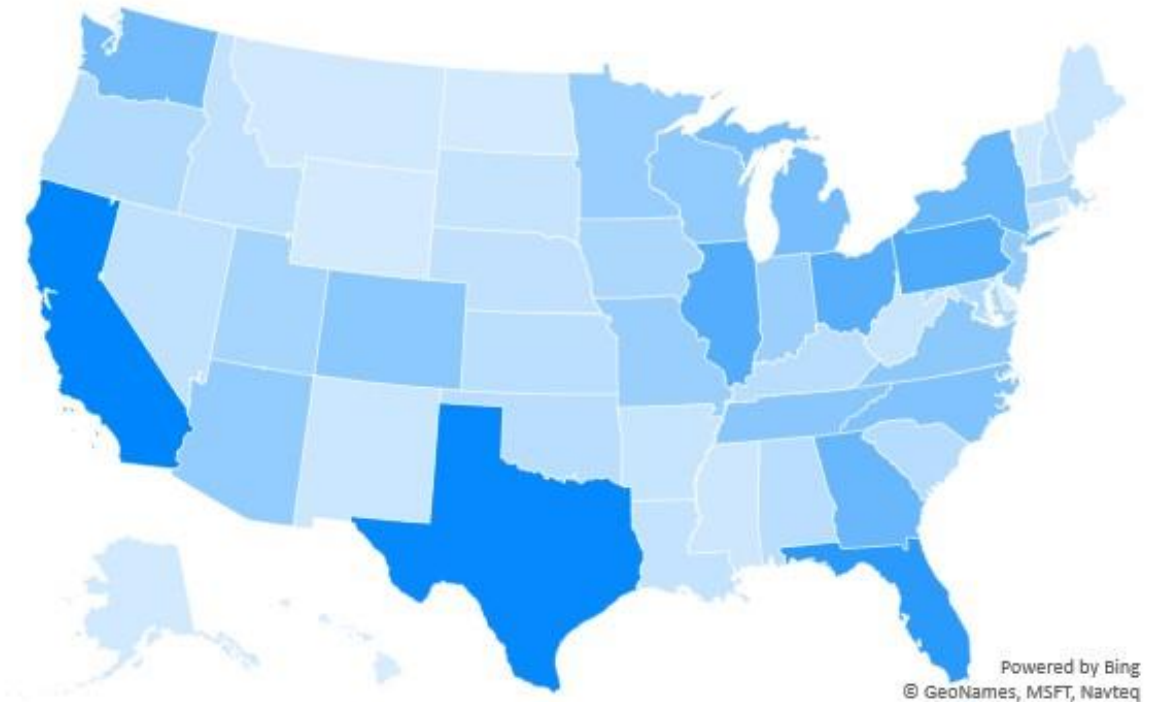
Utility Side By Sides



Web Traffic by State

Traffic by State in 2021

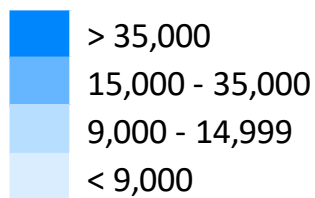
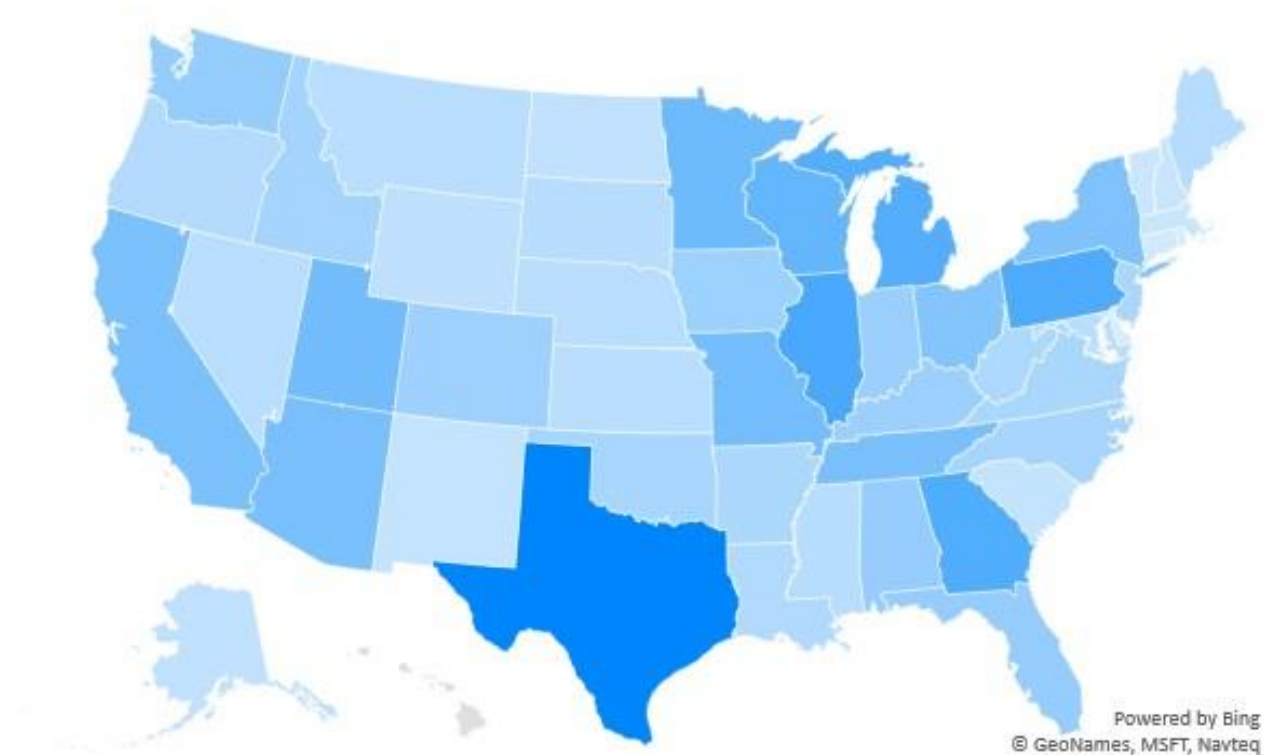
Motorcycles



Web Traffic by State

Traffic by State in 2021

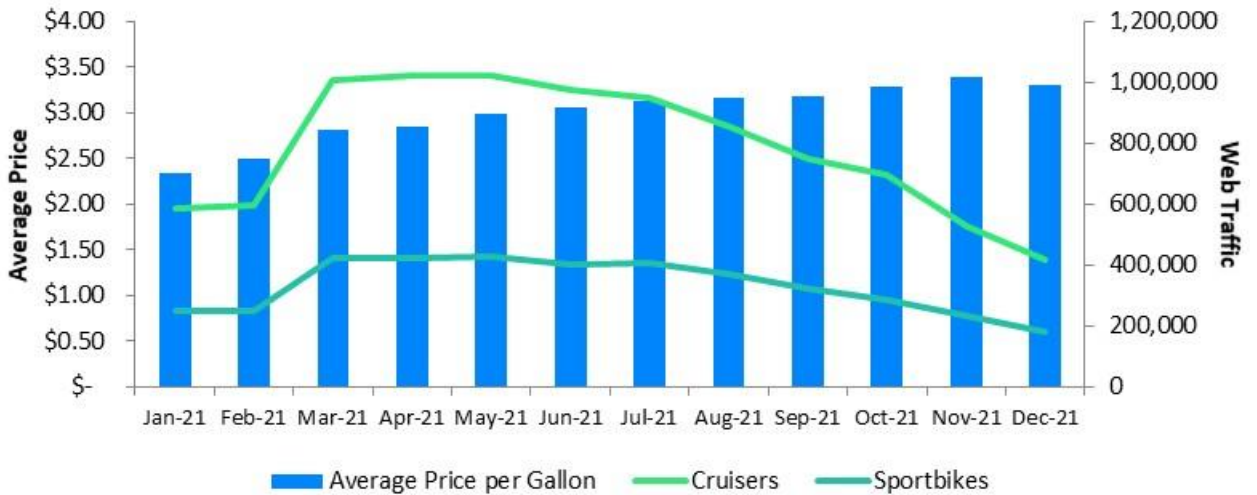
Side by Sides



Fuel Price Data

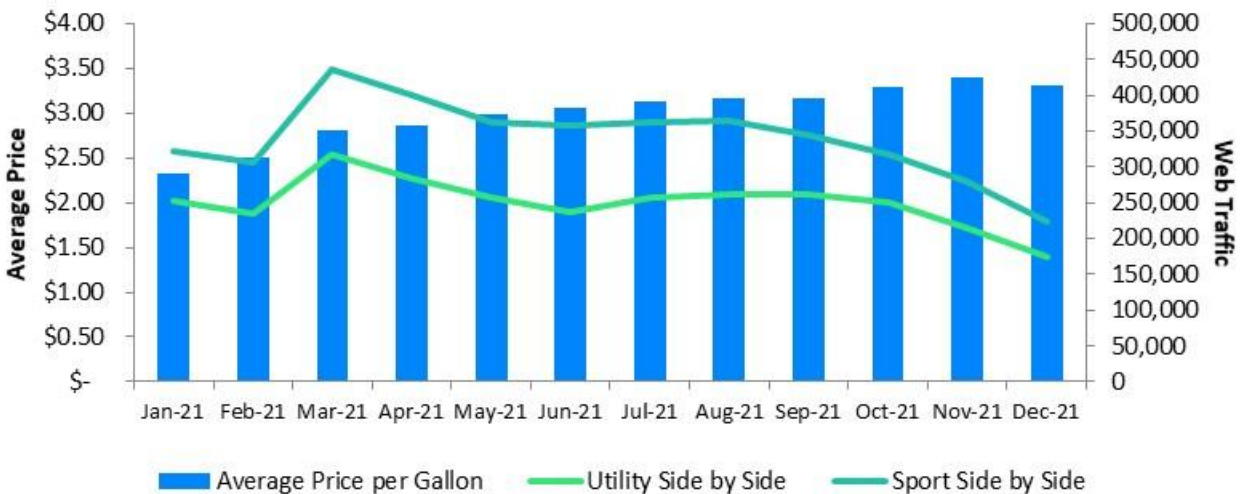
Regular Grade Gasoline Prices vs. Consumer Traffic by Category

Motorcycles



Source: U.S. Energy Information Administration

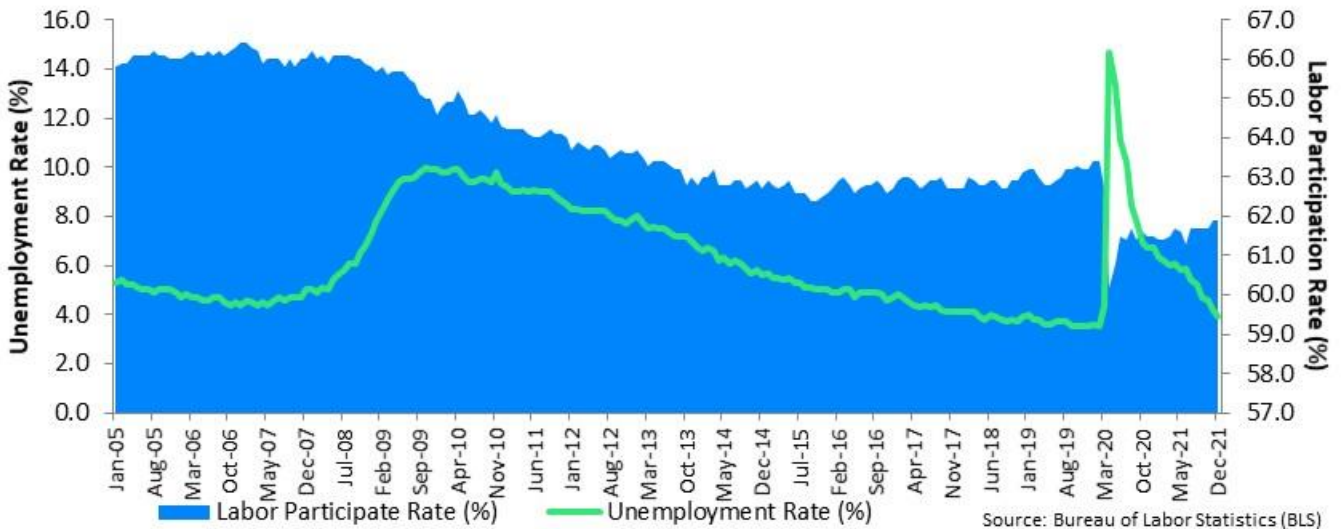
Side By Sides



Source: U.S. Energy Information Administration

Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



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