

# POWERSPORTS INDUSTRY



2025 ECONOMIC IMPACT IN U.S. TOTAL

## \$50.9 Billion

THE VALUE OF THE POWERSPORTS  
RETAIL MARKETPLACE

## 1,261,300

ESTIMATED NEW POWERSPORTS  
RETAIL SALES

### DIRECT ECONOMIC CONTRIBUTIONS OF POWERSPORTS RETAILERS

10,690

NUMBER OF POWERSPORTS  
RETAILERS

116,000

PEOPLE EMPLOYED AT  
DEALERSHIPS

\$5.0 B

TOTAL PAYROLL

### 2023 U.S. ON-ROAD MOTORCYCLE PURCHASERS 35 YEARS & YOUNGER



46% were first-time buyers



\$70K was their median income



9% were interested in  
electric motorcycles



41% primarily used their motorcycle for  
commuting to work/school

For more information about the motorcycle and powersports industry in your district, please contact the MIC's Government Relations Office at (703) 416-0444. To receive our weekly Ride Report, please visit [mic.org](https://mic.org).



MOTORCYCLE  
INDUSTRY  
COUNCIL®

Source: 2023 MIC Retail Outlet Audit  
2022 MIC Retail Outlet Profile Study  
2023 Motorcycle Consumer  
Experience Study

2023 MIC Motorcycle Statistical Annual  
2023 Estimated New Powersports Retail Sales, Motorcycle Industry Council, Inc., Irvine, CA  
U.S. Department of Transportation, Federal Highway Administration, November 2024