

Motorcycle Engine Control Unit (ECU) Industry Research Report 2024

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Abstracts

Motorcycle Engine Control Unit (ECU), also commonly called an engine control unit (ECU), is a type of electronic control unit that controls a series of actuators on an internal combustion engine to ensure optimal engine performance. It does this by reading values from a multitude of sensors within the engine bay, interpreting the data using multidimensional performance maps (called lookup tables), and adjusting the engine actuators accordingly.

According to APO Research, The global Motorcycle Engine Control Unit (ECU) market was valued at US\$ million in 2023 and is anticipated to reach US\$ million by 2030, witnessing a CAGR of xx% during the forecast period 2024-2030.

Global Motorcycle Engine Control Unit (ECU) key players include Mikuni, Keihin Group, Mitsubishi Electric, DENSO CORP, etc. Global top four manufacturers hold a share about 60%.

India is the largest market, with a share over 30%, followed by Southeast Asia and China, both have a share over 50 percent.

In terms of product, Gasline ECU is the largest segment, with a share over 99%. And in terms of application, the largest application is OEM, followed by Aftermarket, etc.

Report Scope

This report aims to provide a comprehensive presentation of the global market for Motorcycle Engine Control Unit (ECU), with both quantitative and qualitative analysis, to help readers develop business/growth strategies, assess the market competitive

situation, analyze their position in the current marketplace, and make informed business decisions regarding Motorcycle Engine Control Unit (ECU).

The report will help the Motorcycle Engine Control Unit (ECU) manufacturers, new entrants, and industry chain related companies in this market with information on the revenues, sales volume, and average price for the overall market and the sub-segments across the different segments, by company, by Type, by Application, and by regions.

The Motorcycle Engine Control Unit (ECU) market size, estimations, and forecasts are provided in terms of sales volume (K Units) and revenue (\$ millions), considering 2023 as the base year, with history and forecast data for the period from 2019 to 2030. This report segments the global Motorcycle Engine Control Unit (ECU) market comprehensively. Regional market sizes, concerning products by Type, by Application, and by players, are also provided. For a more in-depth understanding of the market, the report provides profiles of the competitive landscape, key competitors, and their respective market ranks. The report also discusses technological trends and new product developments.

Key Companies & Market Share Insights

In this section, the readers will gain an understanding of the key players competing. This report has studied the key growth strategies, such as innovative trends and developments, intensification of product portfolio, mergers and acquisitions, collaborations, new product innovation, and geographical expansion, undertaken by these participants to maintain their presence. Apart from business strategies, the study includes current developments and key financials. The readers will also get access to the data related to global revenue, price, and sales by manufacturers for the period 2019-2024. This all-inclusive report will certainly serve the clients to stay updated and make effective decisions in their businesses. Some of the prominent players reviewed in the research report include:

Mikuni

Keihin Group

Mitsubishi Electric

DENSO CORP

Robert Bosch

Magneti Marelli

YESON

Delphi

Continental Automotive

SHINDENGEN

Motorcycle Engine Control Unit (ECU) segment by Type

Gasoline ECU

Diesel ECU

Motorcycle Engine Control Unit (ECU) segment by Application

OEM

Aftermarket

Others

Motorcycle Engine Control Unit (ECU) Segment by Region

North America

U.S.

Canada

Europe

Germany

France

U.K.

Italy

Russia

Asia-Pacific

China

Japan

South Korea

India

Australia

China Taiwan

Indonesia

Thailand

Malaysia

Latin America

Mexico

Brazil

Argentina

Middle East & Africa

Turkey

Saudi Arabia

UAE

Key Drivers & Barriers

High-impact rendering factors and drivers have been studied in this report to aid the readers to understand the general development. Moreover, the report includes restraints and challenges that may act as stumbling blocks on the way of the players. This will assist the users to be attentive and make informed decisions related to business. Specialists have also laid their focus on the upcoming business prospects.

Reasons to Buy This Report

1. This report will help the readers to understand the competition within the industries and strategies for the competitive environment to enhance the potential profit. The report also focuses on the competitive landscape of the global Motorcycle Engine Control Unit (ECU) market, and introduces in detail the market share, industry ranking, competitor ecosystem, market performance, new product development, operation situation, expansion, and acquisition. etc. of the main players, which helps the readers to identify the main competitors and deeply understand the competition pattern of the market.
2. This report will help stakeholders to understand the global industry status and trends of Motorcycle Engine Control Unit (ECU) and provides them with information on key market drivers, restraints, challenges, and opportunities.
3. This report will help stakeholders to understand competitors better and gain more insights to strengthen their position in their businesses. The competitive landscape section includes the market share and rank (in volume and value), competitor ecosystem, new product development, expansion, and acquisition.
4. This report stays updated with novel technology integration, features, and the latest developments in the market

5. This report helps stakeholders to gain insights into which regions to target globally

6. This report helps stakeholders to gain insights into the end-user perception concerning the adoption of Motorcycle Engine Control Unit (ECU).

7. This report helps stakeholders to identify some of the key players in the market and understand their valuable contribution.

Chapter Outline

Chapter 1: Research objectives, research methods, data sources, data cross-validation;

Chapter 2: Introduces the report scope of the report, executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the market and its likely evolution in the short to mid-term, and long term.

Chapter 3: Detailed analysis of Motorcycle Engine Control Unit (ECU) manufacturers competitive landscape, price, production and value market share, latest development plan, merger, and acquisition information, etc.

Chapter 4: Provides profiles of key players, introducing the basic situation of the main companies in the market in detail, including product production/output, value, price, gross margin, product introduction, recent development, etc.

Chapter 5: Production/output, value of Motorcycle Engine Control Unit (ECU) by region/country. It provides a quantitative analysis of the market size and development potential of each region in the next six years.

Chapter 6: Consumption of Motorcycle Engine Control Unit (ECU) in regional level and country level. It provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and production of each country in the world.

Chapter 7: Provides the analysis of various market segments by type, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 8: Provides the analysis of various market segments by application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 9: Analysis of industrial chain, including the upstream and downstream of the industry.

Chapter 10: Introduces the market dynamics, latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 11: The main points and conclusions of the report.

Chapter 11: The main points and conclusions of the report.

Contents

1 PREFACE

- 1.1 Scope of Report
- 1.2 Reasons for Doing This Study
- 1.3 Research Methodology
- 1.4 Research Process
- 1.5 Data Source
 - 1.5.1 Secondary Sources
 - 1.5.2 Primary Sources

2 MARKET OVERVIEW

- 2.1 Product Definition
- 2.2 Motorcycle Engine Control Unit (ECU) by Type
 - 2.2.1 Market Value Comparison by Type (2019 VS 2023 VS 2030) & (US\$ Million)
 - 2.2.2 Gasoline ECU
 - 2.2.3 Diesel ECU
- 2.3 Motorcycle Engine Control Unit (ECU) by Application
 - 2.3.1 Market Value Comparison by Application (2019 VS 2023 VS 2030) & (US\$ Million)
 - 2.3.2 OEM
 - 2.3.3 Aftermarket
 - 2.3.4 Others
- 2.4 Global Market Growth Prospects
 - 2.4.1 Global Motorcycle Engine Control Unit (ECU) Production Value Estimates and Forecasts (2019-2030)
 - 2.4.2 Global Motorcycle Engine Control Unit (ECU) Production Capacity Estimates and Forecasts (2019-2030)
 - 2.4.3 Global Motorcycle Engine Control Unit (ECU) Production Estimates and Forecasts (2019-2030)
 - 2.4.4 Global Motorcycle Engine Control Unit (ECU) Market Average Price (2019-2030)

3 MARKET COMPETITIVE LANDSCAPE BY MANUFACTURERS

- 3.1 Global Motorcycle Engine Control Unit (ECU) Production by Manufacturers (2019-2024)
- 3.2 Global Motorcycle Engine Control Unit (ECU) Production Value by Manufacturers

(2019-2024)

3.3 Global Motorcycle Engine Control Unit (ECU) Average Price by Manufacturers

(2019-2024)

3.4 Global Motorcycle Engine Control Unit (ECU) Industry Manufacturers Ranking, 2022 VS 2023 VS 2024

3.5 Global Motorcycle Engine Control Unit (ECU) Key Manufacturers, Manufacturing Sites & Headquarters

3.6 Global Motorcycle Engine Control Unit (ECU) Manufacturers, Product Type & Application

3.7 Global Motorcycle Engine Control Unit (ECU) Manufacturers, Date of Enter into This Industry

3.8 Global Motorcycle Engine Control Unit (ECU) Market CR5 and HHI

3.9 Global Manufacturers Mergers & Acquisition

4 MANUFACTURERS PROFILED

4.1 Mikuni

4.1.1 Mikuni Motorcycle Engine Control Unit (ECU) Company Information

4.1.2 Mikuni Motorcycle Engine Control Unit (ECU) Business Overview

4.1.3 Mikuni Motorcycle Engine Control Unit (ECU) Production, Value and Gross Margin (2019-2024)

4.1.4 Mikuni Product Portfolio

4.1.5 Mikuni Recent Developments

4.2 Keihin Group

4.2.1 Keihin Group Motorcycle Engine Control Unit (ECU) Company Information

4.2.2 Keihin Group Motorcycle Engine Control Unit (ECU) Business Overview

4.2.3 Keihin Group Motorcycle Engine Control Unit (ECU) Production, Value and Gross Margin (2019-2024)

4.2.4 Keihin Group Product Portfolio

4.2.5 Keihin Group Recent Developments

4.3 Mitsubishi Electric

4.3.1 Mitsubishi Electric Motorcycle Engine Control Unit (ECU) Company Information

4.3.2 Mitsubishi Electric Motorcycle Engine Control Unit (ECU) Business Overview

4.3.3 Mitsubishi Electric Motorcycle Engine Control Unit (ECU) Production, Value and Gross Margin (2019-2024)

4.3.4 Mitsubishi Electric Product Portfolio

4.3.5 Mitsubishi Electric Recent Developments

4.4 DENSO CORP

4.4.1 DENSO CORP Motorcycle Engine Control Unit (ECU) Company Information

- 4.4.2 DENSO CORP Motorcycle Engine Control Unit (ECU) Business Overview
- 4.4.3 DENSO CORP Motorcycle Engine Control Unit (ECU) Production, Value and Gross Margin (2019-2024)
- 4.4.4 DENSO CORP Product Portfolio
- 4.4.5 DENSO CORP Recent Developments
- 4.5 Robert Bosch
 - 4.5.1 Robert Bosch Motorcycle Engine Control Unit (ECU) Company Information
 - 4.5.2 Robert Bosch Motorcycle Engine Control Unit (ECU) Business Overview
 - 4.5.3 Robert Bosch Motorcycle Engine Control Unit (ECU) Production, Value and Gross Margin (2019-2024)
 - 4.5.4 Robert Bosch Product Portfolio
 - 4.5.5 Robert Bosch Recent Developments
- 4.6 Magneti Marelli
 - 4.6.1 Magneti Marelli Motorcycle Engine Control Unit (ECU) Company Information
 - 4.6.2 Magneti Marelli Motorcycle Engine Control Unit (ECU) Business Overview
 - 4.6.3 Magneti Marelli Motorcycle Engine Control Unit (ECU) Production, Value and Gross Margin (2019-2024)
 - 4.6.4 Magneti Marelli Product Portfolio
 - 4.6.5 Magneti Marelli Recent Developments
- 4.7 YESON
 - 4.7.1 YESON Motorcycle Engine Control Unit (ECU) Company Information
 - 4.7.2 YESON Motorcycle Engine Control Unit (ECU) Business Overview
 - 4.7.3 YESON Motorcycle Engine Control Unit (ECU) Production, Value and Gross Margin (2019-2024)
 - 4.7.4 YESON Product Portfolio
 - 4.7.5 YESON Recent Developments
- 4.8 Delphi
 - 4.8.1 Delphi Motorcycle Engine Control Unit (ECU) Company Information
 - 4.8.2 Delphi Motorcycle Engine Control Unit (ECU) Business Overview
 - 4.8.3 Delphi Motorcycle Engine Control Unit (ECU) Production, Value and Gross Margin (2019-2024)
 - 4.8.4 Delphi Product Portfolio
 - 4.8.5 Delphi Recent Developments
- 4.9 Continental Automotive
 - 4.9.1 Continental Automotive Motorcycle Engine Control Unit (ECU) Company Information
 - 4.9.2 Continental Automotive Motorcycle Engine Control Unit (ECU) Business Overview
 - 4.9.3 Continental Automotive Motorcycle Engine Control Unit (ECU) Production, Value

and Gross Margin (2019-2024)

4.9.4 Continental Automotive Product Portfolio

4.9.5 Continental Automotive Recent Developments

4.10 SHINDENGEN

4.10.1 SHINDENGEN Motorcycle Engine Control Unit (ECU) Company Information

4.10.2 SHINDENGEN Motorcycle Engine Control Unit (ECU) Business Overview

4.10.3 SHINDENGEN Motorcycle Engine Control Unit (ECU) Production, Value and Gross Margin (2019-2024)

4.10.4 SHINDENGEN Product Portfolio

4.10.5 SHINDENGEN Recent Developments

5 GLOBAL MOTORCYCLE ENGINE CONTROL UNIT (ECU) PRODUCTION BY REGION

5.1 Global Motorcycle Engine Control Unit (ECU) Production Estimates and Forecasts by Region: 2019 VS 2023 VS 2030

5.2 Global Motorcycle Engine Control Unit (ECU) Production by Region: 2019-2030

5.2.1 Global Motorcycle Engine Control Unit (ECU) Production by Region: 2019-2024

5.2.2 Global Motorcycle Engine Control Unit (ECU) Production Forecast by Region (2025-2030)

5.3 Global Motorcycle Engine Control Unit (ECU) Production Value Estimates and Forecasts by Region: 2019 VS 2023 VS 2030

5.4 Global Motorcycle Engine Control Unit (ECU) Production Value by Region: 2019-2030

5.4.1 Global Motorcycle Engine Control Unit (ECU) Production Value by Region: 2019-2024

5.4.2 Global Motorcycle Engine Control Unit (ECU) Production Value Forecast by Region (2025-2030)

5.5 Global Motorcycle Engine Control Unit (ECU) Market Price Analysis by Region (2019-2024)

5.6 Global Motorcycle Engine Control Unit (ECU) Production and Value, YOY Growth

5.6.1 North America Motorcycle Engine Control Unit (ECU) Production Value Estimates and Forecasts (2019-2030)

5.6.2 Europe Motorcycle Engine Control Unit (ECU) Production Value Estimates and Forecasts (2019-2030)

5.6.3 China Motorcycle Engine Control Unit (ECU) Production Value Estimates and Forecasts (2019-2030)

5.6.4 Japan Motorcycle Engine Control Unit (ECU) Production Value Estimates and Forecasts (2019-2030)

5.6.5 South Korea Motorcycle Engine Control Unit (ECU) Production Value Estimates and Forecasts (2019-2030)

5.6.6 Southeast Asia Motorcycle Engine Control Unit (ECU) Production Value Estimates and Forecasts (2019-2030)

6 GLOBAL MOTORCYCLE ENGINE CONTROL UNIT (ECU) CONSUMPTION BY REGION

6.1 Global Motorcycle Engine Control Unit (ECU) Consumption Estimates and Forecasts by Region: 2019 VS 2023 VS 2030

6.2 Global Motorcycle Engine Control Unit (ECU) Consumption by Region (2019-2030)

6.2.1 Global Motorcycle Engine Control Unit (ECU) Consumption by Region: 2019-2030

6.2.2 Global Motorcycle Engine Control Unit (ECU) Forecasted Consumption by Region (2025-2030)

6.3 North America

6.3.1 North America Motorcycle Engine Control Unit (ECU) Consumption Growth Rate by Country: 2019 VS 2023 VS 2030

6.3.2 North America Motorcycle Engine Control Unit (ECU) Consumption by Country (2019-2030)

6.3.3 U.S.

6.3.4 Canada

6.4 Europe

6.4.1 Europe Motorcycle Engine Control Unit (ECU) Consumption Growth Rate by Country: 2019 VS 2023 VS 2030

6.4.2 Europe Motorcycle Engine Control Unit (ECU) Consumption by Country (2019-2030)

6.4.3 Germany

6.4.4 France

6.4.5 U.K.

6.4.6 Italy

6.4.7 Russia

6.5 Asia Pacific

6.5.1 Asia Pacific Motorcycle Engine Control Unit (ECU) Consumption Growth Rate by Country: 2019 VS 2023 VS 2030

6.5.2 Asia Pacific Motorcycle Engine Control Unit (ECU) Consumption by Country (2019-2030)

6.5.3 China

6.5.4 Japan

6.5.5 South Korea

6.5.6 China Taiwan

6.5.7 Southeast Asia

6.5.8 India

6.5.9 Australia

6.6 Latin America, Middle East & Africa

6.6.1 Latin America, Middle East & Africa Motorcycle Engine Control Unit (ECU)

Consumption Growth Rate by Country: 2019 VS 2023 VS 2030

6.6.2 Latin America, Middle East & Africa Motorcycle Engine Control Unit (ECU)

Consumption by Country (2019-2030)

6.6.3 Mexico

6.6.4 Brazil

6.6.5 Turkey

6.6.5 GCC Countries

7 SEGMENT BY TYPE

7.1 Global Motorcycle Engine Control Unit (ECU) Production by Type (2019-2030)

7.1.1 Global Motorcycle Engine Control Unit (ECU) Production by Type (2019-2030) & (K Units)

7.1.2 Global Motorcycle Engine Control Unit (ECU) Production Market Share by Type (2019-2030)

7.2 Global Motorcycle Engine Control Unit (ECU) Production Value by Type (2019-2030)

7.2.1 Global Motorcycle Engine Control Unit (ECU) Production Value by Type (2019-2030) & (US\$ Million)

7.2.2 Global Motorcycle Engine Control Unit (ECU) Production Value Market Share by Type (2019-2030)

7.3 Global Motorcycle Engine Control Unit (ECU) Price by Type (2019-2030)

8 SEGMENT BY APPLICATION

8.1 Global Motorcycle Engine Control Unit (ECU) Production by Application (2019-2030)

8.1.1 Global Motorcycle Engine Control Unit (ECU) Production by Application (2019-2030) & (K Units)

8.1.2 Global Motorcycle Engine Control Unit (ECU) Production by Application (2019-2030) & (K Units)

8.2 Global Motorcycle Engine Control Unit (ECU) Production Value by Application (2019-2030)

8.2.1 Global Motorcycle Engine Control Unit (ECU) Production Value by Application (2019-2030) & (US\$ Million)

8.2.2 Global Motorcycle Engine Control Unit (ECU) Production Value Market Share by Application (2019-2030)

8.3 Global Motorcycle Engine Control Unit (ECU) Price by Application (2019-2030)

9 VALUE CHAIN AND SALES CHANNELS ANALYSIS OF THE MARKET

9.1 Motorcycle Engine Control Unit (ECU) Value Chain Analysis

9.1.1 Motorcycle Engine Control Unit (ECU) Key Raw Materials

9.1.2 Raw Materials Key Suppliers

9.1.3 Motorcycle Engine Control Unit (ECU) Production Mode & Process

9.2 Motorcycle Engine Control Unit (ECU) Sales Channels Analysis

9.2.1 Direct Comparison with Distribution Share

9.2.2 Motorcycle Engine Control Unit (ECU) Distributors

9.2.3 Motorcycle Engine Control Unit (ECU) Customers

10 GLOBAL MOTORCYCLE ENGINE CONTROL UNIT (ECU) ANALYZING MARKET DYNAMICS

10.1 Motorcycle Engine Control Unit (ECU) Industry Trends

10.2 Motorcycle Engine Control Unit (ECU) Industry Drivers

10.3 Motorcycle Engine Control Unit (ECU) Industry Opportunities and Challenges

10.4 Motorcycle Engine Control Unit (ECU) Industry Restraints

11 REPORT CONCLUSION

12 DISCLAIMER

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