

Report on the Chinese motorcycle industry

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Abstracts

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The Chinese motorcycle market has been undergoing massive changes in recent years. While higher living standards have gradually allowed for cars to phase out motorcycles, scooter production and sales continue rise in cities. Leisure motorcycles with exhausts over 250ml have been rapidly gaining in popularity

A total of XX Chinese manufacturers were recorded in 2018, with sales income amounting to XX billion CNY, a XX% growth over the previous year. The highest sales were recorded in Chongqing, Guangdong, Henan, Zhejiang and Jiangsu. The industry as a whole gained a total profit of XX billion CNY, a XX% growth over the previous year.

Political action to limit motorcycles in cities however is leading to mounting pressure for the industry, with limits being imposed in over 100 different cities across the nation. Changes in customer attitude have also led manufacturers to emphasize differentiation and quality instead of lower prices to attract customers.

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