

Global Motorcycle Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Motorcycle market size will reach 301.45 Million USD in 2025 and is projected to reach 399.10 Million USD by 2032, with a CAGR of 4.09% (2025-2032). Notably, the China Motorcycle market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

A motorcycle, often referred to as a motorbike or simply a bike, is a two-wheeled vehicle that is powered by an internal combustion engine. It is designed for personal transportation and offers a thrilling and efficient mode of travel on roads. Motorcycles are typically equipped with a powerful engine, a frame to support the rider, handlebars for steering, and two wheels with tires. They come in various types, including sports bikes, cruisers, touring bikes, and off-road bikes, each designed for different riding styles and purposes. Motorcycles are known for their agility, maneuverability, and acceleration, allowing riders to navigate through traffic and enjoy a sense of freedom on the road. They provide a cost-effective and fuel-efficient means of transportation, particularly for commuting and recreational purposes, and are popular among enthusiasts who appreciate the thrill and excitement of riding on two wheels. Safety gear, such as helmets, protective clothing, and gloves, is essential when riding a motorcycle to ensure the rider's safety.

The major global manufacturers of Motorcycle include Jiangmen Dachangjiang, Lifan

Industry, Loncin Motor, Zongshen Industrial, BMW, Hero MotoCorp, Honda, Kawasaki, Suzuki, Yamaha, Harley-Davidson and Polaris, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Motorcycle. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Motorcycle market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Motorcycle market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Motorcycle industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Motorcycle Include:

Jiangmen Dachangjiang

Lifan Industry

Loncin Motor

Zongshen Industrial

BMW

Hero MotoCorp

Honda

Kawasaki

Suzuki

Yamaha

Harley-Davidson and Polaris

Motorcycle Product Segment Include:

Light Motorcycle

Motorcycle

Motorcycle Product Application Include:

Private

Game

Other

Chapter Scope

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

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