

# Motorcycle and Scooter Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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## Abstracts

The Global Motorcycle And Scooter Market was valued at USD 178.1 billion in 2024 and is estimated to grow at a CAGR of 6.1% to reach USD 317.3 billion by 2034. This market is undergoing major changes due to evolving urban transportation needs, rising awareness around sustainability, and shifting preferences among younger demographics. Electric variants are gaining steady traction as consumers prioritize environmental consciousness and benefit from government incentives supporting green transportation. Urban congestion and the need for cost-efficient, compact mobility options are fueling demand for two-wheelers.

Manufacturers are enhancing the appeal of motorcycles and scooters by incorporating modern features such as GPS, mobile connectivity, and diagnostic capabilities. Additionally, trends in lightweight construction, sleek aesthetics, and ergonomic design are drawing in a younger customer base. New business models like vehicle subscription services and ridesharing options are slowly reshaping how people access personal mobility in metropolitan areas. The aftermarket is also evolving, with increasing demand for rider-specific customization, performance upgrades, and enhanced safety components, and further driving consumer engagement with the two-wheeler segment.

In 2024, internal combustion engine (ICE) models held approximately 70% market share and are forecast to expand at a CAGR of over 5% from 2025 to 2034. While electric two-wheelers are steadily rising in popularity, traditional petrol-powered vehicles remain the preferred choice among many riders. The widespread availability of fueling infrastructure, well-established mechanical reliability, and superior range for longer rides are key reasons ICE vehicles continue to dominate global sales volumes. The momentum behind conventional engines demonstrates that, for now, they continue to

meet the expectations of many consumers worldwide.

Motorcycles remained the leading product category in 2024, accounting for 81% share. This segment is expected to grow at a CAGR of 6% through 2034. In numerous global regions, particularly in emerging economies, motorcycles represent the most practical and economical means of daily transportation. With standard engine capacities ranging between 100cc and 250cc, these bikes serve as essential mobility tools for millions of commuters. A large share of global production originates from the Asia Pacific, where affordability and functional utility are major purchasing factors.

India Motorcycle and Scooter Market held 22% share and generated USD 29.6 billion in 2024. As the top global manufacturer of motorcycles, India contributes roughly 15–20% of worldwide two-wheeler production, with approximately 28 million units built in FY 2024. Unlike in mature markets, where motorcycles often serve recreational or luxury roles, Indian consumers rely on them for everyday use. Here, critical buying decisions are shaped by considerations like cost-efficiency, mileage, ease of maintenance, and day-to-day reliability.

Leading players shaping the Global Motorcycle and Scooter Market include Classic Legends, Hero, TVS, Piaggio, Yamaha, Suzuki, Honda, Bajaj Motorcycles, OLA, and ATHER. Top manufacturers in the motorcycle and scooter industry are reinforcing their market position by focusing on innovation, localization, and product diversification. They are expanding their electric vehicle portfolios to align with sustainability goals and growing consumer interest in cleaner mobility. Investment in smart connectivity features and safety technology is helping brands enhance user experience and brand differentiation. Many are strengthening their domestic and export footprints by establishing regional manufacturing hubs to reduce logistics costs and meet local demand efficiently. Partnerships with tech firms and mobility platforms are creating new revenue streams through subscription models and shared mobility solutions.

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