

US Motorcycles and Scooters Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

US Motorcycles And Scooters Market was valued at USD 8.9 billion in 2024 and is estimated to grow at a CAGR of 4.6% to reach USD 13.6 billion by 2034. Two-wheelers continue to serve as a key component of the US mobility landscape, supporting everything from daily city commutes to recreational travel and urban commercial deliveries. This market includes a wide array of vehicle types, such as cruisers, touring bikes, standard motorcycles, sport models, and increasingly, electric motorcycles and scooters designed for efficient navigation in urban environments. The rising influence of micromobility is reshaping city transport systems, with local governments integrating motorcycles and scooters into urban planning.

Shared fleets, designated parking, and first- and last-mile connections are making these vehicles more accessible in crowded metro regions. Electric variants are gaining traction as federal and state incentives, including rebates and tax benefits, encourage both individuals and commercial users to switch to eco-friendly transportation. With environmental priorities becoming more prominent, adoption of electric two-wheelers continues to rise, further supported by city-led initiatives aimed at reducing emissions and congestion while expanding affordable mobility solutions.

The motorcycles segment held 87% share, generating USD 7.8 billion in 2024. This category includes a range of styles from cruisers and touring bikes to sport and standard models, offering versatility for long-distance rides, lifestyle-oriented use, and highway capability. Their powerful engines and road performance distinguish them from scooters, making them suitable for various personal and commercial applications.

The internal combustion engine (ICE) vehicles held a 90% share in 2024 and is

projected to grow at a CAGR of 1.8% through 2034. ICE two-wheelers continue to appeal to riders across the country due to the established fueling infrastructure and rider familiarity. While regulations targeting emissions from ICE vehicles are gradually evolving, these models remain the most widely adopted in the US market.

California Motorcycles and Scooters Market generated USD 1.26 billion in 2024, capturing 50% share. The state benefits from favorable terrain, an active lifestyle culture, and progressive transportation policies focused on sustainability. With the highest number of registered motorcycles in the nation, California continues to shape trends in both traditional and electric two-wheeler adoption.

Key manufacturers influencing the US Motorcycles and Scooters Market include Yamaha, Honda, Harley-Davidson, Triumph, BMW, KTM, Suzuki, Indian Motorcycle, Ducati, and Kawasaki. Manufacturers in the US motorcycles and scooters market are leveraging several strategies to strengthen their competitive edge. A major focus lies in expanding electric vehicle offerings to cater to eco-conscious consumers and capitalize on incentive-driven demand. Companies are enhancing vehicle performance and integrating smart features such as app-based connectivity, diagnostics, and GPS to appeal to tech-savvy riders. Collaborations with ride-sharing platforms and retail financing services are being used to increase accessibility and user reach. Regional expansion through dealership networks, localized marketing campaigns, and after-sales services ensures deeper market penetration.

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