

Motorcycle Rental Market Size, Share & Trends Analysis Report By Product (Commuter Motorcycles, Luxury Motorcycles), By Type (Off Road, On Road), By Application (Tourism, Commute), By Region, and Segment Forecasts, 2025 - 2030

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Abstracts

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Motorcycle Rental Market Size & Trends

The global motorcycle rental market size was estimated at USD 385.2 million in 2024 and is projected to grow at a CAGR of 10.6% from 2025 to 2030. Rising traffic congestion in large cities worldwide has become a primary factor in encouraging more people to turn to rental motorcycles as a reliable way to navigate urban areas. Furthermore, considering the environmental concerns and rising consciousness pertaining to air pollution and its adverse effects on health, there is a growing inclination towards renting electric vehicles among rental customers. Key players are gradually transitioning from conventional petrol motorcycles to electric vehicles.

Social media has emerged as a significant tool in influencing adventure travelers and amplifying trends in the adventure motorcycle rental industry. The demand for off-road motorcycles and luxury brand motorcycles is an emerging segment in the rental market.

The demand for off-road motorcycling has been experiencing a notable rise owing to demographic shifts, technological advancements, and changing travel preferences. Modern off-road motorcycles offer a more reliable and comfortable experience, completely equipped with technology that enhances the riding experience.

Drivers, Opportunities & Restraints

The rising popularity of motorcycle tourism is significantly driving the growth of the market over the forecast period. Motorcycle tourism has emerged as a popular trend among travelers seeking adventurous and unique experiences. The desire to explore scenic landscapes, coupled with the thrill of riding, has boosted the demand for motorcycle rentals globally.

The many challenges faced by urban mobility due to land restrictions and the immense increase in daily commuters are also positively shifting preference towards commuter motorcycle rental. Rental services cater to urban mobility needs by offering flexible and cost-effective solutions for city dwellers and tourists alike, who prefer not to invest in ownership.

Moreover, technology has played a significant role in the growth of the motorcycle rental industry, from the development of user-friendly mobile applications that simplify the rental process to the integration of GPS and other tracking technologies that enhance the safety and experience for renters.

Global Motorcycle Rental Market Report Segmentation

This report forecasts revenue growth at global, regional & country levels and provides an analysis on the industry trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the global motorcycle rental market based on product, type, application, and region:

Product Outlook (Revenue, USD Million, 2018 - 2030)

Commuter Motorcycles

Luxury Motorcycles

Type Outlook (Revenue, USD Million, 2018 - 2030)

Off Road

On Road

Application Outlook (Revenue, USD Million, 2018 - 2030)

Tourism

Commute

Regional Outlook (Revenue, USD Million, 2018 - 2030)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Asia Pacific

Japan

China

India

Australia

South Korea

Latin America

Brazil

Argentina

Middle East & Africa

South Africa

Saudi Arabia

UAE

Companies Mentioned

Aloha Motorsports
Krabi Moto Rentals
Edelweiss Bike Travel
Harley-Davidson Inc.
J.C. Bromac Corporation
IMTBIKE TOURS SL
Kizuki Co. Ltd.
Orange and Black
Rentrip Services Pvt Ltd.
AutoEurope LLC
West Coast Motorcycle Hire
Riders Share Inc.
SMTOURS d.o.o.
Hertz Global Holdings Inc.

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