

# The 2023-2028 Outlook for Electric Scooter and Motorcycles in Japan

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## Abstracts

This study covers the latent demand outlook for electric scooter and motorcycles across the prefectures and cities of Japan. Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given across over 1,000 cities in Japan. For each city in question, the percent share the city is of its prefecture and of Japan as a whole is reported. These comparative benchmarks allow the reader to quickly gauge a city vis-à-vis others. This statistical approach can prove very useful to distribution and/or sales force strategies. Using econometric models which project fundamental economic dynamics within each prefecture and city, latent demand estimates are created for electric scooter and motorcycles. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved.

In this report we define the sales of electric scooter and motorcycles as including all commonly understood products and/or services falling within this broad category, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include Aima Technology Group Company, Alta Motors, Ampere Vehicles, Askoll EVA SpA, Ather Energy, Avan Motors India, Avon Cycles, Bajaj Auto, BMW, Cezeta, Dongguan Tailing Electric Vehicle Company, Electrotherm, emco electroroller GmbH, Emflux Motors, Energica Motor Company, ETRIX AG, Gogoro, GOVECS, Harley Davidson, Hero Electric, Honda Motor Company, Jiangsu Xinri E—Vehicle Company, Ltd., Johammer E-Mobilty GmbH, KTM, KWANG Yang Motor Company, Lightning Motors, Lohia Auto Industries, Mahindra and Mahindra, NIU International, Okinawa Autotech Pvt, Piaggio & C., Razor USA, Scutum Logistic S.L., Segway, Shandong Incalcu Electric Vehicle Company, Terra Motors, TORROT ELECTRIC

Europa SA, TVS Motor Company, Twenty Two Motors Private, Ltd., unu GmbH, Vmoto, Yadea Group Holding, Ltd., Z Electric Vehicle, and Zhejiang Luyuan Electric Vehicle Company. In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was considered in defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).

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