

The 2023 Report on Electric Scooter and Motorcycles: World Market Segmentation by City

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Abstracts

This report was created for global strategic planners who cannot be content with traditional methods of segmenting world markets. With the advent of a 'borderless world', cities become a more important criteria in prioritizing markets, as opposed to regions, continents, or countries. This report covers the top 2,000 cities in over 200 countries. It does so by reporting the estimated market size (in terms of latent demand) for each major city of the world. It then ranks these cities and reports them in terms of their size as a percent of the country where they are located, their geographic region (e.g. Africa, Asia, Europe, Middle East, North America, Latin America), and the total world market.

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-Mobility 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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