

Motorcycle Rental Market Report by Type (Luxury Motorcycle, Common Motorcycle), Booking Channel (Websites, Apps), Application (Motorcycle Tourism, Commutes), and Region 2024-2032

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Abstracts

The global motorcycle rental market size reached US\$ 232.2 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 563.3 Million by 2032, exhibiting a growth rate (CAGR) of 10.04% during 2024-2032. The easy availability of a wide range of luxury motorbikes at affordable rental fees, the accelerating purchasing cost of luxury bikes and two-wheelers, and the development of energy-efficient e-bikes represent some of the key factors driving the market.

Motorcycle rental is a service that provides individuals with the opportunity to rent motorcycles for a set period and return them when their usage period is over. Bike stores and garages offer rental services usually on an hourly, daily, weekly, or sometimes monthly basis in addition to their main sales and service businesses. Renting motorcycles allows users to ride without the hassle and responsibilities associated with ownership. Additionally, numerous companies specialize in offering motorcycle rentals due to cost advantages. The main target audience for motorcycle rental is people without access to their own motorcycles, usually tourists or travelers. It is common for motorcycle rental businesses to operate near beaches, parks, or other locations that are popular with tourists. Also, motorcycle rental businesses cater to local people who want to explore new places, which is fueling the demand for the service.

Motorcycle Rental Market Trends:

The easy availability of a wide range of luxury motorbikes at affordable rental fees is a significant factor driving the growth of the market. This can be attributed to the accelerating purchasing cost of luxury bikes and two-wheelers. In line with this, the

emerging trend of motorcycle tours across tourist destinations is providing an impetus to the market. The shifting preference of consumers toward rental services instead of buying due to the enhanced convenience and no maintenance is acting as another significant factor propelling the market. The rising popularity of numerous motorcycle racing activities across the globe is also impacting the market positively. Moreover, the increasing usage of online portals for reservations of trips and bookings is expected to provide lucrative growth opportunities in the market. Besides this, considerable expansion in the automotive industry resulting in the development of energy-efficient e-bikes is also resulting in a higher product uptake on the global level. Continual innovations, such as level 2 automation resulting in the integration of active safety systems and driver assistance by vehicle OEMs in motorcycles, is creating a positive outlook for the market. Some of the other factors contributing to the market include rapid urbanization, inflating disposable income levels, the growing millennial population taking up adventurous activities, and innovative marketing strategies adopted by major market players.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global motorcycle rental market, along with forecasts at the global, regional, and country level from 2024-2032. Our report has categorized the market based on type, booking channel, and application.

Type Insights:

Luxury Motorcycle

Common Motorcycle

The report has provided a detailed breakup and analysis of the motorcycle rental market based on the type. This includes luxury and common motorcycles. According to the report, common motorcycles represented the largest segment.

Booking Channel Insights:

Websites

Apps

A detailed breakup and analysis of the motorcycle rental market based on the booking channel has also been provided in the report. This includes websites and apps. According to the report, apps accounted for the largest market share.

Application Insights:

Motorcycle Tourism
Commutes

A detailed breakup and analysis of the motorcycle rental market based on the application has also been provided in the report. This includes motorcycle tourism and commutes. According to the report, motorcycle tourism accounted for the largest market share.

Regional Insights:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional

markets that include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Asia Pacific was the largest market for motorcycle rental. Some of the factors driving the Asia Pacific motorcycle rental market include the rising popularity of numerous motorcycle racing activities across the region, the emerging trend of motorcycle tours across tourist destinations, and extensive research and development (R&D) in the manufacturing of energy-efficient e-bikes.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global motorcycle rental market. Detailed profiles of all major companies have also been provided. Some of the companies covered include Adriatic Moto Tours, EagleRider, Harley-Davidson Inc., MotoQuest, Motorroads, Rental 819 (Kizuki Rental Service), The Hertz Corporation, WickedRide Adventure Services Pvt. Ltd., etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report:

How has the global motorcycle rental market performed so far and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global motorcycle rental market?

What are the key regional markets?

Which countries represent the most attractive motorcycle rental market?

What is the breakup of the market based on the type?

What is the breakup of the market based on the booking channel?

What is the breakup of the market based on application?

What is the competitive structure of the global motorcycle rental market?

Who are the key players/companies in the global motorcycle rental market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL MOTORCYCLE RENTAL MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY TYPE

- 6.1 Luxury Motorcycle
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Common Motorcycle
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast

7 MARKET BREAKUP BY BOOKING CHANNEL

7.1 Websites

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Apps

7.2.1 Market Trends

7.2.2 Market Forecast

8 MARKET BREAKUP BY APPLICATION

8.1 Motorcycle Tourism

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Commutes

8.2.1 Market Trends

8.2.2 Market Forecast

9 MARKET BREAKUP BY REGION

9.1 North America

9.1.1 United States

9.1.1.1 Market Trends

9.1.1.2 Market Forecast

9.1.2 Canada

9.1.2.1 Market Trends

9.1.2.2 Market Forecast

9.2 Asia-Pacific

9.2.1 China

9.2.1.1 Market Trends

9.2.1.2 Market Forecast

9.2.2 Japan

9.2.2.1 Market Trends

9.2.2.2 Market Forecast

9.2.3 India

9.2.3.1 Market Trends

9.2.3.2 Market Forecast

9.2.4 South Korea

9.2.4.1 Market Trends

- 9.2.4.2 Market Forecast
- 9.2.5 Australia
 - 9.2.5.1 Market Trends
 - 9.2.5.2 Market Forecast
- 9.2.6 Indonesia
 - 9.2.6.1 Market Trends
 - 9.2.6.2 Market Forecast
- 9.2.7 Others
 - 9.2.7.1 Market Trends
 - 9.2.7.2 Market Forecast
- 9.3 Europe
 - 9.3.1 Germany
 - 9.3.1.1 Market Trends
 - 9.3.1.2 Market Forecast
 - 9.3.2 France
 - 9.3.2.1 Market Trends
 - 9.3.2.2 Market Forecast
 - 9.3.3 United Kingdom
 - 9.3.3.1 Market Trends
 - 9.3.3.2 Market Forecast
 - 9.3.4 Italy
 - 9.3.4.1 Market Trends
 - 9.3.4.2 Market Forecast
 - 9.3.5 Spain
 - 9.3.5.1 Market Trends
 - 9.3.5.2 Market Forecast
 - 9.3.6 Russia
 - 9.3.6.1 Market Trends
 - 9.3.6.2 Market Forecast
 - 9.3.7 Others
 - 9.3.7.1 Market Trends
 - 9.3.7.2 Market Forecast
- 9.4 Latin America
 - 9.4.1 Brazil
 - 9.4.1.1 Market Trends
 - 9.4.1.2 Market Forecast
 - 9.4.2 Mexico
 - 9.4.2.1 Market Trends
 - 9.4.2.2 Market Forecast

9.4.3 Others

9.4.3.1 Market Trends

9.4.3.2 Market Forecast

9.5 Middle East and Africa

9.5.1 Market Trends

9.5.2 Market Breakup by Country

9.5.3 Market Forecast

10 DRIVERS, RESTRAINTS, AND OPPORTUNITIES

10.1 Overview

10.2 Drivers

10.3 Restraints

10.4 Opportunities

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

12.1 Overview

12.2 Bargaining Power of Buyers

12.3 Bargaining Power of Suppliers

12.4 Degree of Competition

12.5 Threat of New Entrants

12.6 Threat of Substitutes

13 PRICE ANALYSIS

14 COMPETITIVE LANDSCAPE

14.1 Market Structure

14.2 Key Players

14.3 Profiles of Key Players

14.3.1 Adriatic Moto Tours

14.3.1.1 Company Overview

14.3.1.2 Product Portfolio

14.3.2 EagleRider

14.3.2.1 Company Overview

14.3.2.2 Product Portfolio

- 14.3.3 Harley-Davidson Inc.
 - 14.3.3.1 Company Overview
 - 14.3.3.2 Product Portfolio
 - 14.3.3.3 Financials
 - 14.3.3.4 SWOT Analysis
- 14.3.4 MotoQuest
 - 14.3.4.1 Company Overview
 - 14.3.4.2 Product Portfolio
- 14.3.5 Motoroads
 - 14.3.5.1 Company Overview
 - 14.3.5.2 Product Portfolio
- 14.3.6 Rental 819 (Kizuki Rental Service)
 - 14.3.6.1 Company Overview
 - 14.3.6.2 Product Portfolio
- 14.3.7 The Hertz Corporation
 - 14.3.7.1 Company Overview
 - 14.3.7.2 Product Portfolio
- 14.3.8 WickedRide Adventure Services Pvt. Ltd.
 - 14.3.8.1 Company Overview
 - 14.3.8.2 Product Portfolio

Kindly, note that this only represents a partial list of companies, and the complete list has been provided in the report

List Of Tables

LIST OF TABLES

Table 1: Global: Motorcycle Rental Market: Key Industry Highlights, 2023 & 2032

Table 2: Global: Motorcycle Rental Market Forecast: Breakup by Type (in Million US\$), 2024-2032

Table 3: Global: Motorcycle Rental Market Forecast: Breakup by Booking Channel (in Million US\$), 2024-2032

Table 4: Global: Motorcycle Rental Market Forecast: Breakup by Application (in Million US\$), 2024-2032

Table 5: Global: Motorcycle Rental Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 6: Global: Motorcycle Rental Market: Competitive Structure

Table 7: Global: Motorcycle Rental Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Motorcycle Rental Market: Major Drivers and Challenges

Figure 2: Global: Motorcycle Rental Market: Sales Value (in Million US\$), 2018-2023

Figure 3: Global: Motorcycle Rental Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 4: Global: Motorcycle Rental Market: Breakup by Type (in %), 2023

Figure 5: Global: Motorcycle Rental Market: Breakup by Booking Channel (in %), 2023

Figure 6: Global: Motorcycle Rental Market: Breakup by Application (in %), 2023

Figure 7: Global: Motorcycle Rental Market: Breakup by Region (in %), 2023

Figure 8: Global: Motorcycle Rental (Luxury Motorcycle) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 9: Global: Motorcycle Rental (Luxury Motorcycle) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 10: Global: Motorcycle Rental (Common Motorcycle) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 11: Global: Motorcycle Rental (Common Motorcycle) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 12: Global: Motorcycle Rental (Websites) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 13: Global: Motorcycle Rental (Websites) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 14: Global: Motorcycle Rental (Apps) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 15: Global: Motorcycle Rental (Apps) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 16: Global: Motorcycle Rental (Motorcycle Tourism) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 17: Global: Motorcycle Rental (Motorcycle Tourism) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 18: Global: Motorcycle Rental (Commutes) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 19: Global: Motorcycle Rental (Commutes) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 20: North America: Motorcycle Rental Market: Sales Value (in Million US\$), 2018 & 2023

Figure 21: North America: Motorcycle Rental Market Forecast: Sales Value (in Million

US\$), 2024-2032

Figure 22: United States: Motorcycle Rental Market: Sales Value (in Million US\$), 2018 & 2023

Figure 23: United States: Motorcycle Rental Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 24: Canada: Motorcycle Rental Market: Sales Value (in Million US\$), 2018 & 2023

Figure 25: Canada: Motorcycle Rental Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 26: Asia-Pacific: Motorcycle Rental Market: Sales Value (in Million US\$), 2018 & 2023

Figure 27: Asia-Pacific: Motorcycle Rental Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 28: China: Motorcycle Rental Market: Sales Value (in Million US\$), 2018 & 2023

Figure 29: China: Motorcycle Rental Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 30: Japan: Motorcycle Rental Market: Sales Value (in Million US\$), 2018 & 2023

Figure 31: Japan: Motorcycle Rental Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 32: India: Motorcycle Rental Market: Sales Value (in Million US\$), 2018 & 2023

Figure 33: India: Motorcycle Rental Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 34: South Korea: Motorcycle Rental Market: Sales Value (in Million US\$), 2018 & 2023

Figure 35: South Korea: Motorcycle Rental Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 36: Australia: Motorcycle Rental Market: Sales Value (in Million US\$), 2018 & 2023

Figure 37: Australia: Motorcycle Rental Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 38: Indonesia: Motorcycle Rental Market: Sales Value (in Million US\$), 2018 & 2023

Figure 39: Indonesia: Motorcycle Rental Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 40: Others: Motorcycle Rental Market: Sales Value (in Million US\$), 2018 & 2023

Figure 41: Others: Motorcycle Rental Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 42: Europe: Motorcycle Rental Market: Sales Value (in Million US\$), 2018 & 2023

Figure 43: Europe: Motorcycle Rental Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 44: Germany: Motorcycle Rental Market: Sales Value (in Million US\$), 2018 & 2023

Figure 45: Germany: Motorcycle Rental Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 46: France: Motorcycle Rental Market: Sales Value (in Million US\$), 2018 & 2023

Figure 47: France: Motorcycle Rental Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 48: United Kingdom: Motorcycle Rental Market: Sales Value (in Million US\$), 2018 & 2023

Figure 49: United Kingdom: Motorcycle Rental Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 50: Italy: Motorcycle Rental Market: Sales Value (in Million US\$), 2018 & 2023

Figure 51: Italy: Motorcycle Rental Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 52: Spain: Motorcycle Rental Market: Sales Value (in Million US\$), 2018 & 2023

Figure 53: Spain: Motorcycle Rental Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 54: Russia: Motorcycle Rental Market: Sales Value (in Million US\$), 2018 & 2023

Figure 55: Russia: Motorcycle Rental Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 56: Others: Motorcycle Rental Market: Sales Value (in Million US\$), 2018 & 2023

Figure 57: Others: Motorcycle Rental Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 58: Latin America: Motorcycle Rental Market: Sales Value (in Million US\$), 2018 & 2023

Figure 59: Latin America: Motorcycle Rental Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 60: Brazil: Motorcycle Rental Market: Sales Value (in Million US\$), 2018 & 2023

Figure 61: Brazil: Motorcycle Rental Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 62: Mexico: Motorcycle Rental Market: Sales Value (in Million US\$), 2018 & 2023

Figure 63: Mexico: Motorcycle Rental Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 64: Others: Motorcycle Rental Market: Sales Value (in Million US\$), 2018 & 2023

Figure 65: Others: Motorcycle Rental Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 66: Middle East and Africa: Motorcycle Rental Market: Sales Value (in Million US\$), 2018 & 2023

Figure 67: Middle East and Africa: Motorcycle Rental Market: Breakup by Country (in %), 2023

Figure 68: Middle East and Africa: Motorcycle Rental Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 69: Global: Motorcycle Rental Industry: Drivers, Restraints, and Opportunities

Figure 70: Global: Motorcycle Rental Industry: Value Chain Analysis

Figure 71: Global: Motorcycle Rental Industry: Porter's Five Forces Analysis

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