

Global Motorcycle Industry 2012-2017: Trend, Profit, and Forecast Analysis, June 2012

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Abstracts

According to this report, the global motorcycle industry has witnessed high growth during the last five years and is expected to continue its growth momentum and reach an estimated US \$93.7 billion in 2017 with a CAGR of 4.9% over the next five years. The global scooter market witnessed robust growth in 2010-2011 due to strong recovery in vehicle sales, advanced technology, and redesigning of products.

The global motorcycle industry has witnessed high growth during the last five years and is expected to continue its growth momentum and reach an estimated US \$93.7 billion in 2017 with a CAGR of 4.9% over the next five years. The global scooter market witnessed robust growth in 2010-2011 due to strong recovery in vehicle sales, advanced technology, and redesigning of products.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis of the global two wheeler industry and presents its findings in 'Global Motorcycle Industry 2012-2017: Trend, Profit, and Forecast Analysis.' This report provides an in-depth analysis of the current sales trend of the top two wheeler manufacturing companies.

In this study, Lucintel contours the following segments with detailed and competitive assessment:

Motorcycle

Moped

Scooter

The key challenge faced by this industry was brought by the earthquake in Japan and the disruptions caused in European region in 2011. Severe pricing pressures and shrinking margins, rising fuel prices and higher interest rates, and product substitutes due to emergence of new technologies were the major concerns for industry players in 2011, but the high demand for sports motorcycles in developing countries such as India, China, and other global countries has helped this industry. New innovations, the evolution of technology, and favorable demographic profiles also contributed to the growth factors. Over the years, the industry is expected to witness technical challenges to achieve cost effectiveness, emission regulations, and intense pressure from domestic players.

This study provides the industry leaders a brief summary of the world's top motorcycle manufacturing companies. This report is a comparison of the global companies, their demographical profile, market trends, financial measures, emerging corporate strategies, and a complete market overview. It also guides the leading industries to evaluate their overall approach against their current competitors. The report is a blueprint to the executives with important competitor information, data, clairvoyance, and analysis of the critical developments, innovations, and implementations of effective market craft.

This comprehensive guide from Lucintel provides readers with valuable information and the tools needed to successfully drive critical business decisions with a thorough understanding of the market's potential. This report will save Lucintel clients hundreds of hours in personal research time on a global market and it offers significant benefits in expanding business opportunities throughout the global motorcycle industry analysis. In a fast-paced ever-changing world, business leaders need every advantage available to them in a timely manner to drive change in the market and to stay ahead of their competition. This report provides business leaders with a keen advantage in this regard by making them aware of emerging trends and demand requirements on an annual basis.

To make any investment or strategic decision, you need adequate and timely information. This market report fulfills this core need. **Some of the features of this market report are:**

Industry size estimates in terms of (US \$) value by regions and by segments

Global motorcycle industry annual trend (2006-2011) and forecast (2012-2017)

Porter's Five Force analysis

New product launch and merger and acquisition activity in global motorcycle industry analysis

Quarterly demand trend (Q1 2010-Q4 2011)and forecast analysis (Q1 2012 Q4 2012) for global motorcycle industry

Gross and net profit trends in the global motorcycle industry analysis

Cost structure trend in the global as well as regional motorcycle industry analysis

More than 45 valuable figures and charts and 10 tables are provided in this report

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