

Top Five Global Motorcycle Companies: Performance, Strategies, and Competitive Analysis, August 2013

<https://marketpublishers.com/r/TB6DD36BF00EN.html>

Date: August 2013

Pages: 0

Price: US\$ 1,980.00 (Single User License)

ID: TB6DD36BF00EN

Abstracts

Lucintel observes the evolving of the global motorcycle industry, competitive landscape, and corporate and marketing strategies adopted by the motorcycle companies as some of the factors to have remarkably impacted the global motorcycle industry dynamics. The market witnessed splendid growth during 2006-2011 but is likely to grow with reduced pace to reach an estimated \$93.67 billion by 2017.

Lucintel, a leading global management consulting and market research firm, has analyzed the top five global motorcycle companies and offers its findings in a comprehensive research report in “Top Five Global Motorcycle Companies: Performance, Strategies, and Competitive Analysis”.

The competitive landscape of the global motorcycle industry has had fluctuations over the last five years which affected the top five companies. The motorcycle industry consists of all classes of on-and-off road motorcycles including scooters and mopeds. Developing regions, such as Asia and Latin America, which perceive two-wheelers as a basic mode of transportation, are expected to remain the most promising markets for scooters, light motorcycles, and mopeds. A combination of factors such as demographic condition, economic condition, and environmental regulations is seen to have important impact on market dynamics.

Lucintel found that the market size or revenue, average operating profit, average net profit, and annual growth rate are some of the driving forces of these companies. Buyers power, degree of competition, and threats of new entrants and substitutes also affect this market. Following are the top five companies of the global motorcycle industry:

Honda Motor Company Limited

Yamaha Motor Company Limited

Hero MotoCorp Limited

Bajaj Auto Limited

Harley-Davidson Incorporation

This discussion is limited to a comparative analysis of the subject companies along with their respective company overviews, their geographic footprints, financial metrics, market definition and scope, market performance, market strategies and corporate cultures, business structure, and SWOT analysis. The data and analysis found in this report can be utilized for a variety of functional business reasons, including: Business Development, Strategic Planning, Determination of Market Size and Trends, Competitive Analysis, Investment Decisions, and Joint Product Development.

This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business opportunities in top five global motorcycle manufacturers. In today's chaotic economy, you need every advantage that you can find to keep ahead in your business

Features of This Report:

In Lucintel's newest competitive research study on the world's top five global motorcycle manufacturer, we have thoroughly profiled following five companies with detailed competitive assessments:

Top Five Global Motorcycle Companies: Performance, Strategies, and Competitive Analysis

Honda Motor Company Limited

Yamaha Motor Company Limited

Hero MotoCorp Limited

Bajaj Auto Limited

Harley–Davidson Incorporation

The detailed analysis of each company offers a critical view into key strategic areas, including:

Company overview

Benchmarking (financial & market)

SWOT analysis

Product positioning

Marketing strategy and tactics

Corporate strategy

To make any investment, business or strategic decisions, you need adequate and timely information. This market report fulfills this core need. This is an indispensable reference guide for industry executives who are dealing global motorcycle industry. Some of the features of this multiclient market intelligence report are:

Market size estimates in terms of (US \$) value by segments of the global motorcycle industry.

Regional analysis: global motorcycle industry breakdown by key regions (e.g., North America, Europe, APAC and ROW)

Market trends, drivers and forecasts

Competitive benchmarking of each players against their financial & market strength

Global and regional market share estimates for the top players

Product line overview and positioning of top players

SWOT analysis of the leaders

Marketing strategy and tactics

Corporate strategy

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