

# Motorcycles in Italy - Market Summary, Competitive Analysis and Forecast to 2025

<https://marketpublishers.com/r/MA188D31FBA6EN.html>

Date: June 2021

Pages: 53

Price: US\$ 350.00 (Single User License)

ID: MA188D31FBA6EN

## Abstracts

Motorcycles in Italy - Market @Summary, Competitive Analysis and Forecast to 2025

### SUMMARY

Motorcycles in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The motorcycles market consists of all classes of on%li%and off-road motorcycles including scooters and mopeds.

The Italian motorcycles market had total revenues of \$1.7bn in 2020, representing a compound annual growth rate (CAGR) of 3.3% between 2016 and 2020.

Market consumption volume increased with a CAGR of 2.1% between 2016 and 2020, to reach a total of 0.2 million units in 2020.

The value of the Italian motorcycles market declined by 5.2% in 2020 as a result of the COVID-19 pandemic which reduced the volume of sales.

### SCOPE

Save time carrying out entry-level research by identifying the size, growth, and leading players in the motorcycles market in Italy

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the motorcycles market in Italy

Leading company profiles reveal details of key motorcycles market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Italy motorcycles market with five year forecasts

## **REASONS TO BUY**

What was the size of the Italy motorcycles market by value in 2020?

What will be the size of the Italy motorcycles market in 2025?

What factors are affecting the strength of competition in the Italy motorcycles market?

How has the market performed over the last five years?

How large is Italy's motorcycles market in relation to its regional counterparts?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value
- 3.2. Market volume

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast
- 5.2. Market volume forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power

- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Market share
- 7.2. Who are the leading players and what are their offerings?
- 7.3. What strategies do the leading players follow?
- 7.4. What are the competitive advantages of leading players?
- 7.5. Which are the most significant recent events in the market?
- 7.6. What are the future strategies of leading players?

## **8 COMPANY PROFILES**

- 8.1. Honda Motor Co., Ltd.
- 8.2. Piaggio & C. S.p.A.
- 8.3. Yamaha Motor Co Ltd

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Italy motorcycles market value: \$ million, 2016-20
- Table 2: Italy motorcycles market volume: thousand units, 2016-20
- Table 3: Italy motorcycles market category segmentation: thousand units, 2020
- Table 4: Italy motorcycles market geography segmentation: \$ million, 2020
- Table 5: Italy motorcycles market value forecast: \$ million, 2020-25
- Table 6: Italy motorcycles market volume forecast: thousand units, 2020-25
- Table 7: Italy motorcycles market share: % share, by volume, 2020
- Table 8: Honda Motor Co., Ltd.: key facts
- Table 9: Honda Motor Co., Ltd.: Annual Financial Ratios
- Table 10: Honda Motor Co., Ltd.: Key Employees
- Table 11: Honda Motor Co., Ltd.: Key Employees Continued
- Table 12: Honda Motor Co., Ltd.: Key Employees Continued
- Table 13: Honda Motor Co., Ltd.: Key Employees Continued
- Table 14: Piaggio & C. S.p.A.: key facts
- Table 15: Piaggio & C. S.p.A.: Annual Financial Ratios
- Table 16: Piaggio & C. S.p.A.: Key Employees
- Table 17: Piaggio & C. S.p.A.: Key Employees Continued
- Table 18: Yamaha Motor Co Ltd: key facts
- Table 19: Yamaha Motor Co Ltd: Annual Financial Ratios
- Table 20: Yamaha Motor Co Ltd: Key Employees
- Table 21: Yamaha Motor Co Ltd: Key Employees Continued
- Table 22: Yamaha Motor Co Ltd: Key Employees Continued
- Table 23: Italy size of population (million), 2016-20
- Table 24: Italy gdp (constant 2005 prices, \$ billion), 2016-20
- Table 25: Italy gdp (current prices, \$ billion), 2016-20
- Table 26: Italy inflation, 2016-20
- Table 27: Italy consumer price index (absolute), 2016-20
- Table 28: Italy exchange rate, 2016-20

## List Of Figures

### LIST OF FIGURES

Figure 1: Italy motorcycles market value: \$ million, 2016-20

Figure 2: Italy motorcycles market volume: thousand units, 2016-20

Figure 3: Italy motorcycles market category segmentation: % share, by volume, 2020

Figure 4: Italy motorcycles market geography segmentation: % share, by value, 2020

Figure 5: Italy motorcycles market value forecast: \$ million, 2020-25

Figure 6: Italy motorcycles market volume forecast: thousand units, 2020-25

Figure 7: Forces driving competition in the motorcycles market in Italy, 2020

Figure 8: Drivers of buyer power in the motorcycles market in Italy, 2020

Figure 9: Drivers of supplier power in the motorcycles market in Italy, 2020

Figure 10: Factors influencing the likelihood of new entrants in the motorcycles market in Italy, 2020

Figure 11: Factors influencing the threat of substitutes in the motorcycles market in Italy, 2020

Figure 12: Drivers of degree of rivalry in the motorcycles market in Italy, 2020

Figure 13: Italy motorcycles market share: % share, by volume, 2020

## I would like to order

Product name: Motorcycles in Italy - Market Summary, Competitive Analysis and Forecast to 2025

Product link: <https://marketpublishers.com/r/MA188D31FBA6EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MA188D31FBA6EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970