

Motorcycles in Brazil

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Abstracts

Motorcycles in Brazil

Summary

Motorcycles in Brazil industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

Motorcycles market includes all on- and off-road motorcycles including scooters and mopeds. Mopeds are two-wheeled vehicles with an engine capacity of less than 50cc. They are generally equipped for both motorized and non-motorized propulsion and have a restricted maximum speed. Any powered two-wheeler that is not a moped is classified as a motorcycle (The term 'scooter' refers to a two-wheeler of any capacity that has its engine as part of the rear suspension and/or has a step-through chassis. Depending on its engine capacity, a scooter may be classified as either a moped or a motorcycle).

The Brazilian motorcycles market recorded revenues of \$6,957.0 million in 2024, representing a compound annual growth rate (CAGR) of 2.7% between 2019 and 2024.

Market consumption volumes declined with a negative CAGR of 1.4% between 2019 and 2024, reaching a total of 1,003.8 thousand units in 2024.

The growth of the Brazilian motorcycles market volume in 2024 was primarily

driven by the increase in disposable income. Additionally, consumer sentiment improved, as reflected in the steady rise of the Consumer Confidence Index, which climbed to 94.4 points in December 2024 from 92.3 in December 2023, according to the Instituto Brasileiro de Economia.

Scope

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

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

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 Brazil motorcycles market with five year forecasts

Reasons to Buy

What was the size of the Brazil motorcycles market by value in 2024?

What will be the size of the Brazil motorcycles market in 2029?

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

How has the market performed over the last five years?

What are the main segments that make up Brazil's motorcycles market?

Companies Mentioned

Honda Motor Co Ltd

Yamaha Motor Co Ltd

Bayerische Motoren Werke AG

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