

Microcars Market by Category (Kei Cars, A00, Neighborhood Electric Vehicles, Quadricycles), Power Output (40 kW), End-use Application, Kei Cars and Quadricycles (Propulsion and Classification), and Region - Global Forecast to 2032

https://marketpublishers.com/r/MDC4A94BD9FBEN.html

Date: May 2025

Pages: 228

Price: US\$ 4,950.00 (Single User License)

ID: MDC4A94BD9FBEN

Abstracts

The microcars market is projected to grow from USD 36.75 billion in 2025 to USD 49.00 billion by 2032 at a CAGR of 4.2%. The market is driven by the continuously increasing urbanization and the population shift from rural to urban areas. Additionally, the developments in electric & hybrid technologies from key OEMs in Asia and Europe would boost the demand for microcars during the forecast period.



Contents

1 INTRODUCTION

- 1.1 STUDY OBJECTIVES
- 1.2 MARKET DEFINITION
 - 1.2.1 MICROCAR SPECIFICATIONS, BY REGION/COUNTRY
 - 1.2.2 INCLUSIONS AND EXCLUSIONS
- 1.3 MARKET SCOPE
 - 1.3.1 YEARS CONSIDERED
- 1.4 CURRENCY CONSIDERED
- 1.5 UNITS CONSIDERED
- 1.6 STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
 - 2.1.1 SECONDARY DATA
 - 2.1.1.1 Secondary sources for base numbers and market size
 - 2.1.1.2 Key data from secondary sources
 - 2.1.2 PRIMARY DATA
 - 2.1.2.1 Primary participants
 - 2.1.2.2 Breakdown of primary interviews
 - 2.1.3 SAMPLING TECHNIQUES AND DATA COLLECTION METHODS
- 2.2 MARKET SIZE ESTIMATION
 - 2.2.1 BOTTOM-UP APPROACH
 - 2.2.2 TOP-DOWN APPROACH
- 2.3 DATA TRIANGULATION
- 2.4 FACTOR ANALYSIS
- 2.5 RESEARCH ASSUMPTIONS AND RISK ASSESSMENT
- 2.6 RESEARCH LIMITATIONS

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

- 4.1 ATTRACTIVE OPPORTUNITIES FOR PLAYERS IN ELECTRIC & HYBRID MICROCARS MARKET
- 4.2 MICROCARS MARKET, BY CATEGORY



- 4.3 MICROCARS MARKET, BY POWER OUTPUT
- 4.4 MICROCARS MARKET, BY END-USE APPLICATION
- 4.5 KEI CARS MARKET, BY PROPULSION
- 4.6 QUADRICYCLES MARKET, BY PROPULSION
- 4.7 QUADRICYCLES MARKET, BY CLASSIFICATION
- 4.8 MICROCARS MARKET, BY REGION

5 MARKET OVERVIEW

- 5.1 INTRODUCTION
- 5.2 MARKET DYNAMICS
 - 5.2.1 DRIVERS
 - 5.2.1.1 Rapid urbanization
 - 5.2.1.2 Ongoing developments in electric vehicle charging infrastructure
 - 5.2.2 RESTRAINTS
 - 5.2.2.1 Limited adoption in emerging economies due to high costs
 - 5.2.3 OPPORTUNITIES
 - 5.2.3.1 Advancements in connected car and related technologies
 - 5.2.3.2 Surge in demand for fast last-mile delivery
 - 5.2.3.3 Trend of mobility-sharing services
 - 5.2.4 CHALLENGES
 - 5.2.4.1 Consumer skepticism regarding safety and reliability
- 5.3 TECHNOLOGY ANALYSIS
 - 5.3.1 KEY TECHNOLOGY
 - 5.3.1.1 Connected vehicle technology
 - 5.3.2 COMPLEMENTARY TECHNOLOGY
 - 5.3.2.1 Active width adjustment technology
 - 5.3.3 ADJACENT TECHNOLOGY
 - 5.3.3.1 Drive-by-wire technology
- 5.4 USE CASE ANALYSIS
 - 5.4.1 MICRO PASSENGER VEHICLE FOR URBAN MOBILITY
 - 5.4.2 PERFORMANCE ASSESSMENT OF ELECTRIC MICROCAR
 - 5.4.3 INNOVATIVE SUPPLY CHAIN FOR SMART PRODUCT
- 5.5 TRENDS AND DISRUPTIONS IMPACTING CUSTOMER BUSINESS
- 5.6 PRICING ANALYSIS
 - 5.6.1 BY OEM
 - 5.6.2 BY REGION
- 5.7 ECOSYSTEM ANALYSIS
- 5.8 SUPPLY CHAIN ANALYSIS



- 5.9 PATENT ANALYSIS
- 5.10 REGULATORY LANDSCAPE
- 5.11 KEY CONFERENCES AND EVENTS, 2025-2026
- 5.12 KEY STAKEHOLDERS AND BUYING CRITERIA
 - 5.12.1 KEY STAKEHOLDERS IN BUYING PROCESS
 - 5.12.2 BUYING CRITERIA
- 5.13 OEM ANALYSIS
- 5.14 IMPACT OF US 2025 TARIFF: OVERVIEW
 - 5.14.1 KEY TARIFF RATES
- 5.14.2 COUNTRY-WISE TARIFF ON AUTOMOTIVE END-PRODUCTS AND

COMPONENTS

- 5.14.2.1 North America
 - 5.14.2.1.1 United States-Mexico-Canada Agreement (USMCA) Countries
- 5.14.2.2 Europe
 - 5.14.2.2.1 Germany
 - 5.14.2.2.2 UK
 - 5.14.2.2.3 Slovakia
- 5.14.2.2.4 Belgium
- 5.14.2.2.5 Other countries
- 5.14.2.3 Asia
 - 5.14.2.3.1 China
 - 5.14.2.3.2 Japan
 - 5.14.2.3.3 South Korea
 - 5.14.2.3.4 India
- 5.14.3 IMPACT OF US 2025 TARIFF ON MICROCARS MARKET

6 EUROPEAN QUADRICYCLES MARKET, BY CLASSIFICATION

- **6.1 INTRODUCTION**
- 6.2 L6
- 6.2.1 LOWER INITIAL COSTS AND PREFERENCE FOR PERSONAL

APPLICATIONS TO DRIVE GROWTH

- 6.3 L7
- 6.3.1 HIGHER POWER OUTPUT AND USE IN COMMERCIAL APPLICATIONS TO DRIVE GROWTH
 - 6.3.2 INDUSTRY INSIGHTS

7 KEI CARS MARKET, BY PROPULSION



7.1 INTRODUCTION

- 7.2 ICE
- 7.2.1 READILY AVAILABLE REFUELING INFRASTRUCTURE TO DRIVE GROWTH 7.3 ELECTRIC & HYBRID
- 7.3.1 BETTER EFFICIENCY AND IMPROVING CHARGING INFRASTRUCTURE TO DRIVE GROWTH
 - 7.3.2 INDUSTRY INSIGHTS

8 MICROCARS MARKET, BY CATEGORY

- 8.1 INTRODUCTION
- 8.2 KEI CARS
 - 8.2.1 GROWING URBANIZATION TO DRIVE GROWTH
- 8.3 A00 VEHICLES
- 8.3.1 GROWING ELECTRIFICATION TRENDS TO DRIVE GROWTH
- 8.4 NEIGHBORHOOD ELECTRIC VEHICLES
- 8.4.1 GROWING DEMAND FOR ELECTRIC COMPACT VEHICLES TO DRIVE GROWTH
- 8.5 QUADRICYCLES
- 8.5.1 GROWING DEMAND FOR LIGHT PASSENGER TRANSPORT VEHICLES TO DRIVE GROWTH
- 8.6 ULTRA SMALL ELECTRIC VEHICLES
- 8.6.1 GROWING DEMAND FOR LAST-MILE DELIVERY OPTIONS TO DRIVE GROWTH
 - 8.6.2 INDUSTRY INSIGHTS

9 MICROCARS MARKET, BY END-USE APPLICATION

- 9.1 INTRODUCTION
- 9.2 PERSONAL
- 9.2.1 LOWER UPFRONT COSTS AND BETTER FUEL ECONOMY TO DRIVE GROWTH
- 9.3 COMMERCIAL
- 9.3.1 SHARED MOBILITY AND LAST-MILE DELIVERY TO DRIVE MARKET GROWTH
 - 9.3.2 INDUSTRY INSIGHTS

10 MICROCARS MARKET, BY POWER OUTPUT



10.1 INTRODUCTION

10.2 40 KW

10.5.1 HIGHER POWER OUTPUT COMPARED TO OTHER MICROCARS TO DRIVE GROWTH

10.5.2 INDUSTRY INSIGHTS

11 QUADRICYCLES MARKET, BY PROPULSION

11.1 INTRODUCTION

11.2 ICE

11.2.1 LOWER INITIAL COSTS AND AVAILABLE REFUELING INFRASTRUCTURE TO DRIVE GROWTH

11.3 ELECTRIC & HYBRID

11.3.1 RISING DEMAND FOR SUSTAINABLE URBAN MOBILITY SOLUTIONS TO DRIVE GROWTH

11.3.2 INDUSTRY INSIGHTS

12 MICROCARS MARKET, BY REGION

12.1 INTRODUCTION

12.2 ASIA

12.2.1 MACROECONOMIC OUTLOOK

12.2.2 CHINA

12.2.2.1 Increasing sales of A00 category vehicles to drive growth

12.2.3 INDIA

12.2.3.1 Urbanization and OEM efforts on developing new vehicles to drive growth

12.2.4 JAPAN

12.2.4.1 Increasing Kei car sales to drive growth

12.2.5 SOUTH KOREA

12.2.5.1 Demand for last-mile delivery solutions to drive growth

12.3 EUROPE

12.3.1 MACROECONOMIC OUTLOOK

12.3.2 FRANCE

12.3.2.1 Availability of charging infrastructure to drive growth

12.3.3 ITALY

12.3.3.1 Presence of key OEMs and demand for microcars in shared mobility to drive growth

12.3.4 GERMANY

12.3.4.1 Rising demand for electric microcars to drive growth



12.3.5 UK

12.3.5.1 Preference for microcars by elderly population to drive growth

12.3.6 SPAIN

12.3.6.1 Increased popularity of electric quadricycles for sustainable mobility solutions to drive growth

12.3.7 REST OF EUROPE

12.4 NORTH AMERICA

12.4.1 MACROECONOMIC OUTLOOK

12.4.2 US

12.4.2.1 Rising demand for zero-emission vehicles to drive growth

12.4.3 CANADA

12.4.3.1 Improving EV charging infrastructure to drive growth

12.4.4 INDUSTRY INSIGHTS

13 COMPETITIVE LANDSCAPE

13.1 OVERVIEW

13.2 KEY PLAYER STRATEGIES/RIGHT TO WIN, 2021-2025

13.3 MARKET SHARE ANALYSIS, 2024

13.3.1 ASIA: MICROCARS MARKET SHARE ANALYSIS, 2024

13.3.2 EUROPE: MICROCARS MARKET SHARE ANALYSIS, 2024

13.4 REVENUE ANALYSIS OF TOP 5 PLAYERS, 2019-2023

13.5 COMPANY EVALUATION MATRIX: KEY PLAYERS, 2024

13.5.1 STARS

13.5.2 EMERGING LEADERS

13.5.3 PERVASIVE PLAYERS

13.5.4 PARTICIPANTS

13.5.5 COMPANY FOOTPRINT: KEY PLAYERS, 2024

13.5.5.1 Company footprint

13.5.5.2 Region footprint

13.5.5.3 End-use application footprint

13.5.5.4 Propulsion footprint

13.5.5.5 Power output footprint

13.6 COMPANY EVALUATION MATRIX: STARTUPS/SMES, 2024

13.6.1 PROGRESSIVE COMPANIES

13.6.2 RESPONSIVE COMPANIES

13.6.3 DYNAMIC COMPANIES

13.6.4 STARTING BLOCKS

13.6.5 COMPETITIVE BENCHMARKING



- 13.6.5.1 List of key startups/SMEs
- 13.6.5.2 Competitive benchmarking of startups/SMEs
- 13.7 COMPANY VALUATION
- 13.8 FINANCIAL METRICS
- 13.9 BRAND/PRODUCT COMPARISON
- 13.10 COMPETITIVE SCENARIO
- 13.10.1 PRODUCT LAUNCHES/DEVELOPMENTS, 2021-2025
- 13.10.2 DEALS, 2021-2025

14 COMPANY PROFILES

- 14.1 KEY PLAYERS
 - 14.1.1 SUZUKI MOTOR CORPORATION
 - 14.1.1.1 Business overview
 - 14.1.1.2 Products offered
 - 14.1.1.3 Recent developments
 - 14.1.1.3.1 Product launches/developments
 - 14.1.1.3.2 Deals
 - 14.1.1.4 MnM view
 - 14.1.1.4.1 Key strengths
 - 14.1.1.4.2 Strategic choices
 - 14.1.1.4.3 Weaknesses and competitive threats
 - 14.1.2 HONDA MOTOR CO., LTD.
 - 14.1.2.1 Business overview
 - 14.1.2.2 Products offered
 - 14.1.2.3 Recent developments
 - 14.1.2.3.1 Product launches/developments
 - 14.1.2.4 MnM view
 - 14.1.2.4.1 Key strengths
 - 14.1.2.4.2 Strategic choices
 - 14.1.2.4.3 Weaknesses and competitive threats
 - 14.1.3 SAIC GM WULING AUTOMOBILE CO., LTD.
 - 14.1.3.1 Business overview
 - 14.1.3.2 Products offered
 - 14.1.3.3 Recent developments
 - 14.1.3.3.1 Product launches/developments
 - 14.1.3.4 MnM view
 - 14.1.3.4.1 Key strengths
 - 14.1.3.4.2 Strategic choices



14.1.3.4.3 Weaknesses and competitive threats

14.1.4 STELLANTIS N.V.

- 14.1.4.1 Business overview
- 14.1.4.2 Products offered
- 14.1.4.3 Recent developments
 - 14.1.4.3.1 Product launches/developments
- 14.1.4.4 MnM view
 - 14.1.4.4.1 Key strengths
 - 14.1.4.4.2 Strategic choices
 - 14.1.4.4.3 Weaknesses and competitive threats
- 14.1.5 NISSAN MOTOR CO., LTD.
 - 14.1.5.1 Business overview
 - 14.1.5.2 Products offered
 - 14.1.5.3 Recent developments
 - 14.1.5.3.1 Product launches/developments

14.1.6 MITSUBISHI MOTORS CORPORATION

- 14.1.6.1 Business overview
- 14.1.6.2 Products offered
- 14.1.6.3 Recent developments
 - 14.1.6.3.1 Product launches/developments
- 14.1.7 DAIHATSU MOTOR CO., LTD.
 - 14.1.7.1 Business overview
 - 14.1.7.2 Products offered
 - 14.1.7.3 Recent developments
 - 14.1.7.3.1 Product launches/developments
 - 14.1.7.4 MnM view
 - 14.1.7.4.1 Key strengths
 - 14.1.7.4.2 Strategic choices
 - 14.1.7.4.3 Weaknesses and competitive threats
- 14.1.8 BEIJING AUTOMOBILE WORKS CO., LTD.
 - 14.1.8.1 Business overview
 - 14.1.8.2 Products offered
- 14.1.9 BYD AUTO CO., LTD.
 - 14.1.9.1 Business overview
 - 14.1.9.2 Products offered
 - 14.1.9.3 Recent developments
 - 14.1.9.3.1 Product launches/developments
- 14.1.10 RENAULT GROUP
- 14.1.10.1 Business overview



- 14.1.10.2 Products offered
- 14.1.11 AIXAM-MEGA
 - 14.1.11.1 Business overview
 - 14.1.11.2 Products offered
- 14.1.12 ESTRIMA SPA
 - 14.1.12.1 Business overview
 - 14.1.12.2 Products offered
- 14.1.13 LIGIER GROUP
 - 14.1.13.1 Business overview
 - 14.1.13.2 Products offered
- 14.1.13.3 Recent developments
 - 14.1.13.3.1 Product launches/developments
 - 14.1.13.3.2 Other developments
- 14.1.14 CHATENET ITALIA
 - 14.1.14.1 Business overview
 - 14.1.14.2 Products offered
 - 14.1.14.3 Recent developments
 - 14.1.14.3.1 Product launches/developments
- 14.2 STARTUPS/SMES
 - 14.2.1 PMV ELECTRIC PVT. LTD.
 - 14.2.2 MICRO MOBILITY SYSTEMS AG
 - 14.2.3 SPEEDWAYS ELECTRIC
 - 14.2.4 KEYTON MOTOR
 - 14.2.5 ELI ELECTRIC VEHICLES
 - 14.2.6 WINK MOTORS INC.
 - 14.2.7 WINGS EV
 - 14.2.8 CITY TRANSFORMER
 - 14.2.9 ELIO MOTORS INC.
 - 14.2.10 APTERA MOTORS CORP.
 - 14.2.11 GLOBAL ELECTRIC MOTORCARS

15 RECOMMENDATIONS BY MARKETSANDMARKETS

- 15.1 ASIA TO BE LARGEST MARKET
- 15.2 ELECTRIC & HYBRID MICROCARS TO GROW AT SIGNIFICANT RATE
- 15.3 ADVANCEMENTS IN INFOTAINMENT AND CONNECTED CAR TECHNOLOGY
- 15.4 CONCLUSION

16 APPENDIX



- 16.1 INSIGHTS FROM INDUSTRY EXPERTS
- **16.2 DISCUSSION GUIDE**
- 16.3 KNOWLEDGESTORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL
- **16.4 CUSTOMIZATION OPTIONS**
- 16.4.1 ELECTRIC MICROCARS MARKET, BY COUNTRY
- 16.5 RELATED REPORTS
- 16.6 AUTHOR DETAILS



I would like to order

Product name: Microcars Market by Category (Kei Cars, A00, Neighborhood Electric Vehicles,

Quadricycles), Power Output (<5, 5-25, 26-40, >40 kW), End-use Application, Kei Cars and Quadricycles (Propulsion and Classification), and Region - Global Forecast to 2032

Product link: https://marketpublishers.com/r/MDC4A94BD9FBEN.html

Price: US\$ 4,950.00 (Single User License / Electronic Delivery)

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

Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/MDC4A94BD9FBEN.html