

On-Road Motorcycles Market Outlook 2025-2034: Market Share, and Growth Analysis By Type (Sports Bikes, Cruiser Motorcycles, Touring Motorcycles, Standard Motorcycles), By Application (Personal, Commercial), By End User

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Abstracts

The On-Road Motorcycles Market is valued at USD 66.2 billion in 2025 and is projected to grow at a CAGR of 10% to reach USD 155.6 billion by 2034.

On-Road Motorcycles Market Overview

The on-road motorcycles market is experiencing a significant surge, driven by rising urbanization, technological advancements, and increasing consumer interest in personal mobility. As cities grow more congested and fuel prices continue to fluctuate, motorcycles have become a cost-effective and efficient transportation alternative. Consumers are seeking high-performance, fuel-efficient, and aesthetically appealing models, pushing manufacturers to innovate. Additionally, the rising popularity of electric motorcycles, coupled with stringent emission norms, has further accelerated market growth. Governments across the globe are encouraging two-wheeler adoption by implementing favorable policies and infrastructure development, making the market highly competitive and dynamic. The on-road motorcycle market witnessed several key developments, including advancements in smart connectivity and enhanced safety features. Major manufacturers integrated AI-powered systems, anti-lock braking systems (ABS), and traction control technologies, improving ride stability and accident prevention. Electric motorcycles gained significant traction, particularly in Europe and Asia, where sustainability and emission regulations took center stage. The market also saw a spike in adventure and touring motorcycles as post-pandemic travel enthusiasm grew. Additionally, subscription-based motorcycle ownership models and ride-sharing

services expanded, making motorcycles more accessible to a broader consumer base. The on-road motorcycles market is expected to evolve rapidly with further electrification and digital transformation. The expansion of battery technology will improve electric motorcycle range and charging efficiency, making them more viable for long-distance travel. Autonomous and semi-autonomous riding features will likely emerge, enhancing rider safety and convenience. Moreover, integration with smart city infrastructure will allow for real-time traffic updates and intelligent route planning. The rise of lightweight, high-performance motorcycles catering to younger demographics will reshape market trends. Additionally, emerging markets in Southeast Asia, Africa, and Latin America will play a crucial role in driving future growth, offering immense opportunities for global motorcycle manufacturers.

Key Insights On-Road Motorcycles Market

1. **Electrification and Sustainability** : The industry is witnessing a strong shift towards electric motorcycles, supported by advancements in battery technology and government incentives for eco-friendly transportation. 2. **Smart Connectivity and AI Integration** : Motorcycles equipped with IoT-based features, AI-powered ride assistance, and real-time diagnostics are revolutionizing the riding experience, ensuring improved safety and efficiency. 1. **Urban Congestion and Rising Fuel Prices** : As traffic congestion worsens in major cities, consumers are opting for motorcycles as a convenient and fuel-efficient mode of transport. 2. **Technological Advancements in Safety Features** : Innovations such as ABS, traction control, and adaptive cruise control are enhancing rider safety, making motorcycles more appealing to a wider consumer base. **Infrastructure Limitations for Electric Motorcycles** : Despite increasing adoption, the lack of widespread charging infrastructure remains a challenge, particularly in developing regions, hindering the full-scale transition to electric models.

On-Road Motorcycles Market Segmentation

By Type

Sports Bikes

Cruiser Motorcycles

Touring Motorcycles

Standard Motorcycles

By Application

Personal

Commercial

By End User

Offline

Online

Key Companies Analysed

Harley-Davidson Incorporation

Yamaha Motor Co. Ltd.

Ducati Motor Holding SpA

Honda Motor Co. Ltd.

Kawasaki Heavy Industries Ltd.

Suzuki Motor Corporation

Triumph Motorcycles Ltd.

Bayerische Motoren Werke AG

KTM AG

Aprilia SpA

Moto Guzzi

Vespa

Indian Motorcycle International LLC

Husqvarna Motorcycles GmbH

Royal Enfield

MV Agusta Motor SpA

Bajaj Auto Limited

Benelli QJ

Hyosung TNC Co. Ltd.

Zero Motorcycles Inc.

IMZ-Ural

Norton Motorcycle Co. Ltd.

Clews Competition Motorcycles

Lightning Motorcycles Crop.

Speedy Working Motors

Motus Motorcycles

Erik Buell Racing

Guangdong Tayo Motorcycle Technology Co. Ltd.

Bimota

Voxan Motors

On-Road Motorcycles Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

On-Road Motorcycles Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

Countries Covered

North America — On-Road Motorcycles market data and outlook to 2034

United States

Canada

Mexico

Europe — On-Road Motorcycles market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — On-Road Motorcycles market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — On-Road Motorcycles market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — On-Road Motorcycles market data and outlook to 2034

Brazil

Argentina

Chile

Peru

** We can include data and analysis of additional countries on demand.*

Research Methodology

This study combines primary inputs from industry experts across the On-Road Motorcycles value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

Key Questions Addressed

What is the current and forecast market size of the On-Road Motorcycles industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

Your Key Takeaways from the On-Road Motorcycles Market Report

Global On-Road Motorcycles market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on On-Road Motorcycles trade, costs, and supply chains

On-Road Motorcycles market size, share, and outlook across 5 regions and 27 countries, 2023-2034

On-Road Motorcycles market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term On-Road Motorcycles market trends, drivers, restraints, and opportunities

Porter’s Five Forces analysis, technological developments, and On-Road Motorcycles supply chain analysis

On-Road Motorcycles trade analysis, On-Road Motorcycles market price analysis, and On-Road Motorcycles supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest On-Road Motorcycles market news and developments

Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

** The updated report will be delivered within 3 working days*

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