

Thailand Fuel Motorcycle Industry Research Report 2023-2032

<https://marketpublishers.com/r/T304E0199E83EN.html>

Date: December 2023

Pages: 60

Price: US\$ 3,600.00 (Single User License)

ID: T304E0199E83EN

Abstracts

Thailand's fuel motorcycle market ranks among the top six in the world in terms of annual sales volume. It is currently a mature market, but there is still room for growth.

Thailand is the world's fifth largest motorcycle manufacturing base after China (23 million vehicles), India (20 million vehicles), Indonesia (8 million vehicles) and Vietnam (3 million vehicles). Thailand started its first motorcycle manufacturing under the CKD system in 1967. In the 10 years before 1990, Thailand promoted investment in four-stroke engine motorcycles to replace two-stroke engine motorcycles to reduce emission problems, increasing production to 1.75 million units per year.

With the development of the country, motorcycles have become the preferred means of transportation for personal travel. After 1990, with the introduction of the Free Trade Agreement (FTA), industrial protection measures were lifted and the Thai motorcycle industry began to export and develop in line with global demand, learning new technologies and adopting the most advanced safety rules and emissions. In Thailand, 87% of households own motorcycles, the highest proportion in Asia.

The Thai fuel motorcycle market is mainly occupied by six brands, namely Honda, Yamaha, Vespa, GP Motor, Suzuki and Kawasaki. According to CRI, among them, Honda's sales market share has been above 70% for many years, and it has ranked first in the Thai market for many years. Yamaha's sales market share has always been above 10%, and it has been ranked second in the Thai market for many years. The market sales share of other motorcycle brands in the Thai market has always been less than 5%, and they will not be able to shake the status of Honda and Yamaha in the short term.

From 2018 to 2022, Thailand's fuel motorcycle production fluctuated. In 2019, Thailand's motorcycle production volume declined compared with 2018. In 2020, due to the impact of the COVID-19, Thailand's fuel motorcycle production fell to 1.615 million units, a 17.1% decrease from 2019. From 2021 to 2022, with the recovery of Thailand's economy, Thailand's motorcycle production volume will gradually rebound, but it has not yet returned to the level of 2018.

Most motorcycle manufacturing companies are located in the central and eastern regions of Thailand and are close to seaports used for exports, forming motorcycle manufacturer clusters.

2018, Thailand's domestic sales of fuel motorcycles were approximately 1.79 million units, which dropped to 1.715 million units in 2019. In 2020, due to the impact of the COVID-19, sales volume of fuel motorcycle in Thailand dropped to 1.515 million units. In 2021-2022, with the gradual recovery of Thailand's economy, Thailand's motorcycle sales will gradually recover and return to 1.781 million units in 2022, which is close to the 2018 level.

As the population grows, consumer spending power increases, new motorcycle registrations increase, and motorcycle manufacturers continue to release new models, CRI predicts that Thailand's fuel motorcycle market is expected to continue to grow during 2024-2032.

Topics covered:

Thailand fuel motorcycle industry overview

Economic environment and policy environment of Thailand's motorcycle industry

COVID-19 on Thailand's motorcycle industry?

Market size of Thailand's motorcycle industry from 2023 to 2032

Analysis of major Thai motorcycle industry manufacturers

Main driving forces and market opportunities of Thailand's motorcycle industry

What are the key drivers, challenges and opportunities for the Thai motorcycle

industry during the forecast period 2023-2032?

Which companies are the major players in the Thai motorcycle industry market and what are their competitive advantages?

What is the expected revenue of the Thai motorcycle industry market during the forecast period 2023-2032?

What strategies are adopted by the key players in the market to increase their market share in the industry?

Which segment of the Thai motorcycle industry market is expected to dominate the market in 2032?

What are the main headwinds facing the Thai motorcycle industry?

Contents

1 OVERVIEW OF THAILAND

- 1.1 Geographical conditions
- 1.2 Thailand's demographic structure
- 1.3 Thailand's economic situation
- 1.4 Thailand's minimum wage standards from 2013 to 2023
- 1.5 Impact of COVID-19 on Thailand's motorcycle industry

2 DEVELOPMENT ENVIRONMENT OF THAILAND'S FUEL MOTORCYCLE INDUSTRY

- 2.1 A brief history of the development of Thailand's motorcycle industry
- 2.2 Foreign investment in Thailand's motorcycle industry
- 2.3 Policy environment of Thailand's motorcycle industry
 - 2.3.1 The Thai government's incentive policies for the automobile and motorcycle industry
 - 2.3.2 Policies to promote the motorcycle industry issued by the Thailand Investment Promotion Board

3 SUPPLY AND DEMAND STATUS OF THAILAND'S FUEL MOTORCYCLE INDUSTRY

- 3.1 Supply situation of Thailand's motorcycle industry
 - 3.1.1 Production Capacity of Thailand's Fuel Motorcycle Industry
 - 3.1.2 Production of fuel motorcycles in Thailand
- 3.2 Demand status of Thailand's motorcycle industry

4 IMPORT AND EXPORT STATUS OF THAILAND'S FUEL MOTORCYCLE INDUSTRY

- 4.1 Import status of Thailand's motorcycle industry
 - 4.1.1 Thailand's motorcycle import volume and import value
 - 4.1.2 Main import sources of Thai motorcycles
- 4.2 Export status of Thailand's motorcycle industry
 - 4.2.1 Thailand motorcycle export volume and export value
 - 4.2.2 Main export destinations of Thai motorcycles

5. COST AND PRICE ANALYSIS OF THAILAND'S MOTORCYCLE INDUSTRY

5.1 Cost Analysis of Thailand Motorcycle Industry

- 5.1.1 Labor costs
- 5.1.2 Raw material cost
- 5.1.3 Other costs

5.2 Price trend of fuel motorcycles

6 MARKET COMPETITION ANALYSIS OF THAILAND'S FUEL MOTORCYCLE INDUSTRY

6.1 Barriers to entry in Thailand's motorcycle industry

- 6.1.1 Brand barriers
- 6.1.2 Quality barriers
- 6.1.3 Capital barriers

6.2 Competition structure of Thailand motorcycle industry

- 6.2.1 Bargaining power of motorcycle parts and raw material suppliers
- 6.2.2 Consumer bargaining power
- 6.2.3 Competition in Thailand's motorcycle industry
- 6.2.4 Potential entrants to the motorcycle industry
- 6.2.5 Alternatives to motorcycles

7 ANALYSIS OF MAJOR FUEL MOTORCYCLE BRANDS IN THAILAND

7.1 Thai Honda Co., Ltd.

- 7.1.1 Corporate Profile of Thailand Honda Co., Ltd.
- 7.1.2 Operation status of Honda Thailand Co., Ltd.

7.2 Thailand Yamaha Motor Co., Ltd.

- 7.2.1 Corporate Profile of Thailand Yamaha Motorcycle Co., Ltd.
- 7.2.2 Main products and prices of Thailand Yamaha Motorcycle Co., Ltd.

7.3 Vespiario (Thailand) Company Limited (Piaggio)

- 7.3.1 Corporate Profile of Vespa Thailand Co., Ltd.
- 7.3.2 Operation status of Vespa Thailand Co., Ltd.

7.4 GP Motor (Thailand) Co., LTD. (GP Motor Thailand Co., Ltd.)

- 7.4.1 Introduction to GP Motor Thailand Co., Ltd.
- 7.4.2 Operation status of GP Motor Thailand Co., Ltd.

7.5 Suzuki Motorcycle Thailand Co., Ltd.

- 7.5.1 Introduction to Suzuki Motorcycle Thailand Co., Ltd.
- 7.5.2 Operation status of Suzuki Motorcycle Thailand Co., Ltd.

7.6 Kawasaki Motors Enterprise (Thailand) Co., Ltd.

7.6.1 Overview of Kawasaki Motorcycle Thailand Co., Ltd.

7.6.2 Kawasaki's operations in Thailand

8 OUTLOOK OF THAILAND'S FUEL MOTORCYCLE INDUSTRY FROM 2023 TO 2032

8.1 Analysis of development factors of Thailand's fuel motorcycle industry

8.1.1 Driving forces and development opportunities

8.1.2 Threats and challenges faced

8.2 Supply Forecast of Thailand's Fuel Motorcycle Industry

8.2.1 Production Capacity Forecast

8.2.2 Production Forecast

8.3 Forecast of Thailand's fuel motorcycle market demand

8.3.1 Overall Domestic Sales Forecast

8.3.2 Sales forecast of different models

8.4 Thailand Motorcycle Import and Export Forecast

8.4.1 Import forecast

8.4.2 Export Forecast

Disclaimer

Service Guarantees

List Of Charts

LIST OF CHARTS

- Chart Thailand's location in Southeast Asia
- Chart Thailand's GDP per capita from 2011 to 2022
- Chart Thailand's minimum daily wage from 2011 to 2023
- Chart The 2023 version of the 'Thailand Investment Promotion Guide' involves encouraging the development of the fuel motorcycle industry
- Chart Major fuel motorcycle manufacturers in Thailand from 2022 to 2023
- Chart Thailand motorcycle production from 2018 to 2022
- Chart 2018-2022 Domestic sales volume of motorcycles in Thailand
- Chart 2018-2023 Thailand motorcycle parts import situation
- Chart 2018-2022 Thailand motorcycle export volume
- Chart 2018-2022 Thailand motorcycle export value
- Chart of the main export destinations of Thai motorcycles in 2022
- Chart Reference monthly salary for different positions in Thailand's engineering technology field in 2022-2023
- Chart Reference monthly salary for different positions in Thailand's industrial sector
- Chart Reference rent of industrial and logistics real estate in Thailand in 2022-2023
- Chart Thailand water fee reference standards for 2022-2023
- Chart Thailand electricity price
- Chart Thailand Honda Co., Ltd. Overview
- Chart 2018-2022 Number of fuel motorcycles sold by Honda Thailand Co., Ltd. in Thailand
- Chart Overview of Yamaha Motorcycle Thailand Co., Ltd.
- Chart 2018-2022 Number of fuel motorcycles sold by Yamaha Motorcycle Co., Ltd. in Thailand
- Chart Overview of Vespa Thailand Co., Ltd.
- Chart Number of fuel motorcycles sold by Vespa (Piaggio) in Thailand from 2018 to 2022
- Chart Overview of GP Motor Thailand Co., Ltd.
- Chart Number of fuel motorcycles sold by GP Motor in Thailand from 2018 to 2022
- Chart Overview of Suzuki Motorcycle Thailand Co., Ltd.
- Chart Number of fuel motorcycles sold by Suzuki Thailand Co., Ltd. in Thailand from 2018 to 2022
- Chart Overview of Kawasaki Motorcycle Thailand Co., Ltd.
- Chart Number of fuel motorcycles sold by Kawasaki Motorcycle Thailand Co., Ltd. in Thailand from 2018 to 2022

Chart Thailand's fuel motorcycle production forecast from 2023 to 2032

Chart Sales volume forecast of fuel motorcycles in Thailand's domestic market from 2023 to 2032

Chart Sales Forecast of Fuel Motorcycles with Different Displacements in Thailand from 2023 to 2032

Chart Forecast of Thailand's fuel motorcycle parts import value from 2023 to 2032

Chart Forecast of Thailand's motorcycle export volume from 2023 to 2032

I would like to order

Product name: Thailand Fuel Motorcycle Industry Research Report 2023-2032

Product link: <https://marketpublishers.com/r/T304E0199E83EN.html>

Price: US\$ 3,600.00 (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/T304E0199E83EN.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