

Asia-Pacific Motorcycle Taxi Market By Two-Wheeler Type (Motorcycle and Moped/Scooter), By Type (E-hailing and Bike Rental), By Payment Mode (Cash and Online Payment), By Country, Competition, Opportunities and Forecast, 2020-2030F

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Abstracts

Market Overview

Asia-Pacific Motorcycle Taxi Market was valued at USD 4.5 Billion in 2024 and is expected to reach USD 15.3 Billion by 2030 with a CAGR of 23.2% during the forecast period. The Asia-Pacific motorcycle taxi market is undergoing significant expansion, driven by the growing need for fast and cost-effective transportation options. With urbanization on the rise, traffic congestion has become a common issue in densely populated cities, especially in countries like India, Indonesia, and Thailand. Motorcycle taxis provide a viable alternative for short-distance travel, offering flexibility and reducing commute times. The convenience of booking rides through mobile apps has further enhanced the appeal of motorcycle taxis, making them a preferred choice for urban commuters. As more consumers look for affordable, on-demand transportation, the demand for motorcycle taxis has seen consistent growth in this region.

Several trends are shaping the market, including the increasing adoption of ride-hailing platforms and the integration of technology in transportation. The growing use of mobile phones and the rise of smartphone penetration have made it easier for riders to book motorcycle taxis, leading to higher usage rates. Technology innovations, such as GPS tracking, fare estimation, and driver ratings, have improved the customer experience, making it safer and more reliable. Furthermore, eco-conscious consumers are increasingly attracted to motorcycle taxis because they have a smaller carbon footprint compared to traditional cars, aligning with the region's push for more sustainable urban

transport solutions. Government initiatives to regulate and support ride-hailing services are also contributing to the market's expansion. Despite the market's rapid growth, several challenges persist. Regulatory frameworks around ride-hailing services remain inconsistent across different countries in the Asia-Pacific region, which can hinder market penetration and affect service quality. Safety concerns related to the use of motorcycles, especially in crowded cities with heavy traffic, can deter potential customers. Moreover, competition from other forms of transportation, such as bicycles and e-scooters, presents a threat to the motorcycle taxi sector. Companies operating in this space need to address these challenges by improving safety standards, enhancing customer service, and adapting to local regulatory requirements to ensure continued growth in this competitive market.

Market Drivers

Growing Urbanization

As cities become more densely populated, the demand for faster, more flexible transportation options increases. Urban areas often suffer from heavy traffic congestion, making traditional forms of transport slow and inefficient. Motorcycle taxis, with their ability to maneuver through traffic and offer faster travel times, have gained popularity. The growth in urban populations has further heightened the need for cost-effective transportation solutions that motorcycle taxis provide. Technology plays a crucial role in transforming the motorcycle taxi market. The rise of mobile applications for booking rides has simplified the process for customers and drivers alike. GPS tracking, fare estimations, and in-app payment systems make the service more convenient and secure. Moreover, the integration of ride-hailing platforms has streamlined operations, offering real-time service and greater efficiency for both users and operators, leading to greater market adoption. As of 2023, approximately 50% of the ASEAN population resides in urban areas, with significant variations across countries. For instance, Singapore has a 100% urbanization rate, while Cambodia's is around 25.57%

Key Market Challenges

Safety Concerns

Motorcycle taxis face significant safety challenges. With motorcycles being more exposed than cars, passengers are more vulnerable to accidents, especially in densely trafficked areas. In regions with less developed infrastructure, poor road conditions and lack of traffic safety measures exacerbate the risk. Ensuring the safety of both

passengers and drivers is a constant challenge for operators, requiring investments in rider training, helmets, and stricter adherence to traffic regulations.

Key Market Trends

Rise of Electric Motorcycles

As concerns about pollution increase, electric motorcycles are gaining traction as a cleaner, more sustainable alternative to traditional gasoline-powered bikes. Electric motorcycles offer lower operating costs, reduced emissions, and quieter rides, making them an appealing choice for both operators and consumers. This trend is particularly significant as governments are pushing for greener transportation options, and consumers are becoming more eco-conscious in their purchasing decisions. In 2024, India witnessed a 34% increase in electric two-wheeler sales, totaling 1,107,976 units, compared to 827,892 units in 2023. This marks a near doubling of sales over two years.

Key Market Players

Roppen Transportation Services Private Limited

Suol Innovations Ltd.

Move It Technologies Inc.

PT GoTo Gojek Tokopedia Tbk

ANI Technologies Private Limited

Uber Technologies Inc.

Vogo Automotive Private Limited

Scoot Networks Inc.

Bike Taxi Private Limited

Bikxie Technologies Private Limited

Report Scope:

In this report, the Asia-Pacific Motorcycle Taxi Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Asia-Pacific Motorcycle Taxi Market, By Two-Wheeler Type:

Motorcycle

Moped/Scooter

Asia-Pacific Motorcycle Taxi Market, By Type:

E-hailing

Bike Rental

Asia-Pacific Motorcycle Taxi Market, By Payment Mode:

Cash

Online Payment

Asia-Pacific Motorcycle Taxi Market, By Country:

Brazil

Argentina

Rest of Asia-Pacific

China

India

Japan

Vietnam

Indonesia

Australia

Rest Of Asia Pacific

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Asia-Pacific Motorcycle Taxi Market.

Available Customizations:

Asia-Pacific Motorcycle Taxi Market report with the given market data, TechSci Research, offers customizations according to the company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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