

# **Austria Two-Wheeler Market By Vehicle Type (Scooter/Moped, Motorcycle), By Propulsion Type (ICE and Electric), By Region, Competition Forecast & Opportunities, 2028**

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## **Abstracts**

The two-wheeler market in Austria has been a vibrant and significant sector within the country's automotive industry. Austria, renowned for its picturesque landscapes and scenic roads, provides an ideal setting for motorcycle enthusiasts to explore the country's natural beauty. The market encompasses motorcycles and scooters, offering diverse options to cater to various consumer preferences and riding needs. One of the driving forces behind the Austrian two-wheeler market is the country's strong motorcycle culture and enthusiasm. Austria has a considerable number of motorcycle enthusiasts and clubs, fostering a vibrant community of riders. This passion for motorcycling is reflected in the increasing number of riders and the popularity of motorcycle events, rallies, and tours, showcasing the strong connection between the people and their love for motorcycling. The popularity of two-wheelers extends beyond recreational use, as motorcycles and scooters play a vital role in urban commuting. In major cities like Vienna, Graz, and Linz, motorcycles and scooters are favored for their agility and ease of maneuvering through city traffic. The compact design of two-wheelers allows riders to navigate congested streets more efficiently, providing a practical and time-saving transportation option for daily commuting. As urbanization continues, the demand for efficient and agile commuting solutions is expected to drive the two-wheeler market further. Austria's scenic routes and breathtaking mountain passes attract motorcycle enthusiasts from around the world, making motorcycle tourism a significant driver for the market. Riders from various countries visit Austria to experience its stunning natural beauty while enjoying memorable rides on its well-maintained roads. Motorcycle tourism contributes to the country's economy and reinforces Austria's reputation as a desirable destination for riders seeking unforgettable adventures.

## Key Market Drivers

### Scenic Landscapes and Motorcycle Tourism

Austria is known for its stunning landscapes, including picturesque mountains, winding roads, and beautiful countryside. These scenic routes make Austria a popular destination for motorcycle tourism. Motorcycle enthusiasts from around the world are drawn to the country to experience its natural beauty while enjoying memorable rides on its well-maintained roads. The popularity of motorcycle tourism contributes to the demand for motorcycles and scooters in the country.

### Urban Mobility and Commuting Solutions

In major cities like Vienna, Graz, and Linz, motorcycles and scooters are favored for urban commuting. The compact design and maneuverability of two-wheelers allow riders to navigate through city traffic efficiently, providing a practical and time-saving transportation option. As urbanization increases and traffic congestion becomes a challenge, the demand for efficient and agile commuting solutions is expected to drive the two-wheeler market further.

### Strong Motorcycle Culture and Enthusiasm

Austria has a robust motorcycle culture, with a considerable number of motorcycle enthusiasts and clubs. The passion for motorcycling is evident in the growing number of riders and the organization of various motorcycle events, rallies, and tours. This culture fosters a vibrant community of riders and contributes to the popularity of motorcycles and scooters in the country.

### Presence of Renowned Motorcycle Manufacturers

Austria is home to renowned motorcycle manufacturers such as KTM and Puch. KTM, in particular, is a globally recognized brand known for its high-performance motorcycles, enduro bikes, and off-road motorcycles. The presence of strong domestic manufacturers not only serves the domestic market but also boosts Austria's reputation in the global motorcycle industry. These manufacturers contribute to the market's competitiveness and bolster the country's position as a motorcycle manufacturing hub.

### Growing Interest in Electric Mobility

Like many other countries, Austria is witnessing an increasing interest in electric mobility. Electric motorcycles and scooters are gaining popularity as eco-friendly alternatives to traditional gasoline-powered vehicles. The availability of electric models, coupled with government incentives and initiatives promoting sustainable transportation, has contributed to the growth of electric two-wheelers in the Austrian market.

### Emphasis on Road Safety and Licensing

The Austrian government places a strong emphasis on road safety. Motorcycle riders are required to wear helmets, and there are strict traffic regulations in place to ensure safe riding practices. Additionally, Austria has a tiered motorcycle licensing system that allows new riders to start with smaller displacement motorcycles before progressing to more powerful machines. This system ensures that riders gain experience and skills progressively, enhancing overall safety on the roads.

### Pre-owned Motorcycle Market

The pre-owned motorcycle market is prevalent in Austria, providing an accessible entry point for new riders and budget-conscious buyers. Many riders prefer buying pre-owned motorcycles due to the cost savings and availability of well-maintained used bikes. The availability of a robust pre-owned market further contributes to the overall market demand.

### Key Market Challenges

#### Weather Dependence

Austria's climate is characterized by seasonal variations, including harsh winters with snow and cold temperatures. During the winter months, riding motorcycles and scooters becomes less practical and appealing. This weather dependence can result in reduced sales and demand for two-wheelers during the colder months, impacting the overall market performance.

#### Safety Concerns

While motorcycles and scooters offer agility and efficiency for urban commuting and touring, they also present higher risks compared to enclosed vehicles. Road safety is a significant concern, especially on winding mountain roads and during peak tourist

seasons when traffic volumes increase. Accidents and safety concerns may deter some potential buyers from considering two-wheelers as a viable transportation option.

### Traffic Congestion

Despite the advantages of motorcycles and scooters in navigating through city traffic, some urban areas in Austria can experience high levels of traffic congestion, especially during peak hours. Traffic congestion can diminish the practicality of two-wheelers in certain scenarios, leading to a preference for alternative transportation modes or reduced demand for two-wheelers in congested areas.

### Competition from Electric Cars and Other Mobility Solutions

As electric mobility gains traction globally, electric cars and other electric vehicles are becoming more prevalent in the automotive market. Electric cars offer a more enclosed and weather-protected transportation option, which could pose competition for electric motorcycles and scooters. Additionally, the rise of shared mobility services and alternative transportation solutions may impact the demand for individual ownership of two-wheelers.

### Infrastructure for Electric Vehicles

While electric mobility is gaining popularity, the infrastructure for charging electric motorcycles and scooters is still developing. A robust charging network is essential to support the widespread adoption of electric vehicles. The availability of charging stations can influence consumer confidence and their willingness to switch to electric two-wheelers.

### Economic Factors

Economic conditions and fluctuations in the overall economy can impact consumer spending behavior. Economic downturns or uncertain economic prospects may lead to reduced discretionary spending, affecting the demand for motorcycles and scooters.

### Key Market Trends:

#### Safety Innovations:

Safety remains a top priority in the two-wheeler market. Manufacturers are continually

investing in research and development to introduce new safety innovations in their models. Advanced braking systems, anti-lock braking systems (ABS), traction control, and stability control are becoming increasingly common in modern motorcycles and scooters. Additionally, some premium models are equipped with radar-based adaptive cruise control and blind-spot detection to enhance rider safety.

#### Customization and Personalization:

The trend of customization and personalization is gaining popularity among motorcycle enthusiasts. Many riders prefer to personalize their motorcycles with aftermarket accessories and modifications to suit their individual style and preferences. Manufacturers and aftermarket suppliers are catering to this trend by offering a wide range of customization options, allowing riders to create unique and personalized machines.

#### Shift Towards Adventure and Adventure Touring:

Adventure and adventure touring motorcycles are witnessing a surge in demand. These bikes are designed to handle various terrains and offer a comfortable riding position for long-distance travel. The trend towards adventure and adventure touring motorcycles is driven by riders seeking exploration and adventure, especially in Austria's scenic landscapes and mountainous regions.

#### Emphasis on Lightweight and Nimble Models:

Lightweight and nimble motorcycles and scooters are gaining popularity, particularly among urban commuters and new riders. These compact and agile two-wheelers are easier to handle in city traffic and offer a comfortable and approachable riding experience. Manufacturers are introducing more lightweight models to meet the preferences of urban riders and address the increasing demand for practical and efficient urban commuting solutions.

#### Eco-Friendly Packaging and Sustainable Materials.

As consumers become more environmentally conscious, there is a growing interest in sustainable and eco-friendly packaging for motorcycles and scooters. Manufacturers are exploring ways to reduce the environmental impact of their products by using sustainable materials and eco-friendly packaging solutions.

## Segmental Insights:

### Vehicle Type Insights:

Motorcycles have a larger market share compared to scooters in Austria. Motorcycles, which include various types such as sport bikes, cruisers, adventure bikes, and touring motorcycles, are more popular among Austrian riders. They are preferred for their versatility, performance capabilities, and suitability for various riding styles, including long-distance touring and adventurous exploration of the country's scenic landscapes. On the other hand, scooters are more commonly used for urban commuting and short-distance travel. They are favored for their compact size, ease of maneuverability, and fuel efficiency, making them a practical choice for navigating through city traffic. While motorcycles hold a higher market share overall, both motorcycles and scooters have their distinct advantages and cater to different segments of riders in Austria. The preference for one type over the other may vary based on individual preferences, riding needs, and lifestyles of consumers in the country.

### Propulsion Type Insights:

The Austrian two-wheeler market can be analyzed based on the propulsion type into Internal Combustion Engine (ICE) and Electric vehicles, reflecting the prevailing trends in the industry. Internal Combustion Engine (ICE) motorcycles and scooters have long been dominant in the Austrian market, holding a significant share due to their established presence and popularity among riders. These ICE two-wheelers offer a wide range of options, including sport bikes, cruisers, touring motorcycles, and scooters, catering to diverse riding preferences. They are valued for their versatility, performance, and accessibility, making them a practical choice for various types of riding, from spirited urban commuting to adventurous touring. Moreover, the well-established infrastructure, including gasoline stations, repair shops, and availability of spare parts, contributes to the convenience and widespread use of ICE two-wheelers across the country.

However, there is a growing interest in electric mobility in Austria, leading to an expanding market for electric motorcycles and scooters. The shift towards electric vehicles is driven by increasing environmental awareness and the desire for sustainable transportation solutions. Electric two-wheelers are gaining popularity, particularly in urban commuting and short-distance travel, where their efficiency, silence, and emission-free operation appeal to eco-conscious riders. Advancements in battery technology have improved the range and performance of electric two-wheelers,

addressing range anxiety and making them more viable options for a broader range of riders.

## Regional Insights

Lower Austria possesses the highest market share for two-wheelers in Austria. The region's geographical location and economic environment significantly contribute to this. Lower Austria, being a hub of numerous industries and having a well-connected road network, encourages the use of two-wheelers for daily commuting. The region presents a blend of urban and semi-urban lifestyles, both conducive to two-wheeler usage due to their convenience and efficiency. Lower Austria's diverse terrain also promotes recreational use of two-wheelers, contributing to the market share. Finally, sustainable, and eco-friendly initiatives in the area have bolstered the popularity of electric two-wheelers, further expanding the market.

## Key Market Players

KTM AG

Husqvarna Motorcycles GmbH

Husaberg Motor AB

Delta-Gnom

Puch

Suzuki Motor Corporation

## Report Scope:

In this report, the Austria Two-Wheeler Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Austria Two-Wheeler Market, By Vehicle Type:

Scooter/Moped



## Motorcycle

### Austria Two-Wheeler Market, By Propulsion Type:

ICE

Electric

### Austria Two-Wheeler Market, By Region:

Upper Austria

Lower Austria

Vienna

Burgenland

Rest of Austria

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Austria Two-Wheeler Market.

## Available Customizations:

Austria Two-Wheeler Market report with the given market data, Tech Sci Research offers customizations according to a 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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