

# **Belgium 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 Belgium two-wheeler market represents a dynamic and thriving segment within the country's transportation landscape. This market encompasses a diverse range of two-wheeled vehicles, including motorcycles, scooters, mopeds, and electric bikes, each catering to specific rider preferences and requirements. Motorcycles and scooters have gained a strong following in Belgium, appealing to both enthusiasts and commuters. Motorcycles are favored by riders seeking exceptional performance, adventure, or leisure riding experiences, while scooters are popular for their practicality and ease of urban commuting. Brands from various countries, such as Japan, Italy, and Germany, have a significant presence in the market, offering a wide selection of models to cater to different rider preferences and budgets. Mopeds and electric bikes (e-bikes) also play a substantial role in Belgium's two-wheeler market. Mopeds, with their lower speed limitations, are particularly popular among riders who prefer a less powerful and more economical option for short-distance commutes within urban areas. E-bikes have witnessed a surge in popularity as an environmentally friendly and efficient means of transportation, especially for short-distance commutes and leisure cycling. The user-friendly nature of e-bikes, with assisted pedaling and lower environmental impact, contributes to their increasing adoption in the country.

## **Key Market Drivers**

### **Urban Mobility and Commuting Demands**

Efficient urban mobility and commuting solutions are among the primary drivers of the

Belgian two-wheeler market. As cities grapple with increasing traffic congestion and environmental concerns, two-wheelers offer a practical alternative for navigating through congested areas. Motorcycles, scooters, mopeds, and e-bikes provide agility and flexibility, making them attractive options for short-distance commutes and local travel in urban environments. The compact size of these vehicles allows riders to maneuver through traffic, bypassing congestion and reducing travel times, effectively addressing the challenges posed by urban mobility.

### Sustainability and Environmental Awareness

The growing focus on sustainability and environmental consciousness significantly influences the two-wheeler market in Belgium. With mounting concerns about air pollution and carbon emissions, there is a shift towards greener transportation options. Two-wheelers, particularly electric bikes, offer a lower carbon footprint compared to conventional cars, making them an appealing choice for eco-conscious consumers. As the government and society emphasize the importance of reducing environmental impact, the demand for electric bikes and other eco-friendly two-wheelers is expected to rise.

### Government Policies and Incentives

Government policies and incentives play a crucial role in driving the adoption of two-wheelers in Belgium. The government has introduced measures to promote sustainable transportation and reduce traffic congestion. Subsidies, tax benefits, and incentives for the purchase of electric bikes have been implemented to encourage consumers to choose greener mobility options. Additionally, investments in cycling infrastructure and bicycle lanes contribute to creating a safe and conducive environment for two-wheeler riders.

### Rising Fuel Prices and Cost Savings

As fuel prices fluctuate, consumers often seek cost-effective transportation alternatives. Two-wheelers, particularly electric bikes and efficient scooters, offer considerable cost savings on fuel expenses compared to conventional cars. Lower fuel consumption and maintenance costs make two-wheelers more economical options for daily commuting, especially for short-distance travel within cities.

### Convenience and Parking Benefits

Two-wheelers provide added convenience and parking benefits, particularly in densely populated urban areas. The compact size of motorcycles, scooters, and e-bikes makes them easier to park and maneuver in tight spaces, which is advantageous in crowded cities where parking can be a challenge. Additionally, many cities offer special parking facilities and incentives for two-wheelers, further enhancing their appeal as convenient and hassle-free transportation solutions.

### Tourism and Leisure Riding Opportunities

Belgium's picturesque landscapes and scenic routes make it an attractive destination for tourism and leisure riding. Many riders and tourists explore the country's diverse regions on motorcycles, enjoying the experience of riding through the countryside. The availability of rental services and organized motorcycle tours contributes to the growth of motorcycle tourism, stimulating the demand for motorcycles and related accessories in the market.

### Key Market Challenges

#### Regulatory Hurdles

The two-wheeler market in Belgium is currently facing challenges due to stringent regulations and emission norms. These policies, which aim to combat climate change and reduce environmental impact, have created a need for substantial investment in research and development from two-wheeler manufacturers. This investment is crucial to ensure that their products not only meet but exceed the required standards, providing environmentally friendly and sustainable options to consumers. By embracing these regulations, manufacturers can contribute to a greener future while also meeting the demands of a changing market.

#### Safety Concerns

Two-wheelers, such as motorcycles and scooters, are often perceived as less safe compared to four-wheel vehicles due to their smaller size and reduced stability. This perception, coupled with the increasing traffic congestion in urban areas and the presence of poor road conditions, can deter potential customers from considering these modes of transportation as viable options. However, it is important to note that advancements in safety features, such as anti-lock braking systems and improved helmet designs, have greatly contributed to enhancing the safety of two-wheelers on the road. Additionally, the affordability and convenience offered by these vehicles make

them an attractive choice for many individuals seeking efficient and agile modes of transportation in congested areas.

### Economic Factors

The ongoing economic volatility, coupled with the high cost of living in Belgium, can significantly impact the disposable income of consumers. As a result, their purchasing power may be constrained, making it more challenging for them to afford and invest in two-wheelers, such as bicycles or motorcycles. This limitation in financial resources can potentially hinder their ability to embrace the convenience and benefits that these modes of transportation offer.

### Competition from Public Transportation

Belgium has a well-established public transportation system. The efficiency, reliability, and affordability of these systems often prove more appealing to the commuting public, impacting the demand for two-wheelers.

### Rise in Electric Vehicles

The increasing popularity of electric cars, driven by a growing environmental consciousness and government incentives aimed at reducing carbon emissions, poses a significant threat to the two-wheeler market. As consumers become more mindful of their carbon footprint and seek sustainable transportation options, manufacturers of two-wheelers are compelled to innovate and adapt their offerings to compete in this rapidly changing automotive landscape. This shift towards electric vehicles not only challenges traditional market dynamics but also presents new opportunities for the development of eco-friendly and efficient modes of transportation.

### Key Market Trends

#### Increasing Popularity of Electric Bikes

One of the significant trends in the Belgium two-wheeler market is the growing popularity of electric bikes or e-bikes. E-bikes are bicycles equipped with an electric motor that assists the rider's pedaling efforts. They provide an eco-friendly and convenient alternative to traditional bikes and are particularly appealing to commuters, leisure riders, and elderly individuals. The demand for e-bikes has been on the rise due to their ability to overcome the challenges of hilly terrains and longer distances, making

them an attractive option for both urban and rural commuters.

### Focus on Sustainability and Environment

As sustainability and environmental concerns gain more traction globally, Belgium's two-wheeler market has witnessed a shift towards eco-friendly transportation options. The government and local authorities have been promoting cycling and biking initiatives to reduce greenhouse gas emissions and combat air pollution. This focus on sustainability has encouraged consumers to choose bicycles and e-bikes over cars for short-distance commuting and leisure activities.

### Bike-Sharing and Rental Programs

Bike-sharing and rental programs have become increasingly popular in urban areas of Belgium. These programs offer commuters a flexible and cost-effective mode of transportation, especially for short trips within the city. The rise of bike-sharing apps and the integration of rental stations near public transport hubs have made it convenient for people to access bicycles and e-bikes on the go.

### Integration of Technology

The Belgium two-wheeler market has seen the integration of technology into bicycle designs. Manufacturers have incorporated features such as GPS navigation systems, smartphone connectivity, anti-theft mechanisms, and health tracking tools in modern e-bikes and bicycles. These technological advancements have not only enhanced the overall user experience but have also contributed to the growth in sales of high-end and premium two-wheelers.

### Segmental Insights

#### Vehicle Type Insights

In the Belgian two-wheeler market, scooters, especially electric ones, have firmly established their dominance over motorcycles. This preference for scooters can be attributed to several factors. Firstly, their compact size makes them highly maneuverable in crowded urban settings, allowing riders to navigate through traffic with ease. Secondly, scooters generally have lower maintenance costs compared to motorcycles, making them a more cost-effective choice for riders. Furthermore, the increasing popularity of electric scooters stems from their reputation as an affordable

and practical option for short-distance commuting in city centers. The combination of their environmentally friendly nature and convenient charging options has contributed to their growing appeal among urban dwellers. As a result, scooters continue to maintain their stronghold in the Belgian market, shaping the landscape of urban mobility.

### Propulsion Type Insights

Belgium, like many European nations, is witnessing a gradual shift from Internal Combustion Engine (ICE) two-wheelers to Electric two-wheelers. The Electric two-wheeler market in Belgium is driven by multiple factors, including environmental concerns, government initiatives, and technological advancements. The government's push towards sustainable and eco-friendly transportation solutions, coupled with attractive incentives for electric vehicles, has catalyzed this shift. Meanwhile, ICE two-wheelers are facing declining sales due to increasing emission regulations and public perception towards greener alternatives. Despite this, ICE two-wheelers still hold a significant market share, mainly attributed to the well-established infrastructure and longer driving range. However, as battery technology and charging infrastructure improve, the balance is expected to tilt more in favor of Electric two-wheelers.

### Regional Insights

In Belgium, the region with the maximum two-wheeler market share is Flanders. The primary factors contributing to this are the well-established cycling culture, coupled with extensive, high-quality cycling infrastructure in the region. Additionally, Flanders' flat terrain makes it a more attractive region for two-wheelers compared to Wallonia, which has a more hilly landscape. The regional government's initiatives promoting cycling and two-wheeler use for environmental benefits have also played a significant role in this trend.

### Key Market Players

Hero MotoCorp Limited

Honda Motor Co. Limited

Bajaj Auto Limited

Royal Enfield

Piaggio & C. SpA

Yamaha Motor Europe N.V.,

Sanyang Motor Co., Ltd.

Suzuki Motorcycle

Zontes Benelux

### Report Scope:

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

#### Belgium Two-Wheeler Market, By Vehicle Type:

Scooter/Moped

Motorcycle

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

ICE

Electric

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

Flanders Region

Wallonia

### Competitive Landscape

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

### Available Customizations:

Belgium 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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