

Colombia Two Wheeler Market, By Vehicle Type (Scooter/Moped, Motorcycle), By Engine Capacity (Up to 125cc, 126cc- 250cc, 251-500cc, Above 500cc), By Propulsion (ICE, Electric), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

Colombia two wheeler market was valued at USD 3.87 Billion in 2024 and is expected to reach USD 5.13 Billion by 2030 with a CAGR of 4.8% during the forecast period. The Colombia two-wheeler market is experiencing robust growth driven by a confluence of economic, demographic, and infrastructural factors. Rising urbanization and worsening traffic congestion in major Colombian cities like Bogotá and Medellín have made two-wheelers an attractive alternative to cars, offering greater maneuverability and cost-efficiency. Additionally, the growing demand from the middle and lower-income population segments, who seek affordable and fuel-efficient mobility options, continues to drive motorcycle and scooter sales. Colombia's favorable climate for year-round riding, coupled with the expansion of financing options and micro-credit schemes, has further democratized access to two-wheelers. Another key growth enabler is the growing penetration of e-commerce and last-mile delivery services, which heavily rely on motorcycles for swift and economical transportation, especially in urban and semi-urban regions.

Government policies supporting electrification in transport, such as tax exemptions and import incentives for electric vehicles, are also gradually fostering a shift toward electric two-wheelers, although adoption is still in the early stages. Moreover, international players are entering the Colombian market or expanding local manufacturing and assembly operations, encouraged by relatively relaxed import regulations and the

strategic location of Colombia as a distribution hub for neighboring Latin American markets. The aftermarket service ecosystem, including maintenance and spare parts availability, is also evolving rapidly, enhancing consumer confidence in two-wheeler ownership. Social trends such as growing awareness of fuel costs, time savings in commutes, and increased popularity of two-wheelers among young adults and delivery-based gig workers contribute to rising sales. Furthermore, digital innovations such as ride-hailing platforms incorporating motorcycle taxis and app-based vehicle financing are shaping a more dynamic and tech-savvy consumer base. Despite occasional challenges such as inflationary pressures and import dependency for parts, the overall outlook for the Colombia two-wheeler market remains positive, supported by strong underlying demand, increasing economic activity post-pandemic, and a favorable regulatory and infrastructural push toward affordable and flexible personal mobility solutions.

Key Market Drivers

Urbanization and Affordable Personal Mobility Needs

One of the primary drivers of the Colombia two-wheeler market is the rapid pace of urbanization, which is reshaping the transportation needs of a growing urban population. As more people migrate from rural areas to cities like Bogotá, Cali, and Medellín in search of employment and better living standards, the demand for cost-effective, efficient, and flexible mobility solutions has surged. Bogotá's metropolitan region was home to ~7.4 million people in 2018, projected to reach ~7.9 million by 2025. Public transportation systems in many Colombian cities, although expanding, still struggle to meet the rising demand in terms of coverage, punctuality, and safety. In this context, two-wheelers have emerged as an ideal alternative for daily commuting due to their affordability, fuel efficiency, and ease of navigation through congested traffic. Compared to four-wheelers, two-wheelers require lower upfront investment, lower maintenance costs, and consume less fuel, making them highly attractive to the working class, students, and self-employed individuals. Moreover, many Colombian households view two-wheelers not only as a means of transport but also as a tool for income generation, especially in rural or peri-urban areas where access to formal jobs may be limited. The need for affordable personal mobility is further supported by financial institutions and manufacturers offering easy financing schemes, credit options, and installment-based purchase plans, which bring two-wheelers within reach of a wider segment of the population. Overall, the intersection of urban expansion, economic constraints, and practical commuting challenges has made two-wheelers a necessity for a large part of Colombia's urban and semi-urban population, sustaining consistent

market growth.

Key Market Challenges

Inadequate Road Infrastructure and Traffic Safety Concerns

One of the most significant challenges facing the Colombia two-wheeler market is the poor state of road infrastructure and the growing concerns around traffic safety. Motorcycles—which represent over 60% of the vehicle fleet—were involved in more than 8,000 traffic-related deaths in 2024. Despite the increasing popularity of motorcycles and scooters as a primary means of transport, many Colombian cities and rural regions suffer from underdeveloped or poorly maintained road networks. Potholes, uneven surfaces, narrow lanes, lack of dedicated motorcycle lanes, and inadequate signage create hazardous conditions for two-wheeler users. In addition to infrastructure issues, the rising number of road accidents involving motorcycles has raised alarm among policymakers and the public alike. Motorcyclists represent a disproportionately high share of traffic-related fatalities and injuries in Colombia, driven by both poor road conditions and risky driving behaviors, such as over-speeding, lane splitting, and non-compliance with helmet laws or traffic signals. This situation undermines consumer confidence, particularly among first-time buyers and urban commuters concerned about safety. Furthermore, the lack of robust enforcement of road safety regulations and limited investment in public awareness campaigns exacerbate the problem. The perception of two-wheelers as unsafe vehicles may also dissuade families and female riders from choosing this mode of transport. Until there is a stronger commitment from both government and local municipalities to improve urban infrastructure and implement strict traffic safety measures, the full growth potential of the two-wheeler market in Colombia will remain constrained by these structural challenges.

Key Market Trends

Growing Popularity of Motorcycle Taxis and Ride-Hailing Services

The emergence and increasing formalization of motorcycle taxis, known locally as mototaxis, is transforming how two-wheelers are perceived and used in Colombia, particularly in urban and peri-urban areas. Although traditionally viewed as informal or even illegal in many regions, motorcycle taxis have become a de facto solution for last-mile transportation, offering faster and cheaper alternatives to conventional taxis and buses. In densely populated neighborhoods and areas underserved by public transport, these services are filling mobility gaps for daily commuters. More recently, app-based

ride-hailing platforms have started to incorporate motorcycles into their service portfolios, bringing a layer of structure and safety to this mode of transport. Platforms like Picap and other local startups are expanding motorcycle ride-hailing options, using digital booking, route optimization, and cashless payments to attract urban youth and gig economy workers. This trend is reshaping the role of motorcycles from personal transport to shared service assets, increasing vehicle utilization rates and demand for robust, fuel-efficient models suited for frequent use. Additionally, as informal transportation systems become more integrated with the digital economy, regulators are beginning to explore policy frameworks to legitimize and regulate motorcycle taxi operations. This legitimization may unlock new business models in fleet leasing, subscription-based vehicle usage, and insurance for commercial riders. As a result, the growing presence of motorcycle taxis and digital ride-hailing services is likely to continue influencing purchasing behavior, vehicle design, and market segmentation in Colombia's two-wheeler ecosystem.

Key Market Players

Auteco S.A.S.

AKT Motos (Compañía Colombiana de Motocicletas S.A.)

Bajaj Motorcycles Colombia

Yamaha Motor Colombia S.A.S.

Suzuki Motor de Colombia S.A.S.

Honda Motor de Colombia S.A.

KTM Colombia

TVS Motor Colombia

Hero Motocorp Colombia

Royal Enfield Colombia

Report Scope:

Colombia Two Wheeler Market, By Vehicle Type (Scooter/Moped, Motorcycle), By Engine Capacity (Up to 125cc, 126...

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

Colombia Two Wheeler Market, By Vehicle Type:

Scooter/Moped

Motorcycle

Colombia Two Wheeler Market, By Engine Capacity:

Up to 125cc

126cc- 250cc

251-500cc

Above 500cc

Colombia Two Wheeler Market, By Propulsion:

ICE

Electric

Colombia Two Wheeler Market, By Region:

North

South

East

West

Central

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Colombia Two Wheeler market.

Available Customizations:

Colombia Two Wheeler market report with the given market data, TechSci 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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