

Indonesia Two-Wheeler Market By Vehicle Type (Scooter/Moped and Motorcycle), By Propulsion (ICE and Electric), By End Use (Individual and Institutional) and By Region, Competition Forecast & Opportunities, 2018-2028F

<https://marketpublishers.com/r/IA7D910C3382EN.html>

Date: August 2023

Pages: 77

Price: US\$ 3,500.00 (Single User License)

ID: IA7D910C3382EN

Abstracts

Indonesia Two-Wheeler Market is driven by the increasing penetration of affordable two wheelers in the Indonesia market. The increase in the ease of availing loan and credit facilities in the country is also driving the market in the forecast years. Indonesia is one of the fastest-growing economies in Southeast Asia, with a population of over 270 million people. It is also the fourth most populous country in the world, making it a significant market for two-wheelers. The consumer market in Indonesia is driven by a growing middle class, which has been increasing in size and purchasing power, in recent years. The demand for consumer goods, including food, beverages, clothing, and electronics, has been growing steadily. E-commerce has also been growing in popularity, as more and more people in the country are turning to online shopping. This is leading to the rise in the last mile delivery services, overall leading to the rise in the demand of two-wheelers in the country in the forecast years.

Recent Developments

Indonesia government has announced the allocation of USD 455.88 Mn to subsidize electric two-wheeler sales through 2024. This subsidy is planned to cover sales of 800,000 new electric two-wheeler and conversion of 200,000 combustion engine motorcycles. This will lead to the rise in the adoption of two wheelers in the country in the forecast period. Similarly, the Damon Motors has partnered with Indonesian company PT Indika Energys for electric two-wheeler distribution in the Indonesian market. PT Astra Honda Motor has launched Honda CBR250RR SP in Indonesian

market at the Indonesia International Motor Show 2023. Honda has also launched latest version of the Scoopy scooter in Indonesia two-wheeler market.

The Indonesian government has launched various initiatives to support small and medium-sized enterprises (SMEs), which play a significant role in the country's demand of two-wheelers from the consumer market. For example, the government has launched a digital marketing program for SMEs to help them expand their online presence and this will also influence the adoption of two wheelers in the Indonesia Two-wheeler Market.

Increasing Urbanization and Population Growth

Indonesia has experienced rapid urbanization in recent years, with a growing middle class and increasing population density in urban areas. As more people move to cities, the demand for affordable and efficient transportation options has increased, driving the growth of the two-wheeler market. Two-wheelers, especially motorcycles, are popular in Indonesia due to their affordability, fuel efficiency, and maneuverability in heavy traffic. The adoption of two-wheelers in the market is expected to rise as the demand for two-wheelers in the Indonesia Tire Market is increasing. The industrial market in Indonesia is also growing rapidly, driven by the country's large population and abundant natural resources. Key industries in Indonesia include oil and gas, mining, manufacturing, and agriculture. The government has also been investing heavily in infrastructure, including roads, ports, and airports, which has helped to spur economic growth and this economic growth is generating new demands for two-wheelers for daily commute in the country.

Government Policies and Incentives

The Indonesian government has implemented policies and incentives to support the growth of the two-wheeler market, including tax breaks for two-wheeler manufacturers and incentives for consumers to purchase environment friendly two-wheelers. For example, the government has implemented a program to encourage the use of electric motorcycles, which are seen as a more sustainable and environment-friendly alternative to traditional gasoline-powered motorcycles. These policies and incentives have helped to drive the growth of the two-wheeler market in Indonesia, making it a more attractive market for manufacturers and consumers alike. This has improved connectivity within the country and created opportunities for businesses that operate in the logistics and transportation sectors. All such factors will influence growth in the Indonesia Two-wheeler Market.

Changing Consumer Preferences

Consumer preferences in Indonesia are changing rapidly, with younger consumers increasingly interested in more advanced and technologically sophisticated vehicles. Companies that fail to keep up with these changing preferences risk losing market share. Similarly, most two-wheelers in Indonesia are purchased through financing. Changes in interest rates or financing options can significantly impact the demand for two-wheelers.

Market Segmentation

The Indonesia Two-wheeler Market is segmented by Vehicle Type, by Propulsion, by End Use and by Region. Based on vehicle type, the market is segmented into Scooter/Moped and Motorcycle. Similarly, based on propulsion, the market is segmented into ICE and Electric. Based on End Use, the market is divided into Individual and Institutional. Similarly, by region the market is divided into Sumatra, Kalimantan, Sulawesi, Maluku & Papua, Bali & Nusa, and Java.

Company Profiles

PT Astra Honda Motor, PT. Yamaha Indonesia Motor Manufacturing, PT Suzuki Indomobil Motor, PT TVS Motor Company, PT Bajaj Auto Indonesia, Pt Kawasaki motor Indonesia, Anak Elang Harley-Davidson, KTM Indonesia, BMW Indonesia and Piaggio Indonesia are the leading companies in Indonesia operating in the two-wheeler segment.

Report Scope:

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

Two-Wheeler Market, By Vehicle Type:

Scooter/Moped

Motorcycle

Two-Wheeler Market, By Propulsion:

ICE

Electric

Two-Wheeler Market, By End Use:

Individual

Institutional

Two-Wheeler Market, By Region:

Sumatra

Kalimantan

Sulawesi

Maluku & Papua

Bali & Nusa

Java

Competitive Landscape

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

Available Customizations:

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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