

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

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## Abstracts

The Indonesia Two-Wheeler Market achieved a valuation of USD 8.7 Billion in 2022 and is poised for robust growth in the projected period, manifesting a Compound Annual Growth Rate (CAGR) of 2.8% through 2028. The Indonesia Two-Wheeler Market stands as one of the most vibrant and consequential segments within the nation's automotive industry. Indonesia, endowed with a sizable populace and diverse topography, presents an idiosyncratic terrain for the two-wheeler market. Motorcycles and scooters exert an indispensable influence upon the daily routines of Indonesians, assuming the mantle of essential transportation mediums for both urban and rural domains. The market's salience finds resonance in its sheer magnitude and scale. Indonesia ranks among the world's preeminent two-wheeler markets, propelled by determinants encompassing population density, traffic congestion, and the requisition for cost-effective mobility solutions. Motorcycles and scooters, vaunting affordability, fuel efficiency, and adeptness in maneuvering through Indonesia's congested thoroughfares, have indubitably captured popular favor.

A pivotal instigator underpinning the expansion of the Indonesia Two-Wheeler Market is the nation's burgeoning middle class and the ascending trend of urbanization. As an increased contingent of Indonesians ascend the income echelons, the clamor for personal mobility alternatives intensifies. Two-wheelers unfurl as pragmatic and accessible solutions, especially within urban contexts where traffic snarls hold sway. The physical tapestry of Indonesia, spanning bustling urban centers and far-flung hinterlands, further inflects the market. Two-wheelers manifest as versatile chariots, poised to traverse both urban avenues and rustic terrains. This market's variegation

extends to an eclectic spectrum of vehicle genres, encompassing conventional motorcycles, contemporary scooters, and even electric two-wheelers as the nation welcomes sustainable mobility alternatives.

## Key Market Drivers

1. **Population Density and Demographics:** The sprawling Indonesian populace occupies the mantle of prime impetus driving the two-wheeler market. With a populace surpassing 270 million individuals, the nation boasts a vast reservoir of potential consumers. The sheer numerical preponderance of individuals in quest of affordable and practical transportation conduits fuels the demand for two-wheelers. Motorcycles and scooters furnish an economical mode of mobility for a diverse array of consumers, spanning urban inhabitants to rural denizens.

2. **Urbanization and Traffic Congestion:** Accelerated urbanization has engendered amplified traffic congestion within Indonesian urban enclaves. Two-wheelers materialize as a viable countermeasure for maneuvering through congested avenues, imbued with nimbleness and seamless traversability. In densely populated urban precincts, motorcycles and scooters confer upon commuters the capability to circumvent traffic bottlenecks, thereby truncating travel durations and heightening comprehensive convenience.

3. **Affordability and Accessibility:** The comparative affordability of two-wheelers vis-?-vis their four-wheeled counterparts renders them amenable to a broader stratum of consumers. For myriad Indonesians, motorcycles and scooters emerge as the most economically sound personal transportation choice. The modest initial outlay, concomitantly coupled with frugal operational expenditures encompassing fuel consumption and maintenance, positions two-wheelers as an inviting alternative for transportation.

4. **Income Distribution and Middle-Class Ascendancy:** The burgeoning middle class in Indonesia fosters demand for enhanced mobility alternatives. As more individuals ascend the income pyramid, they seek elevated transportation solutions transcending traditional paradigms. Two-wheelers satiate this demographic by proffering expedient, budget-friendly, and versatile means of commutation, thereby lending traction to market expansion.

5. **Rural Connectivity:** Indonesia's heterogeneous topography encompasses not only burgeoning metropolises but also secluded rural domains. Two-wheelers perform a

pivotal role in bridging disparities within regions where four-wheeled counterparts may encounter impediments. Motorcycles and scooters engender access to indispensable amenities, labor prospects, and education, emerging as lifelines for innumerable rural communities.

6. **Regulatory Framework and Incentives:** The compass of governmental policies and regulations resonates profoundly within the two-wheeler market. Incentives targeted at low-emission vehicles, benchmarks for safety, and prerequisites for fuel efficiency sculpt manufacturers' offerings. These mandates galvanize the formulation and adoption of more technologically sophisticated two-wheelers, symbiotic with the environmental and safety objectives espoused by the government.

7. **Fuel Efficiency and Operating Costs:** The ascent of fuel prices and the need for economical transportation coalesce to engender demand for fuel-efficient vehicles. Two-wheelers, particularly the scooter ilk, bear a distinguished repute for fuel efficiency, rendering them an alluring option for consumers driven by the pursuit of economizing operational expenses. This driver assumes paramount importance, particularly when the overall cost of ownership over time is contemplated.

### Key Market Challenges

1. **Traffic Congestion and Urbanization:** Rapid urbanization in Indonesian urban expanses has precipitated an increase in traffic congestion. While two-wheelers proffer an advantageous demeanor for traversing congested thoroughfares, the burgeoning populace of vehicles, encompassing motorcycles and scooters, can potentially exacerbate traffic predicaments. This challenge has ramifications not only for the efficacy of two-wheeler transit but also augments concerns about overall road safety and transportation infrastructure.

2. **Safety Concerns:** The subject of safety assumes towering significance within the Indonesia Two-Wheeler Market. Escalated accident rates and the lackluster enforcement of traffic norms furnish fertile terrain for road safety vulnerabilities. Lax helmet usage, recklessly perilous driving comportments, and the dearth of dedicated infrastructure for two-wheeler safety accentuate these concerns. Enhancing road safety education, augmenting awareness, and bolstering infrastructure stand as pivotal strategies for mitigating this challenge.

3. **Environmental Impact:** The pervasive popularity of two-wheelers within Indonesia carries ecological repercussions, specifically with regards to air quality and emissions. A

bevy of antiqu

ated models lack cutting-edge emission control technologies, thereby amplifying pollution levels. The crux of this challenge lies in the transition to cleaner and more efficacious two-wheelers in alignment with stringent emission standards, thereby counterbalancing the dividends of mobility with environmental conscientiousness.

4. Infrastructure Limitations: The availability of infrastructural requisites tailored to two-wheelers constitutes a challenge, particularly within the ambit of swiftly burgeoning urban spheres. Insufficient parking amenities, inadequacies in road infrastructure attuned to two-wheelers, and the dearth of delineated lanes conspire to fetter safe and convenient two-wheeler traversal. Countering these limitations necessitates urban planning predicated on accommodating the idiosyncratic exigencies of two-wheeler commuters.

5. Market Saturation and Competition: The Indonesia Two-Wheeler Market exists as a vigorously competitive and saturated landscape, replete with sundry manufacturers vying for consumer patronage. This dynamic can invoke pressures on pricing and an emphasis on cost-cutting measures that could, potentially, compromise quality. For manufacturers, the conundrum resides in demarcating their products whilst preserving affordability and satisfying consumer demands.

6. Consumer Behavior and Preferences: Consumer predilections and behaviors can introduce complexities to market growth. While myriad consumers are predisposed to the affordability and convenience underpinning two-wheelers, the mutable tides of preference swaying toward four-wheeled vehicles or nascent alternative mobility solutions can potentially reverberate across the demand spectrum for two-wheelers. Adroitly comprehending and aligning with evolving consumer inclinations forms a fulcrum for sustained market prosperity.

7. Regulatory Complexities: The mutability and uncertainties attendant to regulatory landscapes can wield influence over the market. Oscillations in emission benchmarks, safety directives, and governmental policies can indelibly imprint manufacturers' strategies and product portfolios. Navigating these mutable regulations whilst ensconcing product quality and affordability entails a finely poised equilibrium, whose attainment is undeniably challenging.

## Key Market Trends

1. **Rise of Electric Two-Wheelers:** The vogue of electrification is pervading the Indonesia Two-Wheeler Market. Electric two-wheelers, encompassing electric motorcycles and scooters, are gaining prominence concomitant to heightened environmental consciousness. In line with a trajectory aimed at diminishing emissions and propounding sustainability, manufacturers are ushering in electric models endowed with quieter operation, reduced operating expenses, and a truncated environmental footprint.

2. **Connected and Smart Features:** Technological strides are germinating the fusion of connected attributes within two-wheelers. The matrimony of smartphones and digital platforms with two-wheelers confers navigation, connectivity, real-time vehicle metrics, and even remote diagnostic functionalities. These attributes engender augmented rider experiences, proffer convenience, and furnish manufacturers the dais to furnish personalized services.

3. **Safety Augmentations:** The propagation of superior safety attributes constitutes an emergent trend within the market. With road safety concerns scaling ascendant echelons of attention, manufacturers are weaving advanced safety technologies, spanning anti-lock braking systems (ABS), traction control, and electronic stability control, into their offerings. These attributes accentuate stability and command, synergistically cultivating safer rides and curtailing accident probabilities.

4. **Customization and Personalization:** The clarion call for customization is crystallizing into a substantial trend as consumers yearn to articulate their individuality via their two-wheelers. Manufacturers are unfurling augmented customization prospects, empowering consumers to tailor their vehicles via unique hues, graphics, and accessories. This trend resonates with consumers vested in self-expression, ardently aspiring to bespeak individuality through their vehicles.

5. **Rise of Ridesharing and Mobility Solutions:** The stratagem of urbanization has precipitated a drift toward shared mobility solutions in the vanguard of the market. Ride-sharing platforms are expanding their ambit to encompass two-wheelers, metamorphosing into a viable alternative to conventional taxi services and ridesharing enterprises. These platforms furnish economical and convenient transportation options, particularly within congestion-ridden urban enclaves.

6. **Emission Standards and Environmental Awareness:** Escalated emission standards and a burgeon of environmental cognizance are impelling manufacturers to engineer cleaner and more efficacious two-wheelers. This trend harmonizes with global endeavors to abate air pollution and counteract climate vicissitudes. Manufacturers are

heralding technologies such as fuel injection, catalytic converters, and hybrid alternatives to harmonize with emission objectives.

7. Shift to Premium and Performance Models: As disposable incomes burgeon, a cognizable upsurge in demand for premium and performance-oriented two-wheelers is manifesting. This trend engenders the advent of upscale models imbued with advanced attributes, heightened performance, and elevated aesthetic appeal. Manufacturers are enlarging their product portfolios to accommodate this enthusiast-driven segment.

### Segmental Insights

**Vehicle Type Insights:** Motorcycles hold sway as the most prominent stakeholder amidst two-wheeled vehicles in Indonesia. This predomination is underpinned by diverse considerations. Primarily, the affordability of motorcycles renders them a coveted choice among a swathe of Indonesians who subsist within the middle-income strata.

Furthermore, the nation's oft-congested thoroughfares amplify motorcycles into an optimal selection for navigating through dense traffic. The prevalence of motorcycle-taxi services such as Go-Jek and Grab Bike further cements motorcycles' prominence within the milieu.

**Fuel Type Insights:** In Indonesia, the two-wheeler market finds itself predominantly entrenched in petrol-based engines, a phenomenon predicated upon the pervasiveness and cost-effectiveness thereof. However, a conspicuous shift toward electric two-wheelers is obtruding onto the scene, propelled by mounting environmental awareness and governmental incentives that propagate eco-friendly conveyance. Despite these inroads, the adoption rate of electric two-wheelers remains relatively nascent, primarily ascribed to apprehensions concerning battery longevity and the paucity of charging infrastructure across the nation. Thus, whilst petrol lingers as the prevailing fuel type of choice for two-wheelers within Indonesia, the advance toward electricity is discernibly imminent.

**Regional Insights:** Java, the globe's most populous island and the fount of Indonesia's thriving capital city, Jakarta, holds sway as the supreme patron of the two-wheeler market within the nation. Owing to its dense populace, vibrant urban centers, and widespread adoption of motorcycles for quotidian commutation, Java overshadows other enclaves, including Sumatra, Kalimantan, Sul

awesi, Maluku, Papua, Bali, and Nusa, in terms of two-wheeler market expanse. This predominance finds its root in the island's expansive network of roads, well-entrenched

distribution conduits, and a deeply ingrained motorcycle culture deeply interwoven into the tapestry of its residents' lives. From the throngs of Jakarta's congested streets to the picturesque panoramas of rural hinterlands, the tableau of motorcycles weaving through traffic furnishes a quintessential facet of Java's dynamic transportation milieu.

### Key Market Players

Honda Motor Co., Ltd.

Yamaha Motor Co., Ltd.

Suzuki Motor Corporation

Kawasaki Heavy Industries, Ltd.

Bajaj Auto Ltd.

Harley-Davidson Inc.

Piaggio Group

KTM AG

TVS Motor Company

### Report Scope:

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

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

Scooter/Moped

Motorcycle

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

ICE

Electric

Indonesia 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 the Indonesia Two-Wheeler Market.

Available Customizations:

Indonesia 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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