

# Italy Two-Wheeler Market By Vehicle Type (Scooter/Moped, Motorcycle), By Propulsion Type (ICE, Electric), By Region, By Competition, Opportunities & Forecast, 2020-2030F

<https://marketpublishers.com/r/I67082FDB06DEN.html>

Date: September 2025

Pages: 85

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

ID: I67082FDB06DEN

## Abstracts

### Market Overview:

Italy Two-Wheeler Market was valued at USD 3.15 Billion in 2024 and is expected to reach USD 4.15 Billion by 2030 with a CAGR of 4.71% during the forecast period. The Italy two-wheeler market is witnessing notable traction driven by factors such as rising urban mobility needs, increasing fuel prices, and growing consumer preference for compact and efficient transportation solutions. The surge in demand for electric two-wheelers supported by evolving environmental awareness and favorable government initiatives is amplifying market growth. The market also benefits from the expanding presence of shared mobility platforms, which are encouraging short-distance commuting alternatives. A key growth trend shaping the market is the steady shift towards electric scooters and motorcycles, influenced by innovations in battery technology, enhanced vehicle performance, and longer riding ranges. The integration of smart features, connected mobility solutions, and advanced safety systems is redefining consumer expectations.

### Market Drivers

#### Rising Urban Congestion and Last-Mile Mobility Demand

Urban centers are facing increasing congestion, leading consumers to seek efficient, compact, and maneuverable transportation options. Two-wheelers offer a practical solution for short-distance commuting, parking convenience, and reduced travel times in

traffic-heavy environments. The demand for last-mile connectivity, especially in densely populated areas, is further boosting the attractiveness of scooters and motorcycles. Commuters are looking for alternatives that save time and offer flexibility, positioning two-wheelers as a favorable choice for daily transportation. The growing reliance on personal mobility for last-mile travel to and from public transport hubs is creating sustained demand for two-wheelers across various urban segments. This trend is complemented by the need for cost-effective travel modes that reduce dependence on expensive car ownership or ride-hailing services. As two-wheelers require less space and offer higher maneuverability, they naturally align with the transportation preferences of city dwellers.

## Key Market Challenges

### High Initial Cost of Electric Two-Wheelers

The higher upfront cost of electric two-wheelers compared to conventional gasoline-powered models is a critical barrier to widespread consumer adoption. Despite the long-term savings on fuel and maintenance, the initial investment required for electric two-wheelers often deters budget-conscious buyers. The cost differential is largely attributed to the expensive nature of battery packs, which constitute a significant portion of the vehicle's overall price. While battery technology has improved, making them more durable and efficient, cost reduction has not kept pace with performance gains. This price sensitivity is even more pronounced in the entry-level and commuter segments, where buyers prioritize affordability. Manufacturers face the challenge of balancing advanced features with cost competitiveness to appeal to a wider audience.

## Key Market Trends

### Integration of Smart Features and Connected Mobility

The integration of smart features and connected mobility solutions in two-wheelers is emerging as a key trend transforming consumer expectations and market offerings. Smart technologies such as GPS navigation, Bluetooth connectivity, smartphone integration, and ride analytics are becoming standard in new-generation two-wheelers. These features enhance the riding experience by offering real-time information, safety alerts, remote diagnostics, and anti-theft systems, making them attractive to tech-savvy consumers. Connected mobility allows riders to monitor vehicle performance, receive maintenance updates, and access emergency assistance through dedicated apps. Manufacturers are focusing on developing user-centric digital ecosystems that extend

the value proposition beyond basic transportation. These advancements are not limited to premium models, as cost-effective smart solutions are gradually making their way into entry-level and mid-range segments.

### Key Market Players

Piaggio & C. S.p.A.

Yamaha Motors

Vmoto Limited

TVS Motor Company Limited

KTM Sport motorcycle

Suzuki Motor Corporation

Harley-Davidson

Honda Motor Co., Ltd

Hero Electric Vehicles Pvt Ltd

Kawasaki Motors

### Report Scope:

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

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

Scooter/Moped

Motorcycle

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

ICE

Electric

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

North-West

South Islands

North-East

Centre

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Italy Two-Wheeler Market.

### Available Customizations:

Italy Two-Wheeler Market report with the given market data, TechSci Research offers customizations according to the 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).

## Contents

### 1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

### 2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

### 3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Regions

### 4. ITALY TWO-WHEELER MARKET OUTLOOK

- 4.1. Market Size & Forecast
  - 4.1.1. By Value
- 4.2. Market Share & Forecast
  - 4.2.1. By Vehicle Type Market Share Analysis (Scooter/Moped, Motorcycle)
  - 4.2.2. By Propulsion Type Market Share Analysis (ICE, Electric)
  - 4.2.3. By Region
  - 4.2.4. By Company (2024)
- 4.3. Market Map

## **5. ITALY SCOOTER/MOPED MARKET OUTLOOK**

### 5.1. Market Size & Forecast

#### 5.1.1. By Value

### 5.2. Market Share & Forecast

#### 5.2.1. By Propulsion Type Market Share Analysis

## **6. ITALY MOTORCYCLE MARKET OUTLOOK**

### 6.1. Market Size & Forecast

#### 6.1.1. By Value

### 6.2. Market Share & Forecast

#### 6.2.1. By Propulsion Type Market Share Analysis

## **7. MARKET DYNAMICS**

### 7.1. Drivers

### 7.2. Challenges

## **8. KEY MARKET DISRUPTIONS**

### 8.1. Conflicts

### 8.2. Pandemic

### 8.3. Trade Barriers

## **9. MARKET TRENDS & DEVELOPMENTS**

## **10. PORTER'S FIVE FORCES ANALYSIS**

## **11. POLICY & REGULATORY LANDSCAPE**

## **12. ITALY ECONOMIC PROFILE**

## **13. COMPETITIVE LANDSCAPE**

### 13.1. Company Profiles

#### 13.1.1. Piaggio & C. S.p.A.

##### 13.1.1.1. Business Overview

##### 13.1.1.2. Company Snapshot

- 13.1.1.3. Products & Services
- 13.1.1.4. Financials (As Per Availability)
- 13.1.1.5. Key Market Focus & Geographical Presence
- 13.1.1.6. Recent Developments
- 13.1.1.7. Key Management Personnel
- 13.1.2. Yamaha Motors
- 13.1.3. Vmoto Limited
- 13.1.4. TVS Motor Company Limited
- 13.1.5. KTM Sport motorcycle
- 13.1.6. Suzuki Motor Corporation
- 13.1.7. Harley-Davidson
- 13.1.8. Honda Motor Co., Ltd
- 13.1.9. Hero Electric Vehicles Pvt Ltd
- 13.1.10. Kawasaki Motors

## **14. STRATEGIC RECOMMENDATIONS**

## **15. ABOUT US & DISCLAIMER**

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