

Motorcycle Market– Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented Analysis, By Motorcycle Type (Standard, Sports, Cruiser, Touring, Others), By Propulsion Type (ICE, Electric), By Region & Competition, 2021-2031F

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Abstracts

The Global Motorcycle Market is projected to expand from USD 84.15 Billion in 2025 to USD 126.14 Billion by 2031, reflecting a compound annual growth rate of 6.98%. This industry encompasses the production and sale of two- and three-wheeled vehicles utilized for private commuting, commercial deliveries, and recreational activities. A major catalyst for this growth is rapid urbanization, which creates a need for agile mobility solutions to navigate severe traffic congestion in densely populated cities. Additionally, because motorcycles offer lower operating costs and superior fuel economy compared to passenger cars, they remain an essential mode of transport in emerging economies and a cost-effective alternative in developed nations.

However, market expansion faces obstacles due to the enforcement of strict environmental regulations, which require manufacturers to fund expensive emission reduction technologies. These compliance mandates often lead to higher production costs that are passed on to buyers, potentially dampening demand in price-sensitive demographics. Despite these challenges, the sector continues to see activity; data from the European Association of Motorcycle Manufacturers indicates that new motorcycle registrations in five major European markets totaled 1,155,640 units in 2024, marking a 10.1 percent increase compared to the previous year.

Market Driver

Government subsidies and regulatory mandates favoring electric motorcycles are

fundamentally reshaping the industry landscape. Authorities globally are implementing rigorous emission standards and financial incentives, such as purchase grants and tax rebates, to hasten the shift away from internal combustion engines. This regulatory pressure compels manufacturers to aggressively broaden their electric portfolios, thereby boosting adoption rates even in markets where initial ownership costs were previously a deterrent. The impact of these policies is evident in the rising sales of battery-powered units; for instance, the Federation of Automobile Dealers Associations reported in April 2024 that retail sales of electric two-wheelers in India grew by 30.06 percent year-on-year for the fiscal year 2024.

Simultaneously, rising disposable income and improved vehicle affordability in emerging economies serve as critical drivers for substantial volume growth. As economic conditions improve in populous regions like Southeast Asia and India, increased purchasing power is unlocking demand for personal mobility, particularly among the middle class who prioritize economical transportation. This trend is confirmed by a surge in entry-level vehicle transactions, which significantly boosts overall market figures. According to the Society of Indian Automobile Manufacturers, domestic two-wheeler sales reached 1,751,393 units in April 2024, a 30.8 percent increase from the prior year. Reflecting this robust demand, Honda Motor Co., Ltd. reported in May 2024 that its motorcycle segment revenue rose by 10.7 percent for the fiscal year ended March 31, 2024.

Market Challenge

The enforcement of stringent environmental regulations presents a significant barrier to the expansion of the global motorcycle market. As regulatory bodies impose rigorous emission standards, manufacturers are forced to integrate complex exhaust treatment systems and engine modifications to ensure compliance. These mandatory technological upgrades require substantial capital expenditure in research and development, which inevitably raises unit production costs. Consequently, these increased expenses are typically transferred to consumers through higher retail prices, rendering two-wheeled vehicles less affordable and disproportionately affecting entry-level segments where buyers are highly sensitive to cost adjustments, thereby suppressing sales in mass-market categories.

The negative impact of these economic pressures on price-sensitive segments is highlighted by recent industry statistics. According to the European Association of Motorcycle Manufacturers, new moped registrations in key European markets dropped to 180,591 units in 2024, representing a 6.5 percent decline compared to the previous

year. This contraction in the smaller-displacement segment, which contrasts with the growth observed in premium categories, demonstrates how regulatory-driven cost increases can directly dampen demand for the most economical transportation options available to consumers.

Market Trends

A prominent trend defining the sector is the rising demand for adventure and dual-sport motorcycles, fueled by a growing consumer preference for versatile machines suitable for both long-distance touring and off-road exploration. Manufacturers are prioritizing the development of durable chassis platforms and advanced suspension systems to cater to riders who seek experiential travel rather than simple commuting. This shift toward lifestyle-oriented all-terrain vehicles is particularly visible in mature markets where leisure riding prevails. Supporting this segment's strength, BMW Group announced in January 2025 that it delivered a record 210,408 motorcycles in 2024, with the R 1300 GS and R 1250 GS Adventure models alone contributing approximately 68,000 units to the total volume.

Additionally, the market is experiencing a premiumization of small and mid-capacity segments, where manufacturers are increasingly equipping lower-displacement vehicles with high-end features traditionally found on superbikes. This strategy targets aspirational buyers in developing regions who desire superior performance, aesthetics, and technology but operate within limited budgets. Companies are optimizing their portfolios to favor these higher-margin models over basic utility two-wheelers, resulting in improved profitability despite fluctuating mass-market volumes. Highlighting the financial success of this pivot, Hero MotoCorp reported in May 2025 a 16 percent increase in net profit for the fiscal year ended March 31, 2025, attributing this growth to a favorable product mix and enhanced cost efficiencies.

Key Market Players

Honda Motor Co., Ltd.

IVS Motor Company Ltd.

Bajaj Auto Ltd.

Yamaha Motors Co.

Suzuki Motor Corporation

Triumph Motorcycles

Bayerische Motoren Werke (BMW) AG

Harley-Davidson, Inc.

Hero MotoCorp Ltd.

Kawasaki Motors Corp

Report Scope

In this report, the Global Motorcycle Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Motorcycle Market, By Motorcycle Type

Standard

Sports

Cruiser

Touring

Others

Motorcycle Market, By Propulsion Type

ICE

Electric

Motorcycle Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Motorcycle Market.

Available Customizations:

Global Motorcycle 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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