

Poland Two-Wheeler Market By Vehicle Type (Scooter/Moped, Motorcycle), By Propulsion Type (ICE and Electric), By Region, Competition, Forecast & Opportunities, 2019-2029

<https://marketpublishers.com/r/P7ECEA9916FCEN.html>

Date: November 2024

Pages: 85

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

ID: P7ECEA9916FCEN

Abstracts

The Poland Two-Wheeler Market size was estimated at 217.1 million USD in 2023 and is expected to reach 280.2 million USD by 2029, growing at a CAGR of 4.39% during the forecast period (2025-2029). The Poland two-wheeler market has been steadily growing in recent years, driven by changing consumer preferences, technological advancements, and the increasing need for sustainable transportation. As urbanization continues to rise, more individuals seek cost-effective, efficient, and flexible mobility options. The adoption of two-wheelers is becoming an attractive alternative due to their lower initial cost, fuel efficiency, and the ability to navigate congested urban areas with ease. Electric two-wheelers, in particular, are gaining traction due to Poland's commitment to reducing carbon emissions and promoting cleaner transportation solutions. With the expanding availability of electric vehicle (EV) charging infrastructure and government incentives for electric vehicle purchases, the demand for electric two-wheelers is expected to surge in the coming years.

Consumer preferences are shifting towards high-performance and technologically advanced vehicles. The integration of smart features, such as connectivity, GPS navigation, and enhanced safety technologies, is shaping the two-wheeler market in Poland. Manufacturers are also focusing on design, comfort, and durability to cater to the evolving demands of riders. Lightweight, fuel-efficient models, alongside innovative electric variants, are attracting a growing base of environmentally conscious consumers. As people look for cost-effective commuting solutions, especially in urban areas with heavy traffic, the two-wheeler market is poised to benefit from this shift in transportation habits.

Market Drivers

Rising Demand for Sustainable Transportation

As environmental concerns continue to grow, many consumers in Poland are prioritizing eco-friendly transportation options. The shift towards sustainable mobility is largely driven by government initiatives aimed at reducing carbon emissions and the overall environmental footprint. Electric two-wheelers, with their lower emissions compared to traditional vehicles, align with this demand for green transportation. Consumers are becoming increasingly conscious of their ecological impact, and electric two-wheelers offer a practical solution for reducing urban air pollution, aligning with broader sustainability goals.

Cost Efficiency of Two-Wheelers

Two-wheelers provide an affordable alternative to cars, especially in urban areas. The lower initial purchase price, reduced fuel consumption, and lower maintenance costs make two-wheelers an attractive option for budget-conscious consumers. With high fuel prices and rising living costs, many people are looking for cost-effective modes of transport. Two-wheelers are particularly well-suited for city commuting, allowing users to bypass traffic congestion while offering excellent fuel economy, thus providing long-term savings.

Technological Advancements in Electric Vehicles

The rapid development of electric vehicle (EV) technology has significantly enhanced the appeal of electric two-wheelers. Improved battery life, faster charging times, and more efficient electric motors are making EVs more accessible to the general public. The innovation in lightweight materials and better battery storage solutions also contributes to better performance and longer range, further driving consumer adoption of electric two-wheelers. As technology improves, consumers are gaining confidence in the feasibility of electric two-wheelers for daily commuting.

Urbanization and Traffic Congestion

As urbanization accelerates in Poland, cities are experiencing heightened traffic congestion. Two-wheelers offer a solution to this growing problem, providing individuals with the ability to bypass traffic jams and reduce commute times. The compact nature of two-wheelers allows them to maneuver through narrow city streets, which makes them a more convenient mode of transport in crowded urban environments. The increasing number of commuters looking for faster, more flexible transportation options contribute to the rising popularity of two-wheelers.

Government Support and Incentives

Government policies play a crucial role in the growth of the two-wheeler market in Poland. With an emphasis on reducing carbon emissions and promoting clean energy solutions, the Polish government has introduced various incentives to support the adoption of electric two-wheelers. Tax rebates, subsidies for EV purchases, and investments in charging infrastructure encourage consumers to shift to electric

mobility. This regulatory support, alongside growing awareness about climate change, strengthens the market's expansion.

Key Market Challenges

Range and Charging Infrastructure for Electric Two-Wheelers

One of the most significant challenges for the electric two-wheeler market is the limited range and availability of charging infrastructure. Although battery technology has improved, many electric two-wheelers still have relatively short ranges compared to traditional fuel-powered models. Consumers are often concerned about running out of battery on longer trips. The lack of widespread charging stations in urban and rural areas further exacerbates this issue, limiting the widespread adoption of electric two-wheelers. Addressing this challenge requires significant investments in charging infrastructure to ensure accessibility and convenience for users.

Fluctuating Fuel Prices

Fluctuations in fuel prices impact the overall cost-effectiveness of two-wheelers, particularly for gasoline-powered models. While two-wheelers are generally more fuel-efficient than cars, any significant increase in fuel prices can deter consumers from opting for them. Uncertainty about future fuel costs can make it harder for consumers to predict long-term savings, which can hinder purchasing decisions. Manufacturers and policymakers must consider ways to provide stable pricing structures or promote alternatives like electric vehicles to mitigate the impact of fluctuating fuel prices.

Economic Instability

Economic instability, including factors such as inflation, unemployment, and income inequality, can negatively affect consumer purchasing power. In times of economic downturn, consumers tend to cut back on non-essential spending, including purchases of new vehicles. While two-wheelers are generally considered affordable, economic challenges may cause potential buyers to postpone or forego their vehicle purchases. In such conditions, manufacturers may need to adjust their pricing strategies or offer financing options to maintain sales volumes.

Regulatory and Safety Standards

The two-wheeler market in Poland is affected by constantly evolving regulations related to vehicle safety, emissions, and environmental standards. Stricter regulations may impose additional costs on manufacturers, requiring them to invest in compliance measures or redesign their products. For electric two-wheelers, meeting new emission norms or battery disposal regulations can add complexity to production processes. Keeping up with these regulatory changes may become a financial burden for smaller manufacturers, creating a challenging environment for market players to navigate.

Consumer Perception and Lack of Awareness

Despite the growing popularity of two-wheelers, many consumers still have misconceptions about their reliability, safety, and practicality. Traditional views on two-

wheelers being unsafe or inconvenient for long trips continue to hinder their adoption. The lack of awareness regarding the benefits of electric two-wheelers and their lower environmental impact is also a significant challenge. To address this, manufacturers must invest in consumer education campaigns that emphasize the advantages of two-wheelers, as well as the advancements in safety features and technology.

Key Market Trends

Shift Towards Electric Two-Wheelers

The trend of transitioning from gasoline-powered vehicles to electric two-wheelers is gaining momentum. This shift is largely driven by the growing consumer demand for sustainable transportation solutions and the government's push for greener mobility. Electric two-wheelers are becoming increasingly popular due to their lower carbon emissions, quieter operation, and lower running costs. Innovations in battery technology and longer-lasting powertrains are contributing to the expanding adoption of electric two-wheelers, with more consumers opting for eco-friendly alternatives in their daily commutes.

Integration of Smart Features and Connectivity

Modern two-wheelers are increasingly integrated with smart technology and connectivity features. GPS navigation, mobile app integration, real-time diagnostics, and advanced safety systems are becoming standard in many new models. These innovations not only improve the user experience but also enhance safety, offering features like collision warnings, anti-theft systems, and automatic braking. The rise of smart two-wheelers is part of the broader trend of the digitalization of personal transportation, making them more appealing to tech-savvy consumers.

Focus on Lightweight and Durable Materials

Manufacturers are focusing on using lightweight, durable materials to improve the performance and lifespan of two-wheelers. This trend is particularly prominent in electric two-wheelers, where reducing the weight of the vehicle can help increase battery efficiency and extend range. The use of materials such as carbon fiber, aluminum, and advanced composites is becoming more common in vehicle design. These materials not only make two-wheelers lighter and more energy-efficient but also more resistant to wear and tear, offering a longer lifespan for consumers.

Customization and Personalization Options

As consumer preferences evolve, there is an increasing trend towards customization and personalization in the two-wheeler market. Buyers now have more options to tailor their vehicles to their specific tastes, from design features like color schemes and accessories to performance enhancements such as engine upgrades or suspension modifications. This trend reflects a broader desire for individualized experiences, where consumers seek to express their personality and style through

their vehicles. Manufacturers are responding by offering more customization options, appealing to consumers looking for unique, personalized products.

Growing Focus on Safety Features

Safety is becoming a top priority for consumers in the two-wheeler market, prompting manufacturers to incorporate advanced safety features into their models. Anti-lock braking systems (ABS), traction control, improved suspension systems, and crash protection technologies are increasingly being integrated into new two-wheelers. As consumers become more safety-conscious, these features help build confidence in two-wheelers as a viable and secure mode of transportation. With the rising trend of urban mobility and increasing awareness of road safety, the demand for vehicles equipped with robust safety systems is expected to grow.

Segmental Insights

Vehicle Type Insights

The Poland two-wheeler market is segmented into two primary vehicle types: scooters/mopeds and motorcycles, each catering to different consumer needs and preferences. Scooters and mopeds are particularly popular among urban commuters due to their compact size, affordability, and ease of use. These vehicles are ideal for short-distance travel in congested city areas, offering a practical solution for navigating through traffic. Scooters are often preferred for their automatic transmission systems, which make them user-friendly for riders of all experience levels. With low fuel consumption and lower maintenance costs, they provide an economical transportation option, especially for younger riders or those seeking a more budget-friendly alternative to cars.

Motorcycles, on the other hand, cater to a different demographic, often attracting individuals who seek higher performance, greater speed, and enhanced durability. Motorcycles offer a broader range of engine capacities and designs, from entry-level models to high-performance variants suited for longer journeys or recreational purposes. Riders of motorcycles typically value power, speed, and the ability to cover greater distances, making them a more suitable choice for longer commutes or leisure riding. Motorcycles also offer more customization options, including changes to the exhaust system, suspension, and aesthetics, allowing riders to tailor their vehicles to personal preferences. Both vehicle types benefit from the increasing demand for alternative transportation solutions. Scooters and mopeds are gaining traction due to their ability to bypass traffic, their efficiency in dense urban environments, and their environmentally friendly credentials, especially with the rise of electric variants. Motorcycles, while more common in rural areas or among leisure riders, also experience strong demand due to their higher performance and greater versatility for long-distance travel. The rise of electric motorcycles and scooters further diversifies the market, attracting environmentally conscious consumers

which prefer eco-friendly alternatives to traditional gasoline-powered models. This segmentation reflects the diverse needs of the Polish market, where consumers seek solutions that align with their lifestyles, whether it's the practicality and economy of a scooter or the performance and thrill of a motorcycle. Both categories continue to evolve, with ongoing innovations in design, performance, and technology, contributing to the overall growth of the two-wheeler market in Poland.

Region Insights

In 2023, the Mazowieckie region emerged as a key player in the Poland two-wheeler market, accounting for a significant portion of the market share. As the capital region of Poland, Mazowieckie encompasses Warsaw, the country's largest and most populous city, which contributes substantially to the demand for two-wheelers. The rapid pace of urbanization and the growing need for efficient and cost-effective transportation solutions in metropolitan areas have driven the increasing adoption of two-wheelers in this region. In particular, the rise in traffic congestion and the need for faster commuting options have made scooters, mopeds, and motorcycles highly attractive. Mazowieckie is home to a large number of young professionals, students, and city dwellers who prioritize affordable and sustainable transportation options. The relatively compact nature of the region and the dense urban setup in Warsaw make two-wheelers a perfect solution for avoiding traffic jams and reducing commute times. Many residents of Mazowieckie are also turning towards electric two-wheelers, motivated by the growing awareness of environmental issues and the availability of incentives for purchasing electric vehicles. The increasing number of charging stations across the region, along with government subsidies, has further boosted the adoption of electric scooters and motorcycles.

The region's well-developed infrastructure supports the growth of the two-wheeler market, with ample roads, designated lanes for cyclists and scooters, and increasing investments in sustainable mobility solutions. Mazowieckie also attracts a wide demographic of both first-time riders and experienced enthusiasts, fostering a diverse market for two-wheelers. The presence of significant retail outlets, dealerships, and service centers in Warsaw contributes to the ease of access to two-wheeler options, making it a convenient location for consumers to purchase, maintain, and upgrade their vehicles. As consumer preferences in Mazowieckie continue to shift towards more eco-friendly and cost-efficient transportation methods, the demand for electric and fuel-efficient two-wheelers is expected to keep growing. The combination of factors such as urban density, evolving mobility trends, and government support makes Mazowieckie a dominant force in the Polish two-wheeler market in 2023.

Key Market Players

BMW Vertriebs GmbH spółka z ograniczoną odpowiedzialnością Oddział w

Polsce

Ducati Motor Holding S.p.A.

Harley-Davidson Europe Ltd,

Honda Motor Europe Limited

KTM Sportmotorcycle GmbH

Piaggio & C. SpA

Eicher Motors Limited (Royal Enfield)

Suzuki Motor Poland Sp. z o. o.

Triumph Motorcycles Ltd.

Yamaha Motor Europe N.V.

Report Scope:

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

· Poland Two-Wheeler Market, By Vehicle Type:

Scooter/Moped

Motorcycle

· Poland Two-Wheeler Market, By Propulsion Type:

ICE

Electric

· Poland Two-Wheeler Market, By Region:

Mazowieckie

Śląskie

Wielkopolskie

Małopolskie

Dolnośląskie

Rest of Poland

Competitive Landscape

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

Available Customizations:

The Poland 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).

Contents

1. INTRODUCTION

- 1.1. Market 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. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

4. VOICE OF CUSTOMER

- 4.1. Factors Influencing Purchase Decision
- 4.2. Sources of Information

5. POLAND TWO-WHEELER MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value & Volume
- 5.2. Market Share & Forecast
 - 5.2.1. By Vehicle Type Market Share Analysis (Scooter/Moped, Motorcycle)
 - 5.2.2. By Propulsion Type Market Share Analysis (ICE and Electric)

Poland Two-Wheeler Market By Vehicle Type (Scooter/Moped, Motorcycle), By Propulsion Type (ICE and Electric),...

- 5.2.3. By Regional Market Share Analysis
 - 5.2.3.1. Mazowieckie Market Share Analysis
 - 5.2.3.2. Łódzkie Market Share Analysis
 - 5.2.3.3. Wielkopolskie Market Share Analysis
 - 5.2.3.4. Małopolskie Market Share Analysis
 - 5.2.3.5. Dolnośląskie Market Share Analysis
 - 5.2.3.6. Rest of Poland Market Share Analysis
- 5.2.4. By Top 5 Companies Market Share Analysis, Others (2023)
- 5.3. Poland Two-Wheeler Market Mapping & Opportunity Assessment
 - 5.3.1. By Vehicle Type Market Mapping & Opportunity Assessment
 - 5.3.2. By Propulsion Type Market Mapping & Opportunity Assessment
 - 5.3.3. By Country Market Mapping & Opportunity Assessment

6. MAZOWIECKIE TWO-WHEELER MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value & Volume
- 6.2. Market Share & Forecast
 - 6.2.1. By Vehicle Type Market Share Analysis
 - 6.2.2. By Propulsion Type Market Share Analysis

7. ŁÓDZKIE TWO-WHEELER MARKET OUTLOOK

- 7.1. Market Size & Forecast
 - 7.1.1. By Value & Volume
- 7.2. Market Share & Forecast
 - 7.2.1. By Vehicle Type Market Share Analysis
 - 7.2.2. By Propulsion Type Market Share Analysis

8. WIELKOPOLSKIE TWO-WHEELER MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value & Volume
- 8.2. Market Share & Forecast
 - 8.2.1. By Vehicle Type Market Share Analysis
 - 8.2.2. By Propulsion Type Market Share Analysis

9. MAŁOPOLSKIE TWO-WHEELER MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value & Volume

9.2. Market Share & Forecast

9.2.1. By Vehicle Type Market Share Analysis

9.2.2. By Propulsion Type Market Share Analysis

10. DOLNO?L?SKIE TWO-WHEELER MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value & Volume

10.2. Market Share & Forecast

10.2.1. By Vehicle Type Market Share Analysis

10.2.2. By Propulsion Type Market Share Analysis

11. REST OF POLAND TWO-WHEELER MARKET OUTLOOK

11.1. Market Size & Forecast

11.1.1. By Value & Volume

11.2. Market Share & Forecast

11.2.1. By Vehicle Type Market Share Analysis

11.2.2. By Propulsion Type Market Share Analysis

12. MARKET DYNAMICS

12.1. Drivers

12.2. Challenges

13. MARKET TRENDS & DEVELOPMENTS

14. COMPETITIVE LANDSCAPE

14.1. Company Profiles

14.1.1. BMW Vertriebs GmbH sp??ka z ograniczon? odpowiedzialno?ci? Oddzia? w Polsce

14.1.1.1. Company Details

14.1.1.2. Products

14.1.1.3. Financials (As Per Availability)

14.1.1.4. Key Market Focus & Geographical Presence

14.1.1.5. Recent Developments

- 14.1.1.6. Key Management Personnel
- 14.1.2. Ducati Motor Holding S.p.A.
 - 14.1.2.1. Company Details
 - 14.1.2.2. Products
 - 14.1.2.3. Financials (As Per Availability)
 - 14.1.2.4. Key Market Focus & Geographical Presence
 - 14.1.2.5. Recent Developments
 - 14.1.2.6. Key Management Personnel
- 14.1.3. Harley-Davidson Europe Ltd
 - 14.1.3.1. Company Details
 - 14.1.3.2. Products
 - 14.1.3.3. Financials (As Per Availability)
 - 14.1.3.4. Key Market Focus & Geographical Presence
 - 14.1.3.5. Recent Developments
 - 14.1.3.6. Key Management Personnel
- 14.1.4. Honda Motor Europe Limited
 - 14.1.4.1. Company Details
 - 14.1.4.2. Products
 - 14.1.4.3. Financials (As Per Availability)
 - 14.1.4.4. Key Market Focus & Geographical Presence
 - 14.1.4.5. Recent Developments
 - 14.1.4.6. Key Management Personnel
- 14.1.5. KTM Sportmotorcycle GmbH
 - 14.1.5.1. Company Details
 - 14.1.5.2. Products
 - 14.1.5.3. Financials (As Per Availability)
 - 14.1.5.4. Key Market Focus & Geographical Presence
 - 14.1.5.5. Recent Developments
 - 14.1.5.6. Key Management Personnel
- 14.1.6. Piaggio & C. SpA
 - 14.1.6.1. Company Details
 - 14.1.6.2. Products
 - 14.1.6.3. Financials (As Per Availability)
 - 14.1.6.4. Key Market Focus & Geographical Presence
 - 14.1.6.5. Recent Developments
 - 14.1.6.6. Key Management Personnel
- 14.1.7. Eicher Motors Limited (Royal Enfield)
 - 14.1.7.1. Company Details
 - 14.1.7.2. Products

- 14.1.7.3. Financials (As Per Availability)
- 14.1.7.4. Key Market Focus & Geographical Presence
- 14.1.7.5. Recent Developments
- 14.1.7.6. Key Management Personnel
- 14.1.8. Suzuki Motor Poland Sp. z o. o.
 - 14.1.8.1. Company Details
 - 14.1.8.2. Products
 - 14.1.8.3. Financials (As Per Availability)
 - 14.1.8.4. Key Market Focus & Geographical Presence
 - 14.1.8.5. Recent Developments
 - 14.1.8.6. Key Management Personnel
- 14.1.9. Triumph Motorcycles Ltd.
 - 14.1.9.1. Company Details
 - 14.1.9.2. Products
 - 14.1.9.3. Financials (As Per Availability)
 - 14.1.9.4. Key Market Focus & Geographical Presence
 - 14.1.9.5. Recent Developments
 - 14.1.9.6. Key Management Personnel
- 14.1.10. Yamaha Motor Europe N.V.
 - 14.1.10.1. Company Details
 - 14.1.10.2. Products
 - 14.1.10.3. Financials (As Per Availability)
 - 14.1.10.4. Key Market Focus & Geographical Presence
 - 14.1.10.5. Recent Developments
 - 14.1.10.6. Key Management Personnel

15. STRATEGIC RECOMMENDATIONS/ACTION PLAN

- 15.1. Key Focus Areas
 - 15.1.1. Target Vehicle Type
 - 15.1.2. Target Propulsion Type

16. ABOUT US & DISCLAIMER

I would like to order

Product name: Poland Two-Wheeler Market By Vehicle Type (Scooter/Moped, Motorcycle), By Propulsion Type (ICE and Electric), By Region, Competition, Forecast & Opportunities, 2019-2029

Product link: <https://marketpublishers.com/r/P7ECEA9916FCEN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P7ECEA9916FCEN.html>