

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

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## **Abstracts**

The two-wheeler market in Poland has been steadily growing and evolving. Poland boasts a significant motorcycle culture, characterized by a strong enthusiast community and an increasing interest in motorcycling and scooters as a viable mode of transportation. Motorcycles and scooters are favored among Polish riders for their convenience and agility, especially in urban areas with heavy traffic. Moreover, motorcycles offer a sense of freedom and thrill on the open road, making them an appealing choice for leisure and recreational activities. The Polish market is diverse, encompassing a wide range of motorcycle brands and models from both domestic and international manufacturers. Well-established motorcycle brands such as Yamaha, Honda, Suzuki, BMW Motorrad, Kawasaki, KTM, Piaggio (Vespa), Aprilia, Harley-Davidson, and Triumph have a strong presence in the Polish market. While Poland does not have a significant domestic motorcycle manufacturing industry, it boasts a well-developed network of dealerships and service centers that cater to the needs of motorcycle enthusiasts. Riders have access to various types of motorcycles, including small displacement scooters, commuter bikes, powerful adventure tourers, and sport bikes. In recent years, there has been an increasing interest in electric motorcycles and scooters in Poland, driven by the global focus on environmental sustainability. These zero-emission vehicles have gained attention for their lower environmental impact. Several electric motorcycle brands have entered the Polish market, providing riders with an eco-friendly alternative. The Polish government has also demonstrated support for the motorcycle industry by implementing policies that promote safety, awareness, and responsible riding. Various motorcycle events, rallies, and exhibitions are held across the country, fostering a vibrant motorcycle community and contributing to the market's

growth.

## Key Market Drivers

### Urbanization and Traffic Congestion

The increasing urbanization in Poland has led to growing traffic congestion in cities, making motorcycles and scooters an attractive option for daily commuting. Motorcycles' maneuverability allows riders to navigate through congested traffic more efficiently, reducing travel time and improving overall convenience.

### Affordability and Fuel Efficiency

Motorcycles and scooters are generally more affordable than cars, making them a cost-effective option for many individuals, especially in urban areas where owning and maintaining a car can be expensive. Additionally, motorcycles and scooters offer higher fuel efficiency, helping riders save on fuel costs, which is particularly appealing during periods of rising fuel prices.

### Leisure and Recreation

Poland's picturesque landscapes and winding roads make it an appealing destination for motorcycle enthusiasts. Many riders in Poland enjoy motorcycling as a leisure activity, taking trips to explore the countryside and participate in motorcycle rallies and events.

### Commuting Flexibility

Motorcycles and scooters provide an alternative mode of transportation for commuting, especially for short distances. They are particularly popular among commuters who need to navigate congested city streets and require flexibility in parking, as motorcycles and scooters can be parked in smaller spaces.

### Motorcycle Culture and Enthusiast Community

Poland has a vibrant motorcycle culture, with a strong enthusiast community that actively participates in motorcycle-related events and activities. This culture fosters a sense of camaraderie among riders and promotes the popularity of motorcycles as a lifestyle choice.

## Wide Range of Models and Brands

The Polish two-wheeler market offers a diverse selection of motorcycle brands and models, ranging from small displacement scooters to powerful touring bikes. The availability of various options caters to the preferences and needs of different riders, enhancing the market's appeal.

## Tourism and Travel Industry

Poland's tourism industry also contributes to the demand for motorcycles and scooters. Tourists, both domestic and international, often rent motorcycles to explore the country's scenic routes and tourist destinations, further boosting the market's growth.

## Electric Vehicle Adoption

As the global focus on environmental sustainability increases, Poland has witnessed a growing interest in electric motorcycles and scooters. Government incentives and environmental regulations have encouraged the adoption of electric two-wheelers as an eco-friendly alternative to traditional gasoline-powered vehicles.

## Government Policies and Safety Initiatives

The Polish government has implemented policies and safety initiatives to promote responsible riding and enhance road safety for motorcyclists. These efforts have contributed to increased awareness and a positive image of motorcycles as a safe and practical means of transportation.

## Key Market Challenges

### Weather Conditions

Poland experiences harsh weather conditions during the winter months, with cold temperatures and snowfall. The winter weather can limit the usability of motorcycles and scooters, leading many riders to store their vehicles or switch to alternative modes of transportation during this period.

### Road Safety Concerns

Despite efforts by the government to promote road safety and responsible riding, motorcyclists are still vulnerable road users. Inadequate infrastructure, lack of dedicated motorcycle lanes, and a mix of different road users can lead to higher risks of accidents and injuries for motorcyclists.

#### Limited Public Awareness and Education

There is a need for increased public awareness and education about motorcycles and their safe use on the roads. Improved driver education programs and campaigns highlighting motorcycle safety could help foster better understanding and respect among all road users.

#### Urban Planning and Infrastructure

In some urban areas, the infrastructure may not be optimized for motorcycle use, leading to challenges with parking facilities and designated motorcycle lanes. Well-designed infrastructure can enhance the safety and convenience of motorcycle use in cities.

#### Market Competition

The two-wheeler market in Poland is competitive, with various international brands and models vying for consumer attention. Domestic dealerships and retailers face competition in attracting and retaining customers, necessitating effective marketing and customer service strategies.

#### Financing and Affordability

While motorcycles and scooters are generally more affordable than cars, purchasing a new vehicle can still be a significant expense for some individuals. Availability and accessibility to financing options and affordable loans play a crucial role in the purchasing decisions of potential buyers.

#### Environmental Concerns

While motorcycles and scooters are generally more fuel-efficient than cars, they still contribute to air and noise pollution. As the focus on environmental sustainability increases, there may be a need for further developments in electric motorcycle technology and infrastructure to address environmental concerns.

## Pre-owned Market and Resale Value

The availability of a robust used market and the residual value of motorcycles can influence consumer decisions. Concerns about the resale value of a motorcycle can impact the willingness of potential buyers to invest in a new vehicle.

## Perceptions and Image

Motorcycles can sometimes be associated with negative perceptions, such as noise pollution or reckless riding behavior. Overcoming negative stereotypes and promoting a positive image of responsible motorcycling can contribute to a better public perception and support for the two-wheeler market.

## Key Market Trends

### Electric Mobility

The trend of electric mobility was gaining momentum in the Polish two-wheeler market. As the global focus on environmental sustainability increased, more consumers were showing interest in electric motorcycles and scooters as eco-friendly alternatives to traditional gasoline-powered vehicles. The availability of electric models from various manufacturers and government incentives for electric vehicle adoption were driving the growth of electric two-wheelers in Poland.

### Urban Commuting Solutions

With increasing traffic congestion in urban areas, motorcycles and scooters were gaining popularity as efficient and agile commuting solutions. The ability to navigate through crowded city streets and find parking in tight spaces made motorcycles and scooters attractive options for daily commuting, especially in congested city centers.

### Diverse Product Offerings

The Polish two-wheeler market offered a diverse range of motorcycles and scooters catering to different consumer preferences and needs. From small displacement scooters for city commuting to powerful touring motorcycles for long-distance travel, consumers had a wide selection of models and brands to choose from, enhancing the market's appeal.

## Motorcycle Tourism

Poland's picturesque landscapes and winding roads made it an appealing destination for motorcycle enthusiasts and tourists. The country's popularity as a motorcycle tourism destination contributed to the demand for rental motorcycles and boosted the sales of motorcycles suitable for touring and long-distance travel.

## Segmental Insights

### Vehicle Type Insights

In Poland, the market tends to lean more towards motorcycles than scooters, and there are several key factors that contribute to this preference. Firstly, motorcycles are widely regarded as more versatile, making them the preferred choice for long-distance and off-road travels. They offer a sense of freedom and adventure that appeals to many riders. Additionally, Poland has a rich and vibrant motorcycle culture, with numerous enthusiasts and clubs spread across the country. This passionate community is further fueled by a wide array of local and international motorcycle events that take place annually, providing opportunities for riders to connect and share their love for motorcycles. Lastly, the availability of various motorcycle brands and models offering diverse performance and style options caters to a wider demographic, accommodating different preferences and tastes. However, it is important to note that while motorcycles dominate the market, scooters also hold their own popularity, particularly in urban settings. Scooters are valued for their convenience and ease of use, making them a practical choice for navigating city streets.

### Propulsion Type Insights

In the Polish two-wheeler market, an interesting and discernible shift is currently being observed in the dynamics of market share between Internal Combustion Engine (ICE) vehicles and electric two-wheelers. While ICE two-wheelers have traditionally held a dominant position in the market, recent years have witnessed a notable increase in consumer inclination towards electric variants. This shift can be attributed to several factors, including a growing environmental consciousness among consumers, government incentives specifically designed to promote the adoption of electric vehicles, and significant advancements in battery technology that have greatly improved the range and performance of electric two-wheelers. Despite the rising popularity of electric two-wheelers, it is important to note that ICE vehicles still maintain a significant

portion of the market share. This can be attributed to the well-established infrastructure supporting ICE vehicles, as well as the familiarity and comfort that consumers have developed with this type of technology over the years. Looking ahead, market trends strongly suggest that the share of electric two-wheelers will continue to experience a gradual but consistent growth in the coming years. This is driven by the increasing awareness and concern for environmental sustainability, coupled with the continuous advancements in battery technology and the ongoing support from government policies and incentives. As a result, the Polish two-wheeler market is expected to witness a transformative shift towards a more sustainable and electric future.

### Regional Insights

The Mazowieckie region, located in Poland, has emerged as the leader in the two-wheeler market, boasting the highest market share. This region's dominance can be attributed to several key factors. Firstly, the Mazowieckie region is characterized by its dense population, which results in heavy traffic conditions. As a result, many individuals have turned to two-wheelers as a reliable and convenient mode of transportation, given their ability to navigate through congested roads efficiently. Furthermore, the significant presence of a younger demographic in the region has also contributed to the dominance of the two-wheeler market. This demographic, known for their cost-consciousness and preference for convenience, has found two-wheelers to be an attractive option. With their affordability and ease of use, two-wheelers have quickly become the preferred choice for many young individuals in the Mazowieckie region. Moreover, the region's sprawling urban environment and well-maintained road networks have provided an ideal setting for the growth of the two-wheeler market. With a well-connected network of roads and infrastructure, commuting on two-wheelers has become even more convenient and efficient. This has further fueled the demand and market growth for two-wheelers in the Mazowieckie region.

### Key Market Players

ROMET Motors Sp.

Junak S.A.

Yamaha Motor Poland Sp. z o.o.

KYMCO Poland Sp. z o.o.



Honda Motor Europe Limited Sp. z o.o.

Suzuki Motor Corporation

Tauris Motorcycles Polska Sp. z o.o.

KTM Poland Sp. z o.o.

### 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:

Poland 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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