

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

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Abstracts

Market Overview

Poland Two Wheeler Market was valued at USD 226.6 Million in 2024 and is expected to reach USD 293.3 Million by 2030 with a CAGR of 4.39% during the forecast period. The Poland two-wheeler market is evolving in response to changing consumer preferences and environmental priorities. A major push toward electric mobility is reshaping the industry as more people seek greener alternatives for everyday commuting. The increased cost of owning and maintaining cars is also contributing to the rising demand for two-wheelers, particularly among younger demographics and urban dwellers. In 2024, nearly 60% of Polish households reported using public transport within the past 12 months. Urban areas had a higher usage rate at 67.9%, compared to 43.1% in rural areas. The Warszawski Stożeczny region had the highest usage at 82.2%.

Technological advancements have further influenced buyer choices, making electric scooters and motorcycles more practical and appealing. Consumer behavior is shifting as compact, fuel-efficient, and technologically enhanced two-wheelers provide a solution to urban mobility challenges. Industry trends show a growing interest in smart features such as app connectivity, GPS, and anti-theft systems. There is a steady influx of innovative products designed to align with the digital lifestyle of modern users. These trends are also paving the way for new business models such as subscription-based vehicle access, electric rentals, and fleet-sharing services, which offer flexibility and cost benefits. Despite the growth, several constraints still affect market expansion. Limited

charging infrastructure and concerns about battery performance continue to challenge electric vehicle adoption. Moreover, economic fluctuations and changes in disposable income levels could affect purchasing power. While manufacturers are focusing on reducing production costs and enhancing vehicle reliability, overcoming these hurdles remains essential for long-term growth. The market stands to benefit significantly from investment in technology, infrastructure, and consumer education.

Market Drivers

Growing Urban Commuter Population

As urban populations expand, the need for compact and efficient transportation options increases. Two-wheelers are ideal for navigating crowded streets and reducing travel time. With limited parking spaces and traffic congestion, more people are turning to scooters and motorcycles for everyday mobility. These vehicles offer flexibility and lower operational costs, making them attractive to urban dwellers seeking convenience. As of 2023, approximately 60.22% of Poland's population resides in urban areas, up from 60.13% in 2022. This reflects a steady increase from 47.89% in 1960, indicating a long-term shift towards urban living.

Key Market Challenges

Limited Charging Infrastructure

The absence of a widespread charging network discourages users from adopting electric two-wheelers. Without reliable access to public or home charging stations, range anxiety remains a concern. This issue is particularly pressing in areas with low investment in EV infrastructure. Expanding the network is critical for broader acceptance of electric models.

Key Market Trends

Integration of Smart Technology

New two-wheelers are increasingly equipped with digital dashboards, app-based controls, GPS, and vehicle diagnostics. Smart features enhance convenience, user experience, and security. Consumers are showing preference for models that sync with mobile devices for real-time updates. This trend aligns with broader digital lifestyles and connected ecosystems.

Key Market Players

BMW Vertriebs GmbH

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

Motorcycles

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 presents in the Poland Two Wheeler Market.

Available Customizations:

Poland 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).

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