

Current Status and 2030 Outlook of Electrification in the Global Motorcycle Market

Electric vehicle strategy of global motorcycle manufacturers is challenged by decarbonization, soaring raw material and fuel prices, and the rise of emerging players



- Sales forecast of BEV motorcycles in major motorcycle markets from 2022 to 2030
- Reports on BEV motorcycle sales trends from 2017 to 2021 in 38 countries around the world
- Outline of policies related to electric vehicles and overview of tightened exhaust gas regulations in major motorcycle markets
- Detailed information on business development trends and business strategies of major emerging BEV motorcycle manufacturers
- Reports on the business strategy of global motorcycle manufacturers and their BEV business trends and plans

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Sales of BEV motorcycles in 38 countries around the world in 2021 increased 130,000 units year-on-year to 3.58 million units driven by demand in India and Europe where purchase subsidies and tax incentives have been introduced. Although China accounted for 87% of all sales, the motorcycle demand is expected to expand in India and Indonesia, two major motorcycle markets, which have introduced and strengthened BEV industry development and sales promotion policies with the aim of reducing oil imports which are increasing along with economic growth. In developed countries as well, preferential treatment is being introduced as part of decarbonization policies. Major global motorcycle manufacturers such as Honda and Yamaha are introducing BEV products one after another, mainly in the segment equivalent to the 50-125cc class, where it is difficult to reduce GHG emissions and comply with stricter exhaust gas regulations. Meanwhile, Chinese companies such as Yadea, the world's largest electric motorcycle manufacturer that is leading the global BEV business, and emerging electric motorcycle manufacturers such as NIU and Super SOCO are leveraging their home country's low-cost electric parts supply chain and European design capabilities to rapidly expand their overseas business with a special focus on Europe. In addition, Gogoro, which has become the de facto standard for battery swapping systems in Taiwan, has launched global business operations in partnership with local manufacturers in major motorcycle markets such as China, India and Indonesia. Meanwhile, India's largest ride-hailing service Ola has launched a BEV motorcycle project with an ultimate production capacity of 10 million units.

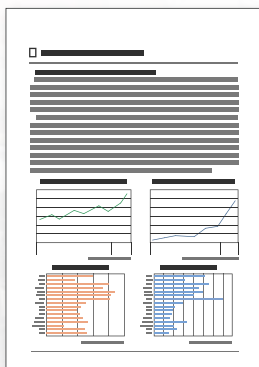
However, the spread of BEVs worldwide toward 2030 will be surely affected by various factors, such as the economic sanctions against Russia that invaded Ukraine and the decoupling of the United States and China, in addition to the energy policies and market characteristics of major motorcycle markets. This report looks at the BEV motorcycle market in 2030 from a variety of perspectives, including the rapidly changing global situation, regulations, currencies, fuel prices, biofuels, scooter share, and BEV strategies of major manufacturers. We would be more than happy if you could use this report as a useful guide for creating your motorcycle business strategy.

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Chapter 1

Chapter 1 gives an overview of the current status and future prospects of electrification in the world's major motorcycle markets. The chapter focuses on measures that promote BEV motorcycles as well as sales trends and sales forecast of BEV motorcycles in major markets until 2030.

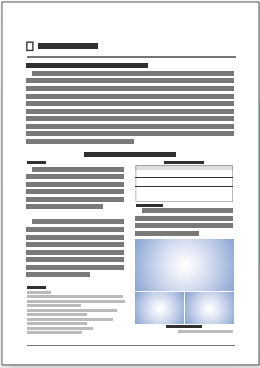
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Chapter 2

Chapter 2 presents country-specific reports that outline motorcycle electrification in 11 major markets. In addition to analyzing the current status of electrification in each country, this chapter also summarizes current trends such as emission regulations that shape the future of motorcycle electrification.

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Chapter 3

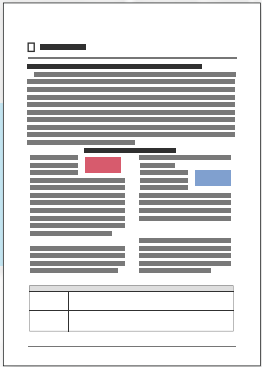
Chapter 3 summarizes the business strategies and trends of business startups in the electric motorcycle sector. The chapter covers eight companies from Asia, Europe and the United States.

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Chapter 4

Chapter 4 deals with the electrification strategy of global motorcycle manufacturers. In addition to the top four Japanese motorcycle makers, this chapter covers manufacturers from other Asian countries, Europe and the United States.

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