World Motorcycles

Industry Study with Forecasts for 2018 & 2023

Study #3198 | December 2014 | $6500 | 502 pages
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Growth will be driven by rising personal incomes worldwide, and by a sharp climb in the sales of electric bicycles (e-bikes) outside of China, from very modest levels of demand.

World demand to rise nearly 6% annually through 2018

World demand for motorcycles is forecast to expand nearly six percent per annum to 132 million units in 2018, valued at $119.5 billion. Growth will be driven by an increasing number of households in industrializing countries will be able to afford motorcycles as personal incomes rise. Also supporting gains will be a sharp climb in the sales of electric bicycles (e-bikes) and other electric models outside of China, from what are currently very modest levels of demand. Additionally, markets for all motorcycles in a number of important countries -- notably Brazil, Indonesia, Thailand, the US, and Vietnam -- will accelerate after several years of turmoil.

Electric motorcycles to outpace ICE models

Worldwide, e-bikes and other electric motorcycle products will capture market share from internal combustion engine (ICE) models in most countries, including China. E-bikes are becoming more popular because they are a convenient alternative to bicycles, especially for older riders, and are environmentally friendly. Also, they cost considerably less than conventional motorcycles, usually do not require a license, and have lower operating costs. After climbing at a 12 percent annual rate during the 2008-2013 period, electric motorcycle sales growth will slow noticeably through 2018 because of the maturity of the Chinese market, which accounted for the vast majority of the 2013 unit total. However, outside of China, demand for electric motorcycles will continue to expand at a double-digit annual pace as the number of models available steadily increases.

In the ICE segment, scooters, mopeds, and motorbikes are expected to gain market share from light ICE motorcycles because the former are less expensive and cheaper to operate. Also, mopeds and scooters are well suited for use in urban areas and popular with younger riders. Sales of motorbikes -- which are often used for recreational purposes because of their off-road capabilities -- are expected to rise as well, although their share of the market is still quite modest.

Countries outside of China to see fastest gains in Asia

The Asia/Pacific region is by far the largest regional market, and as living standards in the region continue to improve, a growing number of households will be able to afford motorcycles. Motorcycles are viewed as a convenient alternative to public transportation, which is often unreliable and overcrowded, and are widely used for business activities. Among the nations expected to record the fastest growth are Pakistan, the Philippines, India, and Burma. Both North America and Western Europe are projected to post rapid growth through 2018 from small bases, driven by both electric and ICE motorcycles.

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Asia/Pacific

Indonesia: Motorcycle Market Outlook

Motorcycle demand in Indonesia is forecast to expand annually to nearly 10.9 million units in 2018, outpacing the regional rate of increase. The gradual shift toward more expensive models, motorcycles, and scooters will increase nearly nine percent annually to $10.1 billion in value in 2018. Due to the gradual shift toward more expensive models, motorcycles, and scooters will increase nearly nine percent annually to $10.1 billion in value in 2018. As personal incomes in the country rise because of solid economic activity gains, more households will be able to purchase motorcycles. Baby boomer models will be replaced between 2013 and 2018, boosting demand for new motorcycles. Also, the down payment restrictions put in place in 2012 will likely be scaled back in the next few years (as in other countries, such as Malaysia), as more sustainable borrowing practices are put in place by banks. In the mean time, consumers will adjust their spending and saving behavior to cope with the restrictions. The growth prospects for Indonesia will be restrained by the large number of motorcycles already in use in the country. The poor state of roads, dangerous riding conditions in parts of the country, and high levels of traffic in major cities will moderate demand for motorcycles as well. Finally, an increasing number of households will be able to afford light vehicles, which will supplant demand for motorcycles.

Light ICE motorcycles are the preferred product in Indonesia because of their versatility (e.g., on- and off-road capabilities). These models are also quite affordable because they are often manufactured locally. Furthermore, many riders in Indonesia use light motorcycles for business activities. In 2013, light ICE motorcycles accounted for nearly four-fifths of all product sales. For the foreseeable future, they will continue to dominate the market. More Indonesians will be able to afford light ICE motorcycles as personal incomes rise. Sales of ICE scooters, mopeds, and motorbikes are expected to grow at an above average pace through 2018 because of their lower price and cheaper operating costs.

![Sample Table](image)

![Sample Chart](image)
Eicher Motors Limited, part of the Eicher Group (India), manufactures tractors, motorcycles, and gears. The Company does business through two segments: Two Wheelers and Commercial Vehicles. Eicher Motors’ products are marketed worldwide through the Eicher Group’s Eicher International Limited subsidiary (India).

The Company is involved in the world motorcycle industry through the Two Wheelers segment, which does business through the Royal Enfield subsidiary (India). The company manufactures street and cruising motorcycles with engine displacements of 346 cubic centimeters (cc) and above. Royal Enfield makes motorcycles for the Indian and international markets. Specific products encompass 346-cc BULLET 350 and BULLET ELECTRA, and 499-cc BULLET 500 and BULLET ELECTRA EFI street motorcycles; 346-cc THUNDERBIRD 350 and CLASSIC 350 cruising bikes; and 499-cc CLASSIC 500, CLASSIC BATTLE GREEN, CLASSIC CHROME, and CLASSIC DESERT STORM cruising models. In November 2013, Royal Enfield introduced the 535-cc CONTINENTAL GT Café Racer street motorcycle. In 2013, Royal Enfield sold 178,120 motorcycles, of which

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World Buses
Global demand for buses is projected to advance 5.3 percent annually to 664,000 units in 2018. The Asia/Pacific region will remain the dominant market, while the Africa/Mideast region will grow the fastest. Motor coaches will outpace other types based on increasing private sector use, and on their greater comfort, safety and onboard services. This study analyzes the 512,000 unit global bus market, with forecasts for 2018 and 2023 by product, fuel type, world region, and for 18 countries. The study also evaluates company market share and profiles industry participants.

Electric Motors
US electric motor demand will rise 5.4 percent per year through 2018 to $16.2 billion. Growth in the dominant AC motors segment will outpace DC types. The motor vehicle market will grow the fastest and remain the largest category, followed by the heating/cooling and machinery markets. IHP electric motors will outpace FHP types in both value and volume terms. This study analyzes the $12.5 billion US electric motor industry, with forecasts for 2018 and 2023 by type, power rating, and market. The study also evaluates company market share and profiles industry players.

World Hybrid & Electric Vehicles
World hybrid and electric vehicle (H/EV) sales will more than double through 2018, accounting for nearly one-quarter of all new motor vehicles sold. Gains will be led by micro and mild hybrids, which are conventional vehicles equipped with relatively low-cost systems (e.g., start-stop, regenerative braking) that reduce fuel use and vehicle emissions. This study analyzes the 10.1 million unit world H/EV industry, with forecasts for 2018 and 2023 by type, market, world region, and for 18 countries. The study also evaluates company market share and profiles industry players.

Lightweight Automotive Materials in North America
North American demand for lightweight automotive materials will rise 5.2 percent annually to 22.3 billion pounds in 2018. Gains will be driven mainly by increasingly strict automobile fuel economy mandates. The dominant metals segment (e.g., aluminum, high-strength steel) will outpace polymers and composites. This study analyzes the 17.3 billion pound North American lightweight automotive materials industry, with forecasts for 2018 and 2023 by material and application. The study also evaluates company market share and profiles industry competitors.

World Fuel Cells
Global demand for commercial fuel cells will almost triple to $4 billion in 2017 and then triple again by 2022 to $12 billion. Motor vehicle, portable electronics, and industrial stationary/motive power applications will grow the fastest. Japan and the US will remain by far the largest markets, while China and South Korea will grow the fastest. This study analyzes the $1.5 billion world fuel cell industry, with forecasts for 2017 and 2022 by product, chemistry, application, world region, and for 16 countries. The study also evaluates company market share and profiles industry players.

About The Freedonia Group
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