

**Electric Scooter and Motorcycle Market by Vehicle (E-Scooters/Mopeds & E-Motorcycles), Battery (Lead Acid & Li-Ion), Distance, Voltage (36V, 48V, 60V, 72V, Above 72V), Technology Usage(Private, Commercial), Vehicle Class & Region - Global Forecast to 2028**

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**Report description:**

The global electric scooter and motorcycle market, by value, is estimated to be 4.9 USD Billion in 2023 and is projected to reach 14.7 USD Billion by 2028, at a CAGR of 24.8% from 2023 to 2028. Electric scooter and electric motorcycle market growth would be supported by favourable government policies for electric two-wheelers through subsidies and tax refunds and development towards charging infrastructure in collaboration with OEMs in the near future.

The rising price of gasoline has already an impact on consumers in developing nations. The operational costs of these vehicles will be decreased by electrical two-wheelers. These two-wheelers are more productive than standard models. Electronic systems are more durable than mechanical ones because they malfunction less frequently due to less wear and, logically, friction. As a result, compared to vehicles powered by fuel, electric two-wheelers survive longer and as a result have a lower environmental impact during use. Manufacturers are anticipated to create electric motorbikes and scooters with a greater range than the present generation of electric two-wheelers.

"The 60V segment is expected to be the largest voltage segment in the Asia Pacific."

Over the forecast period, Asia Pacific is anticipated to have the largest and quickest market for the 60V segment. The majority of the electric scooters and motorbikes produced by major manufacturers in the Asia Pacific and around the world use these range of batteries. Key Asian manufacturers such as NIU International (China), Yadea Technology Group Co.,Ltd. (China), Jiangsu Xinri (China), Hero Electric (India), and Okinawa Autotech International Private Limited (India) offer 60V batteries in their latest models. Models such as YADEA A3 mini, YADEA C1S, NIU NQi GTS, NQi Sport, UQi GT, VMOTO VS2, etc., are some of the models equipped with the 60V battery. For instance, In November 2022, Vegh Automobiles have announced the launch of their new electric scooter

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VEGH S60, their first model in High-Speed Electric Scooters in India powered by 60V. There will be a high demand for batteries in this category of vehicles due to the variety of models available and the requirement for a cost-effective solution.

"Economy segment is expected to be the largest vehicle class segment in Asia Pacific during the forecast period."

The adoption of electric scooters in Asia Pacific is estimated to be larger than in other regions, and North America is projected to grow at a faster rate. Demand from end users in countries such as France and Spain would also increase the adoption of electric scooters in the economy class segment in Europe. On the other hand, China and India represent the most important markets for economy class electric scooters due to the high inclination of the consumers toward low-cost commutes. In Asia Pacific, electric scooters are primarily considered a flexible mode of transport for the daily commute and short-distance traveling. According to industry experts, most electric two-wheelers sold in India and China fall in the range of USD 400 to USD 1400 due to consumer spending patterns and current driving needs. Yadea G5, Hero Nyx LX, Hero Flash LX, Revolt RV 400, Ampere Zeal Li, Vmoto TC, and TS are a few of the models in this category. Thus, the rise in the adoption of economy class vehicles would drive the market for the economy segment.

"Lithium-ion battery is estimated to be the largest battery segment in the forecast period."

Throughout the forecast period, the lithium-ion segment is anticipated to experience the fastest growth in the market for electric scooters and motorcycles. Manufacturers are working to create electric scooters and motorcycles with cutting-edge lithium-ion batteries. For instance, in February 2023, LML intends to introduce the LML STAR electric scooter in India. The lithium-ion battery inside the electric scooter has a capacity of about 4 kWh. It is a swappable battery. It takes about 4-5 hours to fully charge the battery, which has a range of up to 120 kmph on a single charge. The limited longevity and useable capacity of lead-acid batteries are predicted to shift attention to lithium-ion batteries and drive the market for electric scooters and motorcycles during the forecast period. In addition to this, lithium-ion batteries are thought to be more environmentally friendly, making them the better option. There is high adoption of lithium ion battery due to decrease in battery prices over last few years.

In-depth interviews were conducted with CEOs, marketing directors, other innovation and technology directors, and executives from various key organizations operating in this market.

-□By Company Type: Tier I - 37%, Tier II - 48%, and OEMs - 15%

-□By Designation: C Level Executives - 26%, Directors - 42%, and Others - 32%

-□By Region: North America - 37%, Europe - 33%, and Asia Pacific - 30%

The electric scooter and motorcycle market comprises major companies such as Yadea Technology Group Co., Ltd. (China), Jiangsu Xinri E-Vehicle Co., Ltd (China), NIU International (China), Hero Electric (India), and Okinawa Autotech International Private Limited (India).

Research Coverage:

The market study covers the electric scooter and motorcycle market size and future growth potential across different segments such as by vehicle type, battery type, distance covered, voltage, technology, vehicle class, by usage and region. The study also includes an in-depth competitive analysis of the key players in the market, along with their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

Key Benefits of Buying the Report:

-□The report will help market leaders/new entrants in this market with information on the closest approximations of revenue numbers for the overall electric scooter and motorcycle market and its subsegments.

-□This report will help stakeholders understand the competitive landscape and gain more insights to better position their businesses and plan suitable go-to-market strategies.

-□The report also helps stakeholders understand the pulse of the market and provides them information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

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- Analysis of key drivers (Low operating and maintenance costs, Government incentives and subsidies, Advancements in battery technologies, Implementation of Battery Swapping Technology, Rapid Urbanization Fueling Need for Convenient Modes of Transportation), restraints (Lack of charging infrastructure, Lack of power output and limited range, Rising battery heating issues and battery charging time), opportunities (Government bodies backing electric two-wheelers, Decreasing prices of batteries, New revenue pockets in Asia Pacific and Europe, Use of IoT and Smart Infrastructure in Electric Two Wheelers Charging Station for Load Management), and challenges (Initial investments and high cost of electricity, Lack of compatibility, interchangeability, and standardization, Technology Difficulties in Battery)

- Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the electric scooter and motorcycle market

- Market Development: Comprehensive information about lucrative markets - the report analyses the electric scooter and motorcycle market across varied regions

- Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the electric scooter and motorcycle market

- Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading players like Yadea Technology Group Co.,Ltd. (China), Jiangsu Xinri E-Vehicle Co., Ltd (China), NIU International (China), Hero Electric (India), and Okinawa Autotech International Private Limited (India), among others in the electric scooter and motorcycle market.

- Strategies: The report also helps stakeholders understand the pulse of the automotive airbags & seatbelts market and provides them information on key market drivers, restraints, challenges, and opportunities.

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Date

Signature