

Europe Two-Wheeler - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2029)

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Report description:

The Europe Two-Wheeler Market size is estimated at 8.73 billion USD in 2025, and is expected to reach 15.28 billion USD by 2029, growing at a CAGR of 15.02% during the forecast period (2025-2029).

The European two-wheeler market's steady growth signifies an electrification and sustainability shift driven by tech advancements, policies, and changing consumer preferences

- In 2023, the European market for two-wheelers exhibited a growth pattern, with sales totaling 1,256,184 units, indicating an increase from the previous year's 1,188,468 units. This growth reflected an expanding interest in two-wheelers as both a primary and secondary mode of transportation, fueled by urbanization, the search for more sustainable commuting options, and the increased appeal of two-wheelers for leisure activities.
- The European market's progression is significantly influenced by the surge in hybrid and electric two-wheeler adoption. This shift is supported by a combination of factors, including stringent environmental regulations, government incentives aimed at promoting cleaner modes of transportation, and growing consumer consciousness towards reducing carbon footprints. These elements, coupled with advancements in electric two-wheeler technology-such as improved battery life, shorter charging times, and enhanced performance-are making electric options increasingly viable and attractive to a broader segment of consumers.
- From 2024 to 2030, the forecasted data indicated a steady increase in two-wheeler sales across Europe, with projections showing that sales could reach 1,730,220 units by 2030. This sustained growth trajectory underscores the enduring appeal of two-wheelers as a flexible, efficient, and sustainable mode of transportation. The continued rise in electric two-wheeler sales is expected to significantly contribute to this growth, reflecting a broader trend towards electrification in the transportation sector.

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Manufacturers are investing in R&D to introduce more efficient, safer, and smarter two-wheelers with advancements in battery technology, autonomous driving features, and connectivity

- The European two-wheeler market has been witnessing significant growth and transformation, driven by a combination of technological advancements, changing consumer preferences, and increasing environmental concerns. The market encompasses a wide range of vehicles, including motorcycles, scooters, mopeds, and electrically powered two-wheelers. The surge in demand for electric two-wheelers, in particular, reflects the region's growing commitment to sustainable transportation solutions. This shift is further supported by government incentives, stricter emission regulations, and an expanding infrastructure for electric vehicles, making electric two-wheelers an increasingly attractive option for consumers.
- Consumer preferences in Europe have been evolving, with a noticeable trend toward urban mobility solutions that offer convenience, affordability, and reduced environmental impact. Two-wheelers, especially scooters and mopeds, have become popular urban transport options due to their ability to navigate through traffic more efficiently than cars, lower operating costs, and ease of parking. This trend is complemented by the growing popularity of ride-sharing platforms and rental services for two-wheelers, which offer flexible and cost-effective mobility solutions without the need for ownership. Additionally, the advent of smart connectivity features in two-wheelers, such as GPS navigation, anti-theft systems, and smartphone integration, has enhanced the riding experience, making them more appealing to tech-savvy consumers.

Europe Two-Wheeler Market Trends

Environmental concerns, government support, and decarbonization goals fuel European electric vehicle demand and sales

- The demand and sales of electric vehicles in European countries have grown significantly over the past few years. Germany witnessed a growth in the sales of electric cars by 22% in 2022 over 2021, followed by the United Kingdom with an 18.40% increase in 2022 over 2021. Growing environmental concerns, stringent governmental norms, advantages of electric vehicles such as fuel efficiency, low service cost, no carbon emissions, and subsidies by the government are some of the factors contributing to the growth of electric vehicles in European countries.
- The demand for electric commercial vehicles, especially light trucks, is growing gradually in European countries. Moreover, the governments of various countries are also supporting the adoption of electric vehicles. In November 2021, the government of the United Kingdom announced a pledge that all heavy-duty vehicles would be zero-emission by the year 2040. Such factors have increased the sales of electric commercial vehicles in the United Kingdom by 23.17% in 2022 over 2021, and similar practices in various countries are enhancing the demand for electric commercial vehicles across Europe.
- It is projected that the electrification of vehicles in European countries is expected to grow tremendously in the next few years. The efforts of the governments in the regions for decarbonization are expected to drive the electric commercial vehicle market in Europe. For instance, in January 2022, the transport minister of Germany announced a goal to put 15 million electric vehicles on the road by 2030. Such factors are expected to increase the sales of electric vehicles during the 2024-2030 period in European countries.

Europe Two-Wheeler Industry Overview

The Europe Two-Wheeler Market is moderately consolidated, with the top five companies occupying 41.80%. The major players in this market are BMW Motorrad, Honda Motor Co.,Ltd., KTM Motorcycles, Piaggio & C. SpA and Yamaha Motor Company Limited

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Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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