

Motorcycles in Brazil

Industry Report | 2025-05-08 | 45 pages | MarketLine

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Report description:

Motorcycles in Brazil

Summary

Motorcycles in Brazil industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- Motorcycles market includes all on- and off-road motorcycles including scooters and mopeds. Mopeds are two-wheeled vehicles with an engine capacity of less than 50cc. They are generally equipped for both motorized and non-motorized propulsion and have a restricted maximum speed. Any powered two-wheeler that is not a moped is classified as a motorcycle (The term 'scooter' refers to a two-wheeler of any capacity that has its engine as part of the rear suspension and/or has a step-through chassis. Depending on its engine capacity, a scooter may be classified as either a moped or a motorcycle).
- The Brazilian motorcycles market recorded revenues of \$6,957.0 million in 2024, representing a compound annual growth rate (CAGR) of 2.7% between 2019 and 2024.
- Market consumption volumes declined with a negative CAGR of 1.4% between 2019 and 2024, reaching a total of 1,003.8 thousand units in 2024.
- The growth of the Brazilian motorcycles market volume in 2024 was primarily driven by the increase in disposable income. Additionally, consumer sentiment improved, as reflected in the steady rise of the Consumer Confidence Index, which climbed to 94.4 points in December 2024 from 92.3 in December 2023, according to the Instituto Brasileiro de Economia.

Scope

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- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the motorcycles market in Brazil
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the motorcycles market in Brazil
- Leading company profiles reveal details of key motorcycles market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Brazil motorcycles market with five year forecasts

Reasons to Buy

- What was the size of the Brazil motorcycles market by value in 2024?
- What will be the size of the Brazil motorcycles market in 2029?
- What factors are affecting the strength of competition in the Brazil motorcycles market?
- How has the market performed over the last five years?
- What are the main segments that make up Brazil's motorcycles market?

Table of Contents:

Table of Contents

1 Executive Summary

1.1. Market value

1.2. Market value forecast

1.3. Market volume

1.4. Market volume forecast

1.5. Category segmentation

1.6. Geography segmentation

1.7. Market rivalry

1.8. Competitive landscape

2 Market Overview

2.1. Market definition

2.2. Market analysis

3 Market Data

3.1. Market value

3.2. Market volume

4 Market Segmentation

4.1. Category segmentation

4.2. Geography segmentation

5 Market Outlook

5.1. Market value forecast

5.2. Market volume forecast

6 Five Forces Analysis

6.1. Summary

6.2. Buyer power

6.3. Supplier power

6.4. New entrants

6.5. Threat of substitutes

6.6. Degree of rivalry

7 Competitive Landscape

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- 7.1. Who are the leading players in the market?
- 7.2. What strategies do the leading players follow?
- 7.3. What are the strengths of the leading players?
- 7.4. Have there been any recent developments in the market?
- 8 Company Profiles
 - 8.1. Honda Motor Co Ltd
 - 8.2. Yamaha Motor Co Ltd
 - 8.3. Bayerische Motoren Werke AG
- 9 Macroeconomic Indicators
 - 9.1. Country data
- 10 Appendix
 - 10.1. Methodology
 - 10.2. Industry associations
 - 10.3. Related MarketLine research
 - 10.4. About MarketLine

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