

Motorcycles in Japan

Industry Report | 2025-05-08 | 49 pages | MarketLine

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Report description:

Motorcycles in Japan

Summary

Motorcycles in Japan 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 Japanese motorcycles market recorded revenues of \$1,532.9 million in 2024, representing a compound annual growth rate (CAGR) of 3.2% between 2019 and 2024.
- Market consumption volumes declined with a negative CAGR of 0.7% between 2019 and 2024, reaching a total of 319.7 thousand units in 2024.
- In 2024, Japan motorcycle market faced a contraction by 15.1% in volume, primarily due to elevated interest rates, which reduced consumer spending on non-essential items such as motorcycles. According to the Bank of Japan, the average contract interest rate on loans and discounts increased to 1.625% per annum in February 2025, up from 1.375% in July 2006, indicating a tightening of credit conditions.

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 Japan
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the motorcycles market in Japan
- 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 Japan motorcycles market with five year forecasts

Reasons to Buy

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

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