

Motorcycles in Scandinavia

Industry Report | 2025-05-08 | 47 pages | MarketLine

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Report description:

Motorcycles in Scandinavia

Summary

Motorcycles in Scandinavia 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 Scandinavian motorcycles market recorded revenues of \$1,542.3 million in 2024, representing a negative compound annual growth rate (CAGR) of 1.0% between 2019 and 2024.
- Market consumption volumes declined with a negative CAGR of 2.7% between 2019 and 2024, reaching a total of 341.6 thousand units in 2024.
- The growth of the Scandinavian motorcycles market volume in 2024 was primarily driven by the increase in disposable income. Rising wages boosted motorcycle purchasing, resulting in increased vehicle registrations and a shift from public transport to personal mobility among a broader population. According to Eurostat, in 2024, the net household disposable income in Norway reached \$197.8 billion, marking a 4.3% increase over 2023.

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

Reasons to Buy

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

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7 Competitive Landscape

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?

8 Company Profiles

8.1. Bayerische Motoren Werke AG

8.2. Yamaha Motor Co Ltd

8.3. Honda Motor Co Ltd

8.4. Suzuki Motor Corp

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

Motorcycles in Scandinavia

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