

# Motorcycles Market Estimated to Cross USD 120 Billion by 2035 | Royal Enfield, KTM Leading the Market

*The global motorcycle industry is shifting into high gear as demand rises across urban commuters, adventure seekers, and performance enthusiasts.*

NY, UNITED STATES, August 6, 2025 /EINPresswire.com/ -- The global motorcycle industry is shifting into high gear as demand rises across urban commuters, adventure seekers, and performance enthusiasts. Motorcycles, once seen primarily as a budget mode of transportation, are now central to personal mobility, lifestyle expression, and technological innovation.

According to the latest analysis by Market Research Future, Global [Motorcycles Market](#) was valued at 86.45 USD Billion in 2023 and is projected to reach 120 USD Billion by 2035, growing at a CAGR of 2.77% from 2025 to 2035.



Motorcycles Market

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## A Versatile Vehicle for Every Rider

From nimble scooters navigating city traffic to high-performance superbikes and rugged adventure tourers, motorcycles serve a wide range of purposes. In rapidly urbanizing regions, motorcycles provide an affordable, fuel-efficient alternative to cars. Meanwhile, in developed economies, they have become icons of freedom, recreation, and power.

The growing interest in two-wheeled transport is driven by various factors: rising fuel costs,

traffic congestion, parking limitations, and the thrill of the open road. Motorcycle culture, from casual cruising to competitive racing, has evolved into a global community of enthusiasts.

### Innovation Leading the Way

Motorcycle manufacturers are pushing the boundaries of design and performance. Brands like Harley-Davidson, Honda, Yamaha, BMW Motorrad, Ducati, Royal Enfield, and KTM are investing in advanced materials, safety features, and connectivity.

Modern motorcycles come equipped with ABS (Anti-lock Braking System), traction control, ride-by-wire systems, and smartphone integration. Riders can monitor bike diagnostics, GPS, and weather conditions right from their handlebars. In premium models, semi-active suspension and cornering ABS are now standard.

Electric motorcycles are also entering the spotlight. With zero emissions, low maintenance, and quiet operation, brands such as Zero Motorcycles, Energica, and even legacy players like Harley-Davidson (with the LiveWire series) are expanding their EV lineups. Governments offering incentives for electric two-wheelers are further accelerating this trend.

### Motorcycles Market Key Players and Competitive Insights:

The Motorcycles Market is characterized by a diverse and competitive landscape, displaying a mix of established manufacturers and emerging players. In recent years, the market has witnessed significant growth driven by rising disposable incomes, increased leisure activities, and a growing preference for motorcycling as an alternative mode of transportation.

#### Key Companies in the Motorcycles Market Include:

- BMW
- Royal Enfield
- KTM
- Yamaha
- Ducati
- Triumph
- TVS Motor
- Husqvarna
- Kawasaki
- Honda
- HarleyDavidson
- Piaggio
- SYM
- Bajaj Auto
- Suzuki

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## The Business of Motorcycling

The global motorcycle industry supports millions of jobs and contributes significantly to local economies. From manufacturing and parts suppliers to dealerships, apparel, and tourism, the economic ripple effect is substantial.

The aftermarket industry—covering accessories, safety gear, and customization—is also booming. Riders are increasingly investing in helmets, jackets, communication devices, luggage solutions, and performance upgrades to personalize their motorcycles and enhance safety.

## Challenges and Safety

Safety remains a major concern, especially in countries with high motorcycle usage. Governments and advocacy groups are working on stricter licensing, road safety campaigns, and better road infrastructure to reduce accidents. Helmet laws, visibility measures, and rider education programs are also gaining traction.

Environmental regulations and urban mobility restrictions are pushing manufacturers to develop cleaner, quieter engines and expand electric offerings, which align with sustainability goals.

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## Looking Ahead

The future of motorcycles is exciting, with a strong focus on electrification, smart features, and eco-friendly mobility. Adventure biking, electric scooters, and commuter motorcycles are likely to lead growth in both emerging and developed markets.

As lifestyle and mobility continue to intersect, motorcycles will remain a symbol of agility, independence, and exploration. Whether for the daily commute or a cross-country road trip, motorcycles are here to stay—smarter, cleaner, and faster than ever.

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