

# Electric Two Wheelers Market Valued at US\$21.9 Bn in 2025, Projected to Expand at 11.6% CAGR Through 2032

*Global Electric Two Wheelers Market Forecast 2025–2032: Leading Companies Hero Electric, Ather Energy, and TVS Drive Market Growth*

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/EINPresswire.com/ -- The global [electric two wheelers market](#) is witnessing substantial growth, driven by increasing environmental awareness and government initiatives promoting sustainable transportation.

Valued at approximately US\$ 21.9 billion in 2025, the market is projected to grow at a robust compound annual growth rate (CAGR) of 11.6% during the forecast period, reaching an estimated US\$ 65.4 billion by 2032. This remarkable growth trajectory is largely fueled by rising concerns over air pollution, stringent emission regulations, and the growing consumer preference for eco-friendly mobility solutions.

Governments across Asia-Pacific, Europe, and North America are increasingly offering incentives and subsidies to encourage the adoption of electric two wheelers, particularly electric scooters and motorcycles. These incentives aim to reduce the overall carbon footprint and align with global sustainability targets. The shift toward electric mobility is further bolstered by urbanization, traffic congestion challenges, and the demand for cost-effective last-mile transportation solutions. Moreover, advancements in battery technology, longer vehicle range, and decreasing battery costs are enhancing the overall adoption of electric two wheelers.

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Segmentation Analysis

By Type



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**Electric Two Wheelers Market**

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Electric Two Wheelers Market

The electric two wheelers market is primarily segmented into electric scooters and electric motorcycles. Electric scooters currently dominate the market, owing to their affordability, ease of use, and suitability for urban commuting. Their popularity is particularly high in densely populated regions where short-distance travel is predominant. On the other hand, electric motorcycles are witnessing significant growth due to rising consumer interest in high-performance and premium electric vehicles. This segment is expected to grow at a faster rate during the forecast period as manufacturers continue to introduce innovative models catering to performance-oriented consumers.

#### By Vehicle/Product/Service Type

Electric two wheelers can be further categorized based on battery-operated vehicles, hybrid electric vehicles, and other advanced variants. Battery-operated vehicles, particularly those with lithium-ion batteries, are the most widely adopted due to their extended range, reduced charging time, and lower maintenance requirements compared to conventional internal combustion engine vehicles. Hybrid models, which combine electric power with traditional engines, are also gaining traction in regions where charging infrastructure is still developing, offering flexibility for longer rides while promoting partial electrification. Additionally, manufacturers are increasingly focusing on subscription-based mobility services, battery swapping stations, and other value-added services to enhance user convenience and accelerate adoption.

#### By Propulsion/Technology

Propulsion technologies play a pivotal role in market dynamics. Brushless DC motors dominate the electric two wheelers segment due to their high efficiency, durability, and low maintenance requirements. Advanced features such as regenerative braking, connected vehicle technology, and AI-powered battery management systems are becoming increasingly prevalent. These technological innovations not only enhance vehicle performance but also improve safety and reduce operational costs, thereby incentivizing consumers to transition from conventional vehicles to electric two wheelers.

#### Regional Insights

The Asia-Pacific region currently leads the global electric two wheelers market, driven by strong demand in countries such as China, India, and Southeast Asian nations. China, in particular, has established itself as a global leader in electric two wheeler adoption, accounting for a significant share of the total market due to supportive government policies, extensive charging infrastructure, and high urban population density. India is also emerging as a high-growth market, fueled by policy incentives, increasing fuel prices, and a growing awareness of environmental sustainability.

North America and Europe are expected to witness steady growth, primarily driven by rising consumer interest in green mobility, advancements in charging infrastructure, and stricter emission regulations. Among all regions, Asia-Pacific is projected to be the fastest-growing market during the forecast period, owing to the region's proactive governmental initiatives, rising urbanization, and growing preference for cost-effective, environmentally friendly transportation solutions.

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## Unique Features and Innovations in the Market

Modern electric two wheelers are distinguished by a range of unique features and technological innovations. Manufacturers are integrating IoT-enabled connectivity, AI-driven performance optimization, and advanced battery management systems to provide intelligent, user-friendly vehicles. These technologies allow for real-time monitoring of battery health, predictive maintenance, and optimized energy consumption, thereby enhancing the overall user experience.

Furthermore, the adoption of 5G technology is facilitating vehicle-to-vehicle (V2V) and vehicle-to-infrastructure (V2I) communication, which improves safety, traffic management, and route optimization. Smart mobility solutions, including mobile apps for fleet management, battery-swapping services, and GPS-enabled navigation, are also transforming the way consumers interact with electric two wheelers. These innovations are not only driving adoption but also differentiating modern electric two wheelers from conventional scooters and motorcycles.

## Market Highlights

Businesses and consumers are increasingly adopting electric two wheelers due to several compelling factors. The primary driver is environmental sustainability, as electric vehicles produce zero tailpipe emissions and contribute to reduced urban air pollution. Additionally, lower operating costs, minimal maintenance requirements, and exemption from fuel taxes or congestion charges make electric two wheelers economically attractive for daily commuting.

Regulatory support further reinforces market adoption. Many governments have introduced stringent emission standards, mandatory EV quotas for fleets, and incentives such as tax breaks, subsidies, and low-interest financing. Such measures not only reduce the upfront cost of electric two wheelers but also encourage private and commercial users to transition from traditional internal combustion vehicles. The combined impact of sustainability goals, cost efficiency, and regulatory support has significantly accelerated market growth globally.

## Key Players and Competitive Landscape

The electric two wheelers market is characterized by intense competition, with several leading players focusing on product innovation, regional expansion, and strategic partnerships. Prominent market participants include Yamaha Motor Co., Ltd., Honda Motor Co., Ltd., Hero Electric, Ather Energy, Vespa (Piaggio Group), and NIU Technologies.

Yamaha and Honda continue to leverage their strong brand equity and extensive distribution networks to introduce advanced electric motorcycles and scooters, particularly in Asia-Pacific and Europe. Hero Electric, a major player in India, focuses on affordable models tailored for urban commuters and has expanded its charging infrastructure to enhance customer convenience. Ather Energy is renowned for its high-performance electric scooters equipped with smart connectivity features, targeting tech-savvy urban consumers. Vespa has entered the premium segment with retro-styled electric scooters, appealing to lifestyle-conscious buyers, while NIU Technologies emphasizes smart IoT-enabled vehicles with robust battery management systems, enhancing performance and safety.

Strategic initiatives such as collaborations with battery manufacturers, partnerships with charging infrastructure providers, and expansion into emerging markets are common among these players. Innovation in vehicle design, enhanced connectivity, and improved battery range remain key competitive differentiators in the market.

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### Future Opportunities and Growth Prospects

The electric two wheelers market presents significant growth opportunities over the coming decade. The ongoing advancements in battery technology, including solid-state batteries and fast-charging solutions, are expected to address range anxiety and reduce charging time, thereby accelerating consumer adoption. Additionally, the integration of AI, IoT, and 5G connectivity is anticipated to enable smarter, safer, and more energy-efficient vehicles.

Emerging economies present untapped potential, driven by urban population growth, increasing disposable income, and supportive government policies. Companies investing in regional manufacturing, local partnerships, and scalable charging infrastructure are well-positioned to capitalize on these opportunities. Furthermore, the shift toward fleet electrification in last-mile delivery, ride-sharing, and logistics services is expected to create new demand segments, expanding market reach.

Regulatory frameworks will continue to shape the market trajectory. Governments are likely to enforce stricter emission norms, incentivize EV adoption, and encourage the development of sustainable urban mobility solutions. As consumers increasingly prioritize environmental responsibility and cost efficiency, the market for electric two wheelers is expected to maintain strong momentum, offering lucrative prospects for manufacturers, technology providers, and

infrastructure developers alike.

In conclusion, the global electric two wheelers market is poised for substantial growth, driven by technological innovation, supportive regulatory policies, and rising consumer awareness of sustainability. With projected market value reaching US\$ 65.4 billion by 2032, stakeholders across the value chain are strategically positioning themselves to capitalize on the evolving opportunities, making electric two wheelers an integral component of the future of urban mobility.

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