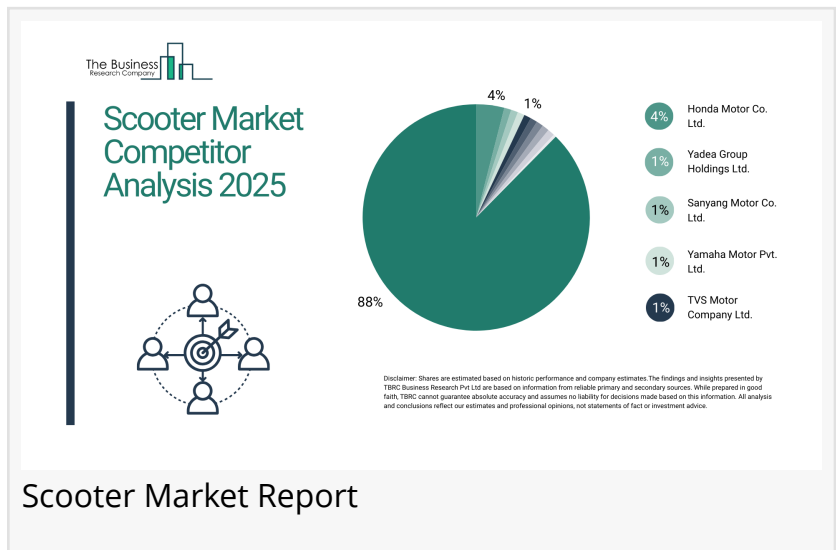


Scooter Market Competition Analysis 2025: How Players Are Shaping Growth

*The Business Research Company's
Scooter Global Market Report 2025 –
Market Size, Trends, And Global Forecast
2025-2034*

LONDON, GREATER LONDON, UNITED KINGDOM, December 10, 2025 /EINPresswire.com/ -- The [Scooter market](#) is dominated by a mix of global manufacturers and emerging electric mobility innovators. Companies are focusing product innovation, battery efficiency, and smart connectivity features to enhance performance and user experience. Understanding the competitive landscape is shaped by strategic collaborations, sustainable design initiatives, and expansion into urban mobility solutions, positioning key players to capture growing demand and strengthen partnerships.



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The Business Research Company

Which Market Player Is Leading the Scooter Market?
According to our research, Honda Motor Co. Ltd led global sales in 2024 with a 4% market share. The Motorcycle Business division of the company is partially included in the scooter market, provides the research, development, production and sale of motorcycles, all-terrain vehicles (ATVs), side-by-side vehicles and related parts.

How Concentrated Is the Scooter Market?

The market is fairly fragmented, with the top 10 players accounting for 11% of total market revenue in 2024. This level of fragmentation reflects the industry’s diverse regional presence, varying consumer preferences, and growing competition between traditional and electric scooter manufacturers. Leading companies such as Honda Motor Co. Ltd. (Honda Motorcycle & Scooter India Pvt. Ltd.), Yadea Group Holdings Ltd., Sanyang Motor Co. Ltd., Yamaha Motor Pvt. Ltd., and TVS Motor Company Ltd. dominate through strong brand portfolios, advanced production capabilities, and widespread distribution networks, while smaller and emerging firms cater to

niche markets and localized demand. As the adoption of electric mobility and sustainable transport solutions accelerates, the market is expected to witness increased consolidation, partnerships, and technological innovation, further strengthening the position of major players globally.

- Leading companies include:
 - o Honda Motor Co. Ltd. (4%)
 - o Yadea Group Holdings Ltd. (1%)
 - o Sanyang Motor Co. Ltd. (1 %)
 - o Yamaha Motor Pvt. Ltd. (1%)
 - o TVS Motor Company Ltd. (1%)
 - o Hero MotoCorp Ltd. (1%)
 - o Bajaj Auto Ltd. (1%)
 - o Piaggio & C SpA (1%)
 - o Jiangsu Xinri E-Vehicle Co. Ltd. (1%)
 - o Ninebot Limited (Segway Inc.) (0.4%)

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https://www.thebusinessresearchcompany.com/sample_request?id=7912&type=smp

Which Companies Are Leading Across Different Regions?

- North America: Razor USA LLC, Vento Motorcycles USA, Apollo Scooters Inc., Italic Motors S.A. de C.V., Quantum Motors S.A. (Industrias Quantum Motors S.A.), Go Trax LLC, Fluid Freeride LLC, Unagi Inc., Voro Motors Inc., Riley Scooter Ltd., and Segway Inc. are some of the leading companies in this region.
- Asia Pacific: Ola Electric Mobility Pvt. Ltd., Ather Energy Pvt. Ltd., TVS Motor Company Ltd., Bajaj Auto Ltd., Kinetic Green Energy and Power Solutions Ltd., Apollo Scooters Inc., Dandong Mobility Co., Ltd., Piaggio & C. S.p.A., Harwin Global Ltd., Hero Electric Vehicles Pvt. Ltd., Honda Motor Co., Ltd., Yamaha Motor Co., Ltd., Hero MotoCorp Ltd., Okinawa Atotech Pvt. Ltd., Yadean Group Holdings Ltd., SUNRA Group (Jiangsu Xinri E-Vehicle Co., Ltd.), Niu Technologies, Xiaomi Inc., and Wuxi Shenyun Technology Development Co., Ltd. are some of the leading companies in this region.
- Western Europe: Pure EV Pvt. Ltd., Jeep (Stellantis N.V.), Ducati Motor Holding S.p.A., Pure Electric Ltd., Peugeot Motorcycles SAS, Red Electric SAS, and emco electroroller GmbH are some of the leading companies in this region.
- Eastern Europe: TIER Mobility SE, ZID Motorcycles JSC (Zavod imeni Degtyareva), and Ceska Brooke a.s. (ČZ a.s.) are some of the leading companies in this region.
- South America: Yamaha Motor Co., Ltd., TVS Motor Company Ltd., Voltz Motors Company S.A., Fly Bike Electric Mobility S.A., Enesco Mobility Pvt. Ltd., and Jinpeng Group Co., Ltd. are some of the leading companies in this region.

What Are the [Major Competitive Trends in the Market?](#)

- Advancing E-Mobility With High-Performance is transforming reduce reliance on rare earth

materials, and expand adoption in global

- Example: Ola Electric Mobility Limited (August 2025) assigns unique identities to AI agents for role-based access, credential revocation, and action logging.
- These innovations help in improving charging efficiency.

Which Strategies Are Companies Adopting to Stay Ahead?

- Investing in battery-swapping infrastructure to improve fleet efficiency
- Enhancing user engagement through data-driven mobility platforms
- Focusing on integrating smart connectivity and internet of things (IoT)
- Strengthening urban mobility partnerships and fleet integration

Access the detailed Scooter Market report here:

<https://www.thebusinessresearchcompany.com/report/scooter-global-market-report>

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Contact Us:

The Business Research Company

Americas +1 310-496-7795

Europe +44 7882 955267

Asia & Others +44 7882 955267 & +91 8897263534

Email: info@tbrc.info

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LinkedIn: <https://in.linkedin.com/company/the-business-research-company>"

Oliver Guirdham
The Business Research Company
+44 7882 955267
info@tbrc.info
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