

Electric Motorcycle Market to Reach USD 9.98 Billion by 2035, Growing at 23.4% CAGR

Hub motors accounted for roughly 66.8% of unit shipments in 2024, favored for their mechanical simplicity in commuter-class platforms.

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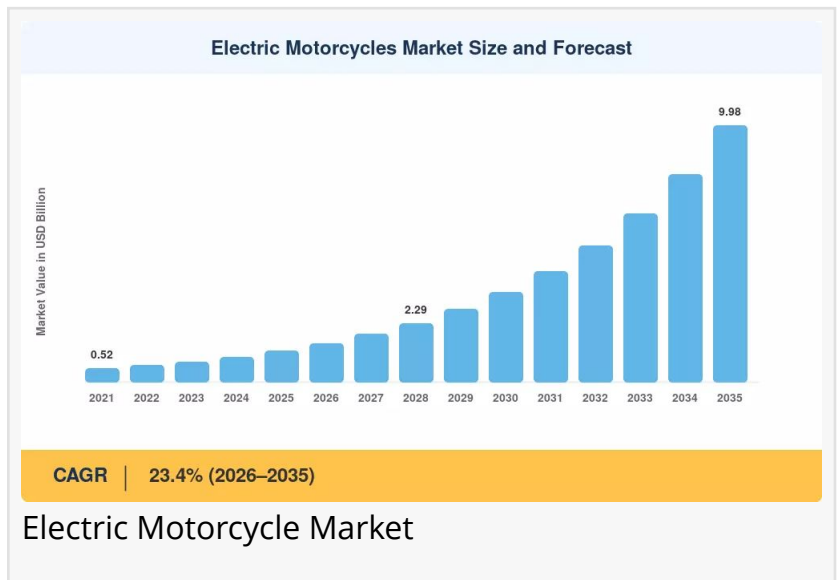
According to Market Research Future, the [Electric Motorcycle Market](#) is expected to reach USD 9.98 Billion by 2035 at 23.4% CAGR, driven by North America remains the largest market for electric motorcycles, reflecting. This exceptional growth trajectory

underscores the accelerating global transition toward sustainable two-wheeler mobility, where electric motorcycles are emerging as compelling alternatives to conventional internal combustion engine models across commuter, performance, and commercial applications.

Market Overview

Electric motorcycles represent a transformative shift in two-wheeler transportation, replacing internal combustion engines with electric motors powered by rechargeable battery packs. These vehicles encompass a diverse range of models, from affordable commuter bikes to high-performance machines capable of highway speeds and track-day performance. The market is experiencing unprecedented expansion as environmental regulations tighten, battery costs decline, and consumer preferences shift toward sustainable mobility solutions.

The key growth drivers propelling this market expansion include stringent emission regulations and government incentives that are accelerating the adoption of electric two-wheelers across major economies. The global push to reduce carbon emissions has led many countries to implement strict carbon footprint tracking regulations and establish clear timelines for phasing out fuel-powered motorcycles. The European Union has enforced regulations requiring full-life cycle emission data disclosure, and numerous countries have integrated e-motorcycles into carbon trading systems. Government purchase incentives and zero-emission mandates continue to lower acquisition costs for buyers, with India's PM E-DRIVE scheme and FAME-III outlay



keeping subsidies visible and California maintaining point-of-sale rebates .

Falling lithium-ion battery costs and rising energy density are fundamentally reshaping the economics of electric motorcycles . Cell suppliers have consistently trimmed per-kilowatt-hour pricing, a decline matched by steady gains in watt-hours per kilogram. The result is smaller battery packs that carry riders farther without enlarging chassis envelopes. As warranties extend beyond five years, resale values improve, shrinking the depreciation gap with gasoline models. Supply chains are diversifying into iron-rich chemistries that avoid price-volatile cobalt, further stabilizing cost curves .

The [Electric Two-Wheeler Market](#) has experienced significant growth, with electric two-wheelers increasingly preferred for urban transportation because they offer lower operating costs, reduced emissions, and quieter operation compared to conventional motorcycles . China remains the global leader with over 55 million electric two-wheelers already in operation, while India's electric motorcycle volumes rose 28% year-on-year to 17,173 units in FY26, reflecting increasing interest driven by new product launches and evolving consumer use cases . The [E-Bike Market](#) has also seen parallel growth, demonstrating the broader consumer shift toward electric two-wheeler solutions.

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Market Segmentation

The electric motorcycle market is segmented based on battery type, power output, motor type, and end-use to provide comprehensive insights into the industry landscape.

By Battery Type: The market is categorized into Lead-Acid, Lithium-Ion, Lithium-Ion Polymer, Sodium-Ion and Emerging Chemistries. Lithium-ion held a dominant market share in 2025, confirming its role as the default chemistry for mainstream price and performance expectations . Sodium-ion packs, projected to expand at a notable CAGR, appeal to manufacturers seeking relief from lithium supply constraints and cobalt volatility . A broader chemistry toolkit helps brands match battery attributes to rider priorities, with cost-sensitive commuters opting for durable, slower-charging packs while performance enthusiasts lean toward high-power variants. The emerging solid-state battery segment represents a breakthrough, with manufacturers unveiling the world's first production e-motorcycles equipped with solid-state battery packs offering extended range on a single charge and rapid replenishment capabilities .

By Power Output: The market is segmented into Below 3.6 kW, 3.6–7.2 kW, and Above 7.2 kW. Motorcycles below 3.6 kW captured a significant market share in 2025, favored by urban riders and regulators that classify them under moped licensing rules . The above 7.2 kW class, including high-performance models exceeding 10 kW, is forecast to grow at an accelerated rate, demonstrating that electric drivetrains can satisfy thrill seekers without compromise. Premium

brands showcase brisk acceleration and track-day capability, reframing electric two-wheelers as legitimate substitutes for mid-displacement sport bikes. As energy density increases, mid-range models bridge daily commutes and weekend highway hops, with instant torque flattening city gradients and merging effortlessly into traffic .

By Motor Type: The market covers Hub Motor, Belt Drive, Chain Drive, and Mid-Drive Motor. Hub motors are integrated into the wheel, simplifying the transmission system and reducing maintenance needs, making them the most widely used type in many markets. Mid-drive motors, installed near the vehicle's center, offer better torque and balance, making them popular in high-performance models. Chain drive systems remain common for their efficiency and compatibility with most bike types regardless of motor or frame configuration .

By End-Use: The market is divided into Personal, Commercial (Delivery & Logistics), and Government & Institutional segments. The personal segment holds the largest market share, driven by individual consumers seeking sustainable and cost-effective commuting solutions . Commercial applications are growing as food delivery and e-commerce companies increasingly prefer electric two-wheelers for last-mile operations because of lower maintenance costs and improved fleet efficiency, particularly in India, Indonesia, and Vietnam . Delivery and logistics fleets benefit from lower operating costs and the ability to navigate congested urban environments efficiently. Government and institutional procurement is accelerating through public sector initiatives and fleet electrification programs.

By Region: The market analysis covers North America, Europe, South America, Asia Pacific, and the Middle East and Africa.

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Regional Analysis

North America emerges as the largest market for electric motorcycles, reflecting strong consumer demand for sustainable transportation solutions and early technology adoption . The United States dominates the regional market with substantial investments in advanced electric motorcycle technologies and a growing ecosystem of manufacturers from established brands like Harley-Davidson and emerging players like Zero Motorcycles and LiveWire. The region's robust regulatory framework regarding emissions and safety is accelerating adoption, while tech-oriented consumers in metropolitan areas drive steady market expansion . California retains point-of-sale rebates and leads in EV adoption policies, creating a favorable environment for electric motorcycle growth.

Asia Pacific represents the fastest-growing regional market, driven by the region being the largest two-wheeler manufacturing hub and the rapid adoption of electric mobility solutions across major economies. China dominates the global electric motorcycle market, accounting for

a substantial share of total sales, with domestic manufacturers like Yadea, AIMA, and NIU Technologies leading production and innovation . India has risen to become the world's second-largest electric motorcycle market, driven by government incentives, rising fuel prices, and the entry of legacy manufacturers like Royal Enfield alongside emerging players like Ola Electric and Matter Motor . Vietnam ranks among the fastest-growing electric motorcycle markets globally, with local manufacturers pioneering production and capturing significant market share through diverse product portfolios and flexible sales policies .

Europe represents a mature and rapidly evolving market, shaped by ambitious decarbonisation targets, stringent emission regulations, and strong consumer demand for sustainable mobility. The European Union's regulations requiring full-life cycle emission data disclosure and integration of e-motorcycles into carbon trading systems are accelerating adoption . Countries like Germany, France, Italy, and the UK are leading the region, supported by robust charging infrastructure development and government incentives. High-performance models from European manufacturers like Energica and BMW Motorrad cater to premium and performance-oriented consumer segments, while urban commuter models address the growing demand for sustainable city transportation.

South America and the Middle East and Africa represent emerging markets with growing potential. Brazil's MOVER framework pairs tax relief with local-assembly incentives, supporting regional adoption . The Middle East, particularly the UAE and Saudi Arabia, is showing increasing interest in electric mobility as part of smart city initiatives and sustainable transportation programs. South Africa leads the African market, with gradual adoption supported by improving infrastructure and economic conditions .

Competitive Landscape and Key Players

The electric motorcycle market is highly competitive, featuring a mix of established motorcycle manufacturers, dedicated EV specialists, and emerging technology innovators. The competitive landscape is characterized by technological innovation, strategic partnerships, and ecosystem development.

Key players operating in this market include Zero Motorcycles, Harley-Davidson (LiveWire), Energica Motor Company, BMW Motorrad, Gogoro Inc., NIU Technologies, Yadea Group, Ola Electric, Ather Energy, Honda Motor Co., Ducati Motor Holding, and TVS Motor Company . These industry leaders are investing heavily in research and development to create advanced electric motorcycle platforms that support various riding styles, power outputs, and use cases.

Strategic developments are reshaping the competitive landscape. Legacy manufacturers are entering the electric motorcycle space through dedicated EV brands and product lines, leveraging established dealer networks and brand recognition. Harley-Davidson's LiveWire brand targets traditional motorcycle enthusiasts seeking eco-friendly alternatives without compromising performance . Royal Enfield has entered the segment with its Flying Flea brand, while emerging players like Oben Electric, Revolt Motors, and Ultraviolette Automotive

differentiate through performance, technology, and riding experience . Partnerships between manufacturers and battery suppliers are securing supply chains and accelerating technology development. Battery swapping ecosystem players like Gogoro are enabling innovative business models that address range and charging concerns .

Innovation and technology initiatives are accelerating across the industry. Companies are developing advanced battery management systems, connected vehicle platforms, and app-based fleet management solutions that enhance user experience and operational efficiency. The integration of AI-powered features, regenerative braking systems, and smart connectivity is becoming a competitive differentiator . Strategic collaborations with energy providers, mobility platforms, and logistics operators are strengthening fleet deployment opportunities and expanding market reach .

Latest Industry News and Developments

Recent industry developments highlight the dynamic nature of the electric motorcycle market. A breakthrough in battery technology came with the unveiling of the world's first production e-motorcycle equipped with a solid-state battery pack, offering extended range on a single charge and rapid replenishment capabilities . Solid-state batteries also provide enhanced safety, as they are far less prone to fire compared to conventional lithium-ion batteries, addressing a key consumer concern and expanding adoption potential.

In India, the electric motorcycle segment is moving beyond early adopters, with core motorcycle riders actively evaluating electric options as improvements in riding dynamics, thermal consistency, and connected technologies continue . The total cost of ownership for e-bikes has reached parity or better compared to internal combustion engine motorcycles, with lower running costs and reduced maintenance strengthening the economic case for adoption .

Global electric motorcycle sales continue to set new records, with people worldwide purchasing 2.3 million new electric motorcycles in the first four months of 2026, a 16.1% increase compared to the same period last year . This new record demonstrates the strong growth in demand for electric motorcycles, driven by green transition policies and fluctuations in fuel prices. The number of electric motorcycles in circulation globally has exceeded 80 million, accounting for nearly 9% of all motorcycles put into use in the past decade .

Market Challenges and Opportunities

The electric motorcycle market faces several key challenges that could impact growth trajectories. High upfront purchase costs remain a significant barrier, with many entry-level electric motorcycles still listing at nearly double the sticker price of comparable gasoline models, a differential that remains a hurdle where financing options are sparse and household budgets are tight . Limited real-world range and charging infrastructure availability continue to create range anxiety concerns for potential buyers . Inadequate charging infrastructure can limit the convenience of owning an e-motorcycle, particularly in rural areas and emerging markets . Consumer skepticism about the performance and reliability of electric motorcycles compared to

traditional models impacts willingness to make the switch . Scaling the segment presents structural challenges, including demand-supply synchronisation across geographies, maintaining quality at higher production volumes, managing input cost volatility, and building agile distribution networks .

Emerging opportunities are abundant in the evolving mobility landscape. The fleet electrification in logistics and delivery sectors represents significant growth potential as food delivery and e-commerce companies increasingly prefer electric two-wheelers for last-mile operations . Battery swapping business models and infrastructure plays are addressing range and charging concerns, offering convenience and reducing downtime for commercial fleets. The expansion of two-wheeler charging and swap networks is enhancing the practicality of electric motorcycles across urban and suburban settings . The integration of connected features, mobile apps, and telematics is generating demand for smart two-wheeler platforms that appeal to tech-savvy consumers . Growth in subscription, rental, and battery-as-a-service models is unlocking new access channels and reducing ownership barriers . Export opportunities from low-cost manufacturing hubs are expanding as domestic markets mature and global demand rises .

Future growth potential remains exceptionally strong, driven by the accelerating transition to sustainable mobility and the increasing competitiveness of electric motorcycles across performance and cost metrics. As battery technology continues to advance, charging infrastructure expands, and government policies remain supportive, electric motorcycles will become increasingly mainstream across global markets. Manufacturers that embrace innovation, build resilient supply chains, and develop compelling product portfolios will capture value in the rapidly evolving electric two-wheeler ecosystem.

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Final Market Summary

The electric motorcycle market is poised for extraordinary growth, driven by technological advancement, regulatory support, and shifting consumer preferences toward sustainable mobility. The market's projected growth to USD 9.98 Billion by 2035 at a CAGR of 23.4% reflects the transformative potential of electric two-wheelers to revolutionize personal and commercial transportation.

The long-term industry potential remains exceptionally bright, with advancements in battery chemistry, motor efficiency, and connected vehicle technologies continuing to expand the addressable market. The convergence of electric motorcycles with broader mobility ecosystems, including battery swapping, shared mobility platforms, and smart city infrastructure, is creating comprehensive solutions that serve diverse customer needs across personal and commercial applications.

Key factors expected to influence future development include the pace of battery cost decline, the expansion of charging and swapping infrastructure, and the evolution of regulatory frameworks. The development of universal charging standards and interoperable battery systems will address compatibility concerns and accelerate market growth. Investments in localized production, innovative business models, and digital integration will enable manufacturers to meet the evolving demands of global consumers.

The transformation from internal combustion engine motorcycles to electric drivetrains represents a fundamental industry evolution, positioning electric motorcycles as essential components of the sustainable mobility ecosystem. As battery technology matures, costs decline, and infrastructure expands, electric motorcycles will become increasingly common across commuter, performance, and commercial segments, ensuring sustained innovation and growth throughout the forecast period and beyond.

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