India Premium Motorcycles Market Forecast and Opportunities, 2019 - Superbikes, Sportsbikes, Cruiser

Description: India witnessed the first superbike entry in 2007 when Yamaha launched its superbike motorcycle range. Superbike could be described as a premium motorcycle which has an engine capacity more than 500 CC, could accelerate in few seconds and could sustain high speed on roads. In India, premium motorcycles, due to their high prices on account of high import duty, were limited to the affluent class until 2011. However, with the entry of multiple international brands such as Harley Davidson, Ducati, Triumph, Hyosung and many others in the country and the companies establishing their domestic assembling plants, the premium motorcycle segment witnessed a major turnaround. Introduction of low priced domestically assembled premium motorcycles attracted the country's upper income group, consequently, boosting the sales of premium motorcycles in India.

According to "India Premium Motorcycles Market Forecast & Opportunities, 2019", the market for premium motorcycles in India is projected to grow at a CAGR of more than 30% till 2019. The major factors that would drive the premium motorcycle market in coming years include rising number of High Net worth Individuals, growing bike culture in India and an increasing number of premium motorcycle players setting up their production or assembly units in India. Moreover, growing number of organized motorcycle clubs in India like Harley Davidson’s “HOG club”, Suzuki’s Biking Lord Club”, etc. and private clubs in India are expected to significantly contribute in increasing riders interest in the coming years. “India Premium Motorcycles Market Forecast & Opportunities, 2019” report elaborates following aspects of premium motorcycle market in India:

- India Premium Motorcycles Market Size, Share & Forecast
- Segmental Analysis – 500cc to 800cc, 800cc to 1600cc and >1600cc
- Policy & Regulatory Landscape
- Changing Market Trends & Emerging Opportunities
- Competitive Landscape & Strategic Recommendations

Why You Should Buy This Report?

- To gain an in-depth understanding of premium motorcycles market in India.
- To identify the on-going trends and anticipated growth in the coming years
- To help industry consultants, premium motorcycle manufacturers and other stakeholders to align their market-centric strategies
- To obtain research based business decisions and add weight to presentations and marketing material
- To gain competitive knowledge of leading players.
- To avail 10% customization in the report without any extra charges and get the research data or trends added in the report as per the buyer’s specific needs

Report Methodology

The information contained in this report is based on both primary and secondary sources. Primary research included interviews with premium motorcycle manufacturers and channel partners. Secondary research included an exhaustive search of relevant publications like company annual reports, financial reports and proprietary databases.

Contents:
1. Research Methodology
2. Analyst View
3. India Two-Wheeler Market
4. India Premium Motorcycle Market
4.1. Market Size & Forecast
4.1.1. By Value
4.1.2. By Volume
4.2. Market Share & Forecast
4.2.1. By Segment
4.2.2. By Company
4.2.3. By Region
5. India 500cc to 800cc Premium Motorcycle Market
5.1. Market Size & Forecast
5.1.1. By Value
5.1.2. By Volume
5.2. Market Share & Forecast
5.2.1. By Company
6. India 800cc to 1600cc Premium Motorcycle Market
6.1. Market Size & Forecast
6.1.1. By Value
6.1.2. By Volume
6.2. Market Share & Forecast
6.2.1. By Company
7. India >1600cc Premium Motorcycle Market
7.1. Market Size & Forecast
7.1.1. By Value
7.1.2. By Volume
7.2. Market Share & Forecast
7.2.1. By Company
8. Drivers and Restraints
8.1. Drivers
8.2. Challenges
9. Import Analysis
10. Policy & Regulatory Landscape
11. Market Trends and Developments
11.1. Shrinking Gray Market
11.2. Increasing Biking Culture
11.3. Entry of New Players
11.4. Proportionately Growing Accessories Sales
11.5. Upcoming Models
12. India Economic Profile
13. Competitive Landscape
13.1. H-D Motor Company India Private Limited
13.2. Triumph Motorcycles (India) Private Limited
13.3. DSK Hyosung Limited
13.4. India Kawasaki Motors Private Limited
13.5. Suzuki Motorcycle India Pvt. Ltd.
13.6. Piaggio India Vehicle Private Limited
13.7. Polaris India Private Limited
13.8. BMW Autos Private Limited
13.9. Ducati India Private Limited
14. Strategic Recommendations

List of Figures

Figure 1: India Two-Wheeler Market Size, By Volume, 2009-13 (Million Units)
Figure 2: India Premium Motorcycle Market Size, By Value, 2009-13 (USD Million)
Figure 3: India Premium Motorcycle Market Size, By Value, 2014E-19F (USD Million)
Figure 4: India Premium Motorcycle Market Size, By Volume, 2009-13 (In Units)
Figure 5: India Premium Motorcycle Market, By Volume, 2014E-19F (In Numbers)
Figure 6: India Premium Motorcycle Market Share, By Segment, By Volume, 2013
Figure 7: India Premium Motorcycle Market Share, By Segment, By Volume, 2019F
Figure 8: India Premium Motorcycle Market Share, By Company, By Volume, 2013
Figure 9: India Premium Motorcycle Market Share, By Company, By Volume, 2019F
Figure 10: India Premium Motorcycle Market Share, By South & West India, By Volume, 2013 & 2019F
Figure 11: India Premium Motorcycle Market Share, By North & East India, By Volume, 2013 & 2019F
Figure 12: India 500cc to 800cc Motorcycle Market Size, By Value, 2009-13 (USD Million)
Figure 13: India 500cc to 800cc Motorcycle Market Size, By Value, 2014E-19F (USD Million)
Figure 14: India 500cc to 800cc Motorcycle Market Size, By Volume, 2009-13 (In Units)
Figure 15: India 500cc to 800cc Motorcycle Market, By Volume, 2014E-19F (In Numbers)
Figure 16: India 500cc to 800cc Motorcycle Market Share, By Company, By Volume, 2013
Figure 17: India 500cc to 800cc Motorcycle Market Competitive Landscape, 2014E
Figure 18: India 500cc to 800cc Motorcycle Market Share, By Company, By Volume, 2019F
Figure 19: India 800cc to 1600cc Motorcycle Market, By Value, 2009-13 (USD Million)
Figure 20: India 800cc to 1600cc Motorcycle Market, By Value, 2014E-19F (USD Million)
Figure 21: India 800cc to 1600cc Motorcycle Market Size, By Volume, 2009-13 (In Units)
Figure 22: India 800cc to 1600cc Motorcycle Market, By Volume, 2014E-19F (In Units)
Figure 23: India 800cc to 1600cc Motorcycle Market Share, By Company, By Volume, 2013
Figure 24: India 800cc to 1600cc Motorcycle Market Competitive Landscape, 2014E
Figure 25: India 800cc to 1600cc Motorcycle Market Share, By Company, By Volume, 2019F
Figure 26: India >1600cc Motorcycle Market, By Value, 2009-13 (USD Million)
Figure 27: India >1600cc Motorcycle Market, By Value, 2014E-19F (USD Million)
Figure 28: India >1600cc Motorcycle Market Size, By Volume, 2009-13 (In Units)
Figure 29: India >1600cc Motorcycle Market, By Volume, 2014E-19F (In Units)
Figure 30: India >1600cc Motorcycle Market Share, By Company, By Volume, 2013
Figure 31: India >1600cc Motorcycle Market Competitive Landscape, 2014E
Figure 32: India >1600cc Motorcycle Market Share, By Company, By Volume, 2019F
Figure 33: India Premium Motorcycle Accessories Market Size, By Value, 2009-19F (USD Million)

List of Tables

Table 1: India 500cc to 800cc Prominent Motorcycle Models, By Company, By Price, By Engine Capacity, 2014
Table 2: India Road Transport and Highway Development Budget, 2014
Table 3: India 800cc to 1600cc Motorcycle Prominent Models, By Company, By Engine Capacity, By Price, 2014 (In USD)
Table 4: India >1600cc Motorcycle Prominent Models, By Company, By Engine Capacity, By Price, 2014, (In USD)
Table 5: India 50cc to 800cc Motorcycle Import, By Value, FY 2009-FY 2013 (USD Million)
Table 6: India 50cc to 800cc Motorcycle Import, By Country, By Value, FY2013 & FY2014 (USD Million)
Table 7: India > 800cc Motorcycle Import, By Value, FY 2009-FY 2013 (USD Million)
Table 8: India > 800cc Motorcycle Import, By Country, By Value, FY2013 & FY2014 (USD Million)
Table 9: India 500cc to 800cc Motorcycle Import, By Volume, FY 2009-FY 2013 (In Units)
Table 10: India Premium 500cc to 800cc Motorcycle Import, By Country, By Volume, FY2013 & FY2014 (In Thousand Units)
Table 11: India > 800cc Motorcycle Import, By Volume, FY 2009-FY 2013 (In Units)
Table 12: India > 800cc Motorcycle Import, (> 800cc), By Country, By Volume, FY2013 & FY2014 (In Thousand Units)
Table 13: India 500cc to 800cc Motorcycle Export, By Volume, FY2009-FY2013 (In Units)
Table 14: India 500cc to 800cc Motorcycle Export, By Country, By Volume (In Units)
Table 15: India > 800cc Motorcycle Export, By Volume, FY 2009-FY 2013 (In Units)
Table 16: India > 800cc Motorcycle Export, By Country, By Volume, FY 2009-FY 2013 (In Thousand Units)
Table 17: Annual Rates of Depreciation on Premium Motorcycles
Table 18: New and Upcoming Premium Motorcycle Models in India
Table 19: H-D Motor Company India Private Limited Dealer Information
Table 20: Triumph Motorcycles (India) Private Limited Dealer Information
Table 21: DSK Hyosung Exclusive Dealer Network in India
Table 22: India Kawasaki Motors Private Limited Dealers Network in India
Table 23: Suzuki Motorcycle India Pvt. Ltd. Dealer Information
Table 24: Piaggio Dealers’ Names & Addresses
Table 25: Polaris India Private Limited Motorcycle Dealer Information
Table 26: BMW India Private Limited Motorcycle Dealers’ Names & Addresses
Table 27: Ducati India Private Limited Motorcycle Dealer Information

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