

IMI - Polish Market for Motorbikes and Scooters

Motorbikes and scooters are becoming increasingly popular in Poland. These vehicles have historically been in greater demand in the southern and western part of the EU, however since 1999 the number of motorbikes and scooters sold in Poland has steadily risen.

The number of registered motorbikes in the EU totalled 27 million in 2003, while in Poland this number reached 845,000. In Poland, the last eight years showed a significant growth of new motorbike and scooter sales increasing from approximately 1,800 units (1,100 motorbikes and 700 scooters) in 1998 to over 23,000 in 2005. This trend is expected to continue with estimated annual sales of 35,000 units or more in 2007.

Yamaha is the leading new motorcycle seller, claiming 22% of the market, followed by Suzuki (16%), Honda (12%), Ylmsco (5%), Kawasaki (5%), and BMW (4%). The most popular types of motorcycles are choppers and cruisers while naked bikes are not as popular as they are in Western Europe. The market for scooters used to be dominated by Piaggio, Yamaha and Peugeot, but in recent years these producers were outdistanced by Taiwanese, Korean and Chinese manufacturers like Baotian (24%), Keeway (13%), Wangye (8%), Jinlun (7%), Kymco (6%), and others. Vehicles offered by Asian producers are technically less advanced, but their prices are much lower.

Since Poland joined the EU in May 2004, the number of used motorcycles imported into Poland has grown significantly, however exact import data is not available.

The increasing number of motorbikes and scooters in Poland has also influenced the growth in the import of aftermarket parts and accessories. These parts and accessories are usually imported by leading car parts importers or companies with a motorcycle specialty.

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