

Colombia's motorcycle sales has been gaining ground worldwide



Colombian Motorcycles industry in 2019 was one of the few positive industries in the region, (together with Brazil) while most of the Latin American markets have been experiencing a crisis.

Besides, the less favorable global context, the higher uncertainty on both the political environment and economic policies in most countries of the region affected the economic activity, Latin American GDP in 2019 grew up at a modest rate of 0.7%. Growth has slowed down in all the economies of the region, with the exception of Colombia, where GDP expansion converged to 3% from 2.8% in 2018.

Indeed, 2019, was a perfect year for the Colombian motorcycle industry. The country became the second largest motorcycles industry in South America and ranked 13th in the world, even though sales didn't reach the best level achieved in 2014 (696.55 units). Annual sales attained 612.086 units, up 11.3%, performing the second consecutive growing year.



The market leader were the Indian Bajaj Auto with the Boxer 100 CT, ahead of the Japanese Yamaha, and Honda and AKT. The fifth position were Suzuki, followed by Hero and the other Indian TVS. The local brand Victory ranked eighth and finally, Kymco.

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Position No.	Brand	Origin	Units (2019)	Increase %	Market share
1.-		India	141.740	8.0%	24.0%
2.-		Japan	113.780	12.9%	19.2%
3.-			104.111	15.6%	17.6%
4.-		Colombia	84.743	0.2%	14.3%
5.-		Japan	50.917	18.1%	8.6%
6.-		India	24.697	15.8%	4.2%
7.-		India	24.550	24.8%	4.2%
8.-		Colombia	23.664	12.0%	4.0%
9.-		Taiwan	22.959	5.2%	3.9%

While original outlook for the 2020 was positive, with 52.055 units sold in January, a growth by 10.1% in comparison to the same period 2019, the Covid-19 arrival in the region forced the government to shut down the industrial and commercial activities and the industry reported the first drop, anticipating a very harsh year. Indeed, during March, sales achieved 38.791, a fell down 22.5%, ending the first quarter with 148,161, in relation to the same period 2019. The pandemic has been deteriorating all the economic indicators and also has severely hurting the industry. Unfortunately, the pre preliminary forecast for the entire project sales down 18.5%.

It should be pointed out that in the region, the motorcycles industry has played significant role in the economy both in terms of local production, since thousand people are employed in the industry, and market, as the two-wheelers still have a key role as low-cost vehicles for millions of people.

There are production plants in Argentina, Brazil, Colombia, Ecuador, Guatemala, and Paraguay with over 250 manufacturers in competition. In Colombia, there are six motorcycle manufacturers (the oldest is active since 1942) which operate assembling in partnership with top international firms, such as Kawasaki, Honda and KTM, among others, producing for the domestic and export market.

In the last decade, the Colombian motorcycle industry has totally transformed to not just a lifestyle sector, but also a key factor in the private mobility, due to the expansion of product offers, the fall of prices, the increased care for safety and the increasing demand by millennials, who represent over a quarter of the total local population, according to the Colombia National Administrative Department of Statistics (DANE) to use as a means of transport. There is a wider range of consumers of a motorcycle to transport themselves to the university, to their workplaces or even to use it for professional use, such as delivery, which is a fast developing category that increases more than 28% annually.

Despite the hit of sales from the pandemic, the country is still open for all exporters interested to supply the country, especially, accessories, equipment, and special clothing.

Source: www.motorcycledata.com
www.motor.com.co
www.statista.com
www.digitalpolicylaw.com
www.america.retail.com

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