

# Bike Helmet Market to Attain a Revenue of US\$ 1,282.53 Million by 2031

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/EINPresswire.com/ -- During the forecast period of 2023 to 2031, the global [Bike Helmet Market](#) is expected to grow at a healthy pace, with a projected valuation of US\$ 1,282.53 million by 2031, up from US\$ 819.48 million in 2022, registering a CAGR of 5.35%.

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<https://www.astuteanalytics.com/request-sample/bike-helmet-market>

Due to rising public awareness of head protection while cycling, the popularity of cycling as a leisure activity and an environmentally friendly method of transportation, and growing government programs encouraging the usage of helmets, the bike helmet market has significant growth potential. As more individuals take up cycling and the need for high-quality, fashionable, and comfortable helmets rises, the market is likely to continue expanding. According to the Centers for Disease Control and Prevention (CDC), wearing a helmet can increase survival rates by more than 37% and reduce the risk of head injuries by 69.0%. The factors projected to propel market growth include rising awareness and initiatives to increase riders' safety.

Demand for bike helmets is likely to increase as public awareness of road safety increases. Additionally, the use of bike helmets is likely to rise to an increase in the number of motorbike and sports bike enthusiasts and global worries over traffic-related injuries. According to the American Centers for Disease Control and Prevention, bicycle riders suffer injuries from collisions that result in more than 130,000 injuries annually in the United States.

Globally governments are enforcing stringent laws requiring cyclists to wear helmets, especially in areas with high rates of fatal and serious bicycle accidents. These rules are made to protect cyclists' safety and lessen the number of injuries and fatalities brought on by collisions with bicycles. Certain electric bicycle riders must comply with legislation in several places requiring them to wear helmets; these laws frequently differ from those governing bicycle riders. For instance, the Indian government declared that a better and safer safety standard for helmets is



required and that a new standard may adopt shortly. The new helmet standard will accommodate high-end headgear designed for riding at high speeds.

ROAD CYCLING HELMET MARKET TO HOLD A 38% MARKET SHARE DURING THE FORECAST PERIOD

Due to the growing popularity of road cycling competitions around the world, the road helmet segment is likely to hold a 38% market share during the forecast period. These helmets are made to offer the cyclist's head the greatest amount of protection while also having the best aerodynamics and ventilation possible.

SPORTS CYCLING HELMET MARKET TO GENERATE 30% OF THE GLOBAL BIKE HELMET MARKET REVENUE SHARE

The sports segment is to generate 30% of the global bike helmet market revenue share. This is due to the growing popularity of cycling as a leisure and competitive sport. Millions of people ride bicycles every day. The number of cyclists in the U.S. peaked at 51.4 million in 2021. Cycling is a popular sport in European nations, with 10.2% of Danes and 7.1% of Germans participating.

ONLINE BIKE HELMET MARKET TO TOP 13,49,000 UNITS BY 2031, WITH A SIGNIFICANT INCREASE DURING THE FORECAST PERIOD

Sales of the online channel are likely to top 13,49,000 units by 2031, with a significant increase during the forecast period. The online bike helmet market is likely to develop at a compound annual growth rate (CAGR) of 8.5% from 2023 to 2031. This growth can be due to a number of factors, including the rising use of e-commerce sites and the demand for environmentally friendly transportation methods.

WORLDWIDE BIKE HELMET MARKET TO TOP 29,426.74 THOUSAND UNITS BY 2031

With a total of 29,426.74 thousand units sold in 2022, the worldwide bike helmet market saw strong sales. With differing market shares and average selling prices, Europe and Asia are the two main geographical regions that contribute to these sales.

In 2022, the Asia Pacific region sold more than 42% of all helmets or over 12,273.76 thousand units. Asia is regarded as the second-largest bike helmet market despite having a higher proportion in terms of units sold. The main cause of this gap is as bike helmets sell for less on average in Asia than they do in Europe.

For more information on the global bike helmet market, visit our website at- <https://www.astuteanalytica.com/industry-report/bike-helmet-market>

Different manufacturing costs, pricing policies, and consumer preferences are only a few reasons for low helmet prices in Asia. It is also likely that the demand for more reasonably priced, entry-level bike helmets is high in Asia, whilst the desire for expensive, high-quality helmets may be

greater in Europe.

Due to the increasing number of two-wheeler customers in India, the market for motorcycle helmets is expanding at the quickest rate in the Asia Pacific region. Not only are commuter motorcycles driving the rise of the helmet market, but also the bigger, more expensive two-wheelers.

Top 10 competitors include Specialized Bicycle Components, Inc., Moon Helmet, Vista Outdoor, Dorel Sports, Trek Bicycle Corporation, Abus August Bremicker Söhne Kg, POC Sports, MET-Helmets, Micro Precision Engineering, and Optim Wafer Services, control over 25% market share. There is probably fierce rivalry for both sales and customers.

Companies must concentrate on aspects like product quality, design, innovation, and customer service and support to survive in such a cutthroat market. In order to reach clients and boost sales, they could also need to investigate fresh marketing approaches and distribution networks.

In June 2023, The LS2 Advant X Carbon offers an upgrade to the company's well-known flip-front motorcycle helmet by adding a new, all-carbon shell.

- In June 2023, Australian business Forcite which works with an app and, eventually, the motorcycle itself, designed a smart helmet. A helmet called the MK1S has a built-in Bluetooth audio connection and speakers that are placed over the ears. This entails that riders can receive wireless navigation instructions from their phone, answer calls, or listen to music while riding.
- In June 2023, Abus, a German firm, unveiled the Pedelec 2.0 ACE helmet. The helmet protects the rider's head, which extends well past the rear of the head, which is particularly vulnerable in the event of a collision.

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- Vista Outdoor
- Dorel Sports
- Trek Bicycle Corporation
- Abus August Bremicker Söhne Kg
- POC Sports
- MET-Helmets
- Specialized Bicycle Components, Inc.,
- Lazersport

- Giro Sport Design
- KASK s.p.a
- Scott Sports
- Louis Garneau
- Strategic Sports
- Shenghong Sports
- Other Prominent Players

Figure 1.1 Global helmet market

The global helmet market is divided into three main segments: Road helmets, Sports helmets, and Mountain bike (MTB) helmets. The Road helmets segment is the largest, followed by Sports helmets, and MTB helmets. The market is also divided into Online and Offline channels. The Online channel is growing rapidly, while the Offline channel is more mature.

Figure 1.2

- Road Helmets
- Sports Helmets
- Mountain bike (MTB) helmets

Figure 1.3

- Recreational
- Sports

Figure 1.4

- Online
- Offline

Figure 1.5

- North America
  - o The U.S.
  - o Canada
  - o Mexico
- Europe
  - o The UK
  - o Germany
  - o France
  - o Italy
  - o Spain
  - o The Netherlands
  - o Denmark
  - o Sweden
  - o Belgium
  - o Finland
  - o Poland
  - o Russia
  - o Rest of Europe
- Asia Pacific

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