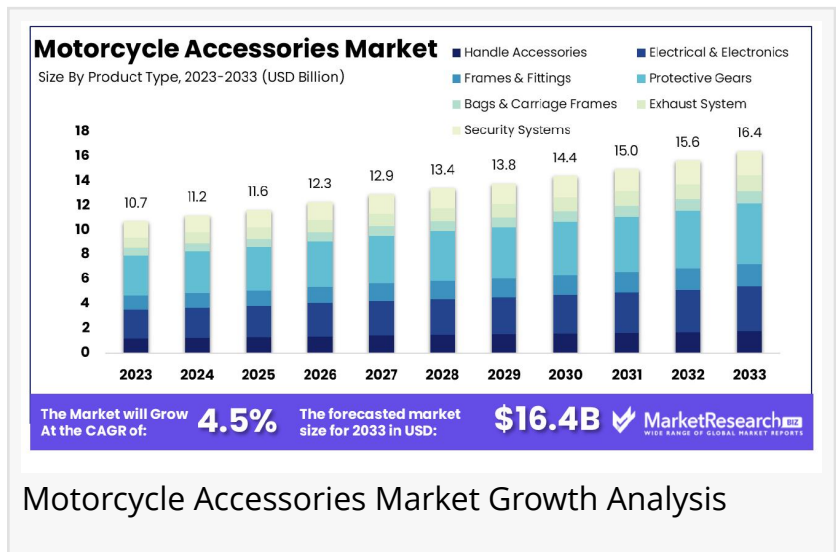


Motorcycle Accessories Market Reach USD 16.4 Billion by 2033, with a CAGR of 4.5%

Motorcycle Accessories Market is valued at USD 10.7 billion in 2023 and is projected to reach USD 16.4 billion by 2033, growing at a 4.5% CAGR.

NEW YORK, NY, UNITED STATES,
January 28, 2025 /EINPresswire.com/ --
Report Overview

The Global [Motorcycle Accessories Market](#) was valued at USD 10.7 billion in 2023 and is projected to reach USD 16.4 billion by 2033, growing at a CAGR of 4.5% from 2024 to 2033.



Motorcycle accessories refer to a wide range of products designed to enhance the functionality, performance, safety, and aesthetic appeal of motorcycles. These include items such as helmets, riding apparel, exhaust systems, mirrors, footrests, saddlebags, lights, GPS devices, and custom parts. Accessories are not only integral to the rider’s comfort and safety but also contribute to the motorcycle’s personalization and overall performance. This market encompasses both aftermarket products, which are purchased post-sale to upgrade or modify a motorcycle, and OEM (Original Equipment Manufacturer) accessories, which are produced by the motorcycle manufacturer and sold alongside the vehicle.

The motorcycle accessories market has seen robust growth due to several key factors. The increasing global motorcycle ownership, rising interest in motorcycling as both a hobby and practical transportation, and expanding awareness of safety gear have propelled demand. Additionally, growing disposable incomes, particularly in emerging markets, have led to greater consumer spending on premium and personalized motorcycle products. As consumer preferences shift toward high-performance, durable, and stylish accessories, manufacturers are innovating to meet these demands.

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With motorcycles gaining popularity in urban centers as a cost-effective solution to congestion and fuel prices, the market presents significant growth opportunities. The rise in e-commerce has further facilitated accessibility to diverse products, opening new revenue streams. Moreover, as environmental concerns influence the industry, there is growing interest in eco-friendly and sustainable accessories, which could drive future market trends. Ultimately, the motorcycle accessories market is poised for continued expansion, driven by a combination of demographic, technological, and socio-economic factors.



Key Takeaways



"North America dominates the global motorcycle accessories market with 32.7% share in 2023. Grab your gear now and save up to 30% OFF! Market expected to hit USD 16.4B by 2033!"

"

Tajammul Pangarkar

The Global Motorcycle Accessories Market was valued at USD 10.7 billion in 2023 and is projected to grow to USD 16.4 billion by 2033, reflecting a CAGR of 4.5% from 2024 to 2033.

North America leads the market with a significant share of 32.7%, making it the largest regional contributor in terms of both demand and supply.

Protective Gears account for 25% of the market share, positioning them as the most dominant product category within the motorcycle accessories sector.

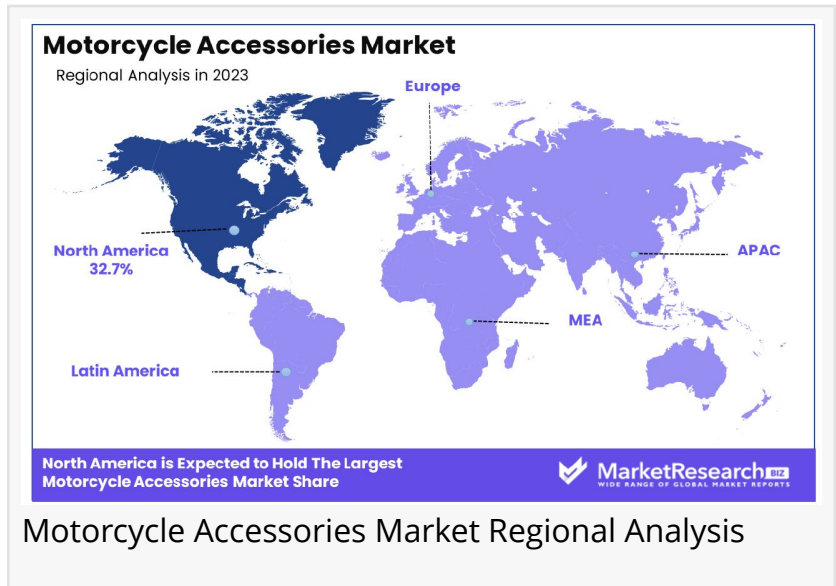
Conventional Motorcycles hold the largest share, with a 40% market dominance, reflecting their widespread popularity and higher demand for related accessories.

Specialized Outlets dominate the sales channel, commanding a 50% share of the market, indicating strong

consumer preference for purchasing accessories through these dedicated retail spaces.

Market Segmentation

In 2023, [protective gears dominate the Motorcycle Accessories Market](#), accounting for over 25% of the market share. This segment, which includes helmets and protective body wear, is driven by growing awareness of road safety and strict regulatory standards. The market also features other product types such as Handle Accessories, Electrical & Electronics, Frames & Fittings, Bags & Carriage Frames, Exhaust Systems, and Security Systems, each catering to consumer needs for functionality, customization, and performance. However, the protective gears segment remains the market leader, fueled by the essential safety requirements for riders and increasing investment in high-quality gear.



In 2023, conventional motorcycles dominate the Motorcycle Accessories Market, holding over 40% of the market share. This is due to their popularity for daily commuting and affordability. The market is segmented into Conventional, Cruiser, Sports, and Off-road categories, each catering to specific needs. Cruisers focus on comfort for long-distance travel, sports motorcycles prioritize performance with high-tech parts, and off-road bikes require durable accessories for rugged terrains. Despite these differences, conventional motorcycles lead the market due to their practicality and the high volume of urban and suburban users.

In 2023, Specialized Outlets led the Motorcycle Accessories Market with over 50% market share, driven by expert advice, high service quality, and hands-on product experiences that build trust with motorcycle enthusiasts. These outlets, including brand-specific stores and authorized dealers, offer reliability and authenticity, which consumers highly value. While Independent Outlets provide competitive prices and Online platforms grow in popularity, they face challenges like concerns over product authenticity and fitment. Specialized Outlets are expected to maintain their dominance due to their strong focus on quality and customer trust.

****Key Market Segments****

By Product Type

~~Handle Accessories

- Handlebars
- Grips

~~Electrical & Electronics

- Lightings

- Horns

- ~~Frames & Fittings

- Crash Protection

- Windshield

- Foot Pegs

- ~~Protective Gears

- Helmets

- Professional Body Wear

- Bags & Carriage Frames

- Exhaust System

- Security Systems

By Motorcycle Type

- ~~Conventional

- ~~Cruiser

- ~~Sports

- ~~Off-road

By Sales Channel

- ~~Specialized Outlets

- ~~Independent Outlets

- ~~Online

****Driving factors****

Growing Popularity of Motorcycling as a Leisure Activity

The increasing trend of motorcycling as a recreational activity is a significant driver of the global motorcycle accessories market. As more individuals adopt motorcycles for leisure, commuting, and long-distance travel, the demand for related accessories has surged. Motorcycle riders seek enhanced comfort, performance, and style, leading to a spike in the adoption of accessories like custom seats, advanced helmets, and protective gear. This growing interest is particularly prominent among younger demographics and enthusiasts who prioritize personalization and safety. As more consumers embrace motorcycling, the need for high-quality accessories to enhance their experience continues to fuel market growth. The rise in motorcycling culture is evident in the increasing number of motorcycles on the road, translating into a higher demand for aftermarket accessories. The increase in leisure riding, especially in emerging markets, further boosts this demand. In addition, the trend towards customized motorcycles with

distinctive accessories such as mirrors, exhausts, and LED lights plays a key role in expanding the market.

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****Restraining Factors****

High Cost of Premium Motorcycle Accessories

The high cost of premium motorcycle accessories poses a restraint to the market's growth, particularly in regions with price-sensitive consumers. High-quality accessories such as advanced helmets, protective gear, and performance-enhancing components often carry a premium price tag, limiting their affordability to certain customer segments. Although these accessories provide superior safety, comfort, and style, the added cost can be a barrier for those seeking budget-friendly options. In emerging markets where disposable income is lower, this pricing challenge can restrict access to advanced and customized accessories, slowing the overall market expansion. Additionally, the fluctuation of raw material prices, particularly for high-performance components, can further inflate production costs, affecting the final price for consumers. Despite the growing interest in motorcycling, this economic hurdle remains a significant limitation, particularly for entry-level riders or those in developing markets. Hence, premium accessories, while driving innovation, may also hinder widespread adoption in price-sensitive demographics.

****Growth Opportunity****

Rising Adoption of Electric Motorcycles

The rise of electric motorcycles presents a promising opportunity for the motorcycle accessories market. As the global focus on sustainability and reducing carbon emissions intensifies, more consumers are shifting towards electric motorcycles as an eco-friendly alternative to traditional gasoline-powered bikes. This shift opens up new avenues for motorcycle accessories tailored specifically for electric models, such as battery management systems, charging equipment, and lightweight components. As electric motorcycles gain popularity, the demand for complementary accessories will rise, especially as manufacturers seek to enhance the performance and aesthetic appeal of these vehicles. The need for specialized accessories that support the unique requirements of electric motorcycles, such as electric-specific helmets or improved windshields for longer ranges, presents an emerging market opportunity. Additionally, as electric motorcycles become more mainstream, electric vehicle infrastructure development, such as charging stations, will also influence accessory demand. This presents an untapped market segment with significant growth potential for companies willing to adapt to these evolving consumer preferences.

****Latest Trends****

Increased Focus on Safety and Protective Gear

An ongoing trend in the motorcycle accessories market is the growing emphasis on safety and protective gear. With an increasing number of riders focusing on protective accessories, such as helmets, gloves, jackets, and knee guards, the market for safety-focused products is expanding. This is driven by heightened awareness of road safety, as well as more stringent regulations across regions regarding helmet usage and safety standards. Advanced materials and technologies such as anti-fog visors, integrated airbag jackets, and crash sensors are increasingly being incorporated into motorcycle accessories to ensure rider protection. The demand for protective gear is particularly high among newer riders and those in regions with rising motorcycling culture. Moreover, rising concerns about the risk of accidents, coupled with a growing focus on consumer safety, is propelling the growth of this segment. Safety remains a priority for riders of all experience levels, making this a critical trend that continues to shape the growth of the motorcycle accessories market.

****Regional Analysis****

North America led the global motorcycle accessories market in 2023, holding 32.7% of the market share, with strong demand driven by a well-established motorcycling culture and high disposable incomes, particularly in the U.S. Europe follows closely, with steady growth due to established motorcycle industries in countries like Italy and Germany, and rising demand for both performance and eco-friendly accessories.

Asia Pacific, driven by growing motorcycle ownership in emerging markets like China and India, is projected to see the highest growth, although starting from a smaller base. The Middle East & Africa has moderate growth, with demand for luxury and off-road accessories, especially in countries like the UAE and Saudi Arabia. Latin America is developing steadily, with Brazil and Mexico seeing increasing demand for practical and premium accessories as urbanization and disposable incomes rise.

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****Key Players Analysis****

The global motorcycle accessories market in 2024 is highly competitive, with key players across multiple segments. TVS Motor Company and Hero Motocorp Ltd. are likely to remain dominant due to their strong market presence in Asia and their broad portfolios of affordable, high-quality accessories that appeal to a wide range of riders. Yamaha Motor Company Ltd. continues to expand its premium segment offerings, emphasizing innovation and design. Harley-Davidson, Inc. targets the luxury motorcycle market, offering high-end, personalized accessories that cater to affluent consumers.

VEGA AUTO ACCESSORIES and Studds Accessories Ltd. focus on helmets, protective gear, and safety equipment, catering to both entry-level and seasoned riders. Omax Auto Ltd. offers an array of motorcycle parts and accessories that align with regional demands. OSRAM Licht AG and EMGO International, Ltd. provide high-quality lighting and aftermarket components. Meanwhile, Steelbird Hi-Tech India Pvt. Ltd. and AltRider, LLC focus on specialized protective gear and off-road accessories, respectively. Their diverse offerings position them strategically in the growing global market.

Top Key Players in the Market

- ~~ TVS Motor Company
- ~~ Yamaha Motor Company Ltd.
- ~~ Hero Motocorp Ltd.
- ~~ Harley-Davidson, Inc.
- ~~ VEGA AUTO ACCESSORIES PVT. LTD.
- ~~ Omax Auto Ltd
- ~~ Studds Accessories Ltd
- ~~ OSRAM Licht AG
- ~~ Steelbird Hi-Tech India Pvt. Ltd
- ~~ EMGO International, Ltd.
- ~~ AltRider, LLC

Recent Developments

~~ In April 2024, Harley-Davidson acquired a boutique custom accessories manufacturer to diversify offerings in the premium segment, aiming for a 15% increase in custom accessory sales next year.

~~ In March 2024, TVS Motor Company launched a new line of high-performance motorcycle helmets, expected to boost accessory sales by 30%, targeting safety-conscious consumers.

~~ In January 2024, Hero Motocorp Ltd. partnered with a leading tech firm to co-develop electric motorcycle accessories, projecting a 20% growth in their accessory division by 2025.

Conclusion

The Global Motorcycle Accessories Market, valued at USD 10.7 billion in 2023, is projected to reach USD 16.4 billion by 2033, growing at a CAGR of 4.5%. Driven by increasing motorcycle ownership, rising disposable incomes, and a focus on safety and customization, the market sees strong demand for protective gear, which leads the market segment. North America remains the largest market, while emerging regions like Asia Pacific offer significant growth opportunities. Despite challenges such as the high cost of premium accessories, the rise of electric motorcycles

and the growing emphasis on eco-friendly products present promising prospects. The market is expected to continue expanding as manufacturers innovate to meet consumer demand for enhanced performance, safety, and personalization.

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