

Adventure Motorcycle Market to Surge to \$64.4 Billion by 2032, Expanding at 7.5% CAGR Amid Growing Outdoor Enthusiasm

WILMINGTON, NEW CASTLE, DE, UNITED STATES, February 6, 2025 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "Adventure Motorcycle Market," [The adventure motorcycle market size](#) was valued at \$31.8 billion in 2022, and is estimated to reach \$64.5 billion by 2032, growing at a CAGR of 7.5% from 2023 to 2032.

An adventure motorcycle is a versatile motorbike that can handle both off-road and on-road conditions. The

motorcycle boasts extended travel suspension for off-road terrain and large fuel tanks for long distance riding. To improve its touring capabilities, adventure bikes frequently include accessories such as baggage racks, crash bars, and windscreens. They also have larger wheels and tires for improved traction on a variety of surfaces. Riders that enjoy exploring remote regions and commencing on difficult excursions prefer these motorcycles.

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These motorcycles are appreciated in the off-road motorcycle industry because they have all of the components to tackle rocky and difficult terrain and have more comfortable riding seats than off-road motorcycles. Riders who love to travel on the road choose adventure bikes since they have rider assistance and the capability and large wheelbase to carry a pillion with luggage. The versatility and capacity to handle a variety of terrain with ease make adventure motorcycles grown popular all around the globe. Motorcycles give riders the flexibility to explore and experience new adventures, whether it's a long-distance road trip or an off-road expedition with riding aids that provide the rider with confidence and safety.

Motorcycle is also equipped with Dynamic Brake Control (DBC) which is an active safety system developed by BMW that enhances brake effectiveness during emergency braking situations.



ADVENTURE MOTORCYCLE MARKET
OPPORTUNITIES AND FORECAST, 2023-2032

Adventure motorcycle market is expected to reach **\$64.5 Billion** in 2032

Growing at a **CAGR of 7.5%** (2023-2032)

Report Code: A14786, www.alliedmarketresearch.com

Adventure Motorcycle Market Size

When the rider applies the brake pedal quickly and forcefully, DBC automatically increases brake pressure to help reduce stopping distances. This system ensures that the brakes respond promptly and effectively, even in critical situations, improving overall safety.

Another feature Engine Drag Torque Control (MSR) is integrated into the traction control system of the motorcycles. It monitors and regulates the drag torque applied to the rear wheel to maintain stability and prevent wheel lock-up during rapid deceleration or throttle changes, enhancing safety and control in challenging driving conditions such as in off-road terrains. The BMW R GS 1300 also comes with a host of convenience features that includes a keyless ride system, enabling riders to start and stop the bike without fumbling for keys.

Growing adventure tourism industry and rise in disposable income supplement [the growth of the adventure motorcycle market](#). However, low cost and advancement in commuter motorcycles and high cost of adventure motorcycle are expected to hamper the growth of the market. In addition, integration of digital technologies and demand for light weight and agile designs are expected to create ample opportunities for the key players operating in the market.

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This report provides a comprehensive analysis of the technology employed in Automotive systems and accessories.

The market analysis spans from 2022 to 2032, offering insights into a decade of industry trends.

Recent advancements are highlighted throughout the research, showcasing the latest developments.

Leading companies in the industry are profiled in detail within the research study.

The market analysis encompasses various segments and regions, offering a thorough examination of its scope and impact.

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Based on engine capacity, the 500-1000cc segment held the highest market share in 2022, accounting more than two-fifth of the global adventure motorcycle market revenue, and is estimated to maintain its leadership status throughout the forecast period. This segment is projected to manifest the highest CAGR of 7.8% from 2023 to 2032, owing to the power and maneuverability offered by the engine between 500-1000cc with a reasonable price.

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Based on application, the on-road segment held the highest market share in 2022, accounting nearly two third of the global adventure motorcycle market revenue, and is estimated to maintain its leadership status throughout the forecast period. This segment is projected to manifest the highest CAGR of 7.7% from 2023 to 2032, owing to ability of adventure motorcycle to travel long distances with luggage and pillion.

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Based on region, Asia-Pacific held the highest market share in terms of revenue in 2022, accounting nearly two-fifths of the global adventure motorcycle market revenue, however North America is expected to dominate the market during the forecast period. The Asia-Pacific region is dominating due to the presence of the major manufacturer and the growing adventure tourism in the region. However, the [North America region is expected to witness the fastest CAGR](#) of 8.9% from 2023 to 2032, owing to rise in disposable income and growth of the adventure tourism in the region.

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Allied Market Research (AMR) is a full-service market research and business-consulting wing of Allied Analytics LLP based in Portland, Oregon. Allied Market Research provides global enterprises as well as medium and small businesses with unmatched quality of "Market Research Reports" and "Business Intelligence Solutions." AMR has a targeted view to provide business insights and consulting to assist its clients to make strategic business decisions and achieve sustainable growth in their respective market domain.

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