

Two-Wheeler Accessories Aftermarket to Surpass USD 52.8 Billion by 2035, Driven by Electric Mobility and Performance

Rising demand for personalization, safety, and comfort is driving growth in the two-wheeler accessories aftermarket globally.

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The two-wheeler accessories aftermarket is evolving rapidly as riders seek enhanced comfort, style, and safety, fueling innovation and product diversity.

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Nikhil Kaitwade

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/EINPresswire.com/ -- In 2025, the [two-wheeler accessories aftermarket](#) was valued at approximately USD 23,572.82 million. By 2035, it is projected to reach USD 52,808.57 million, reflecting a robust compound annual growth rate (CAGR) of 8.4%. The surge in demand is largely fueled by the increasing penetration of high-performance motorcycles and electric two-wheelers across global markets. As consumer preferences continue to evolve toward vehicles offering both aesthetics and utility, aftermarket accessories such as protective gear, exhaust systems, lighting solutions, smart gadgets, and ergonomic

upgrades are seeing strong traction. In urban and semi-urban regions, the adoption of two-wheelers as primary modes of transportation is further supporting the growth trajectory of the accessory market.

The aftermarket segment is expanding as consumers increasingly personalize their bikes for comfort, safety, and style. Emerging economies in Asia-Pacific, particularly India, China, Indonesia, and Vietnam, are leading this transformation owing to rising disposable incomes, rapid urbanization, and increasing youth population. Additionally, e-commerce platforms have played a pivotal role in enhancing the accessibility of aftermarket parts, offering consumers convenience and a wide range of choices. As a result, both local and international brands are ramping up their presence in these digital channels to cater to this growing demand.

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Key Takeaways for the Two-Wheeler Accessories Aftermarket

The two-wheeler accessories aftermarket is on a path of dynamic expansion, influenced by various socio-economic and technological factors. The projected market size of over USD 52.8 billion by 2035 signals promising business opportunities. A notable driving force is the growing consumer inclination toward personalization, along with rising awareness of road safety, which is boosting demand for helmets, riding gear, and advanced lighting systems. The proliferation of electric two-wheelers has introduced new accessory categories such as battery management devices, smartphone connectivity kits, and lightweight frames. Moreover, manufacturers are integrating sustainability into product design, offering eco-friendly alternatives without compromising on performance or aesthetics.



Two Wheeler Accessories Aftermarket

Emerging Trends in the Global Market

Globally, the two-wheeler accessories market is witnessing a shift towards smart and connected components. Accessories like GPS navigation systems, Bluetooth-enabled helmets, and anti-theft alarm systems are increasingly popular among tech-savvy riders. In parallel, the growing popularity of adventure and touring motorcycles is spurring demand for luggage systems, crash guards, and ergonomic seating. Another major trend is the customization of electric scooters with stylish yet energy-efficient add-ons such as regenerative braking systems and aerodynamic body kits. Furthermore, consumer interest in minimalistic and multifunctional design is steering the development of accessories that blend technology with aesthetics.

Sustainability is also gaining prominence, with manufacturers introducing accessories made from recycled or biodegradable materials. Green initiatives, both at consumer and corporate levels, are contributing to this trend. Additionally, as government regulations around emissions and safety tighten, there is increasing demand for certified and compliant aftermarket components. The aftermarket landscape is also being shaped by AI-powered recommendation engines, used by online platforms to enhance customer experience by suggesting suitable products based on vehicle type, usage pattern, and riding habits.

Significant Developments in the Global Sector: Trends and Opportunities in the Market

In recent years, several key trends and developments have emerged that are reshaping the global two-wheeler accessories aftermarket. Electric vehicle (EV) adoption has unlocked a new segment for accessory manufacturers, creating opportunities to design products compatible with electric mobility platforms. There is a rising demand for EV-specific accessories such as charging stations, lightweight tire kits, aerodynamic mirrors, and mobile charging docks. Technological advancements have also enabled the development of AI-based smart riding gear that monitors real-time riding behavior and alerts users to potential hazards.

The global surge in e-commerce has transformed how aftermarket products are distributed and sold. Companies are leveraging digital channels not only to boost sales but also to build brand loyalty through customized kits, subscription services, and virtual bike customization tools. Meanwhile, OEMs are collaborating with accessory specialists to offer bundled packages at the time of purchase, further streamlining customer experiences and tapping into the growing personalization trend. These developments indicate a maturing market where value addition and customer-centric innovations are becoming central to business growth.

Recent Developments in the Market

Recent developments include collaborations between automotive tech companies and accessory manufacturers to integrate IoT solutions into riding gear and equipment. Companies like Bosch and Sena Technologies have launched Bluetooth and mesh-communication-enabled helmets that offer enhanced connectivity and safety. There has also been an uptick in mergers and acquisitions to strengthen product portfolios and enter new geographic territories. For example, leading aftermarket brands are investing in local distribution networks in Southeast Asia and Latin America to capitalize on increasing urbanization and mobility demand.

Additionally, several startups are entering the scene with niche, high-quality products targeting premium motorcycle users. Many of these new entrants are focusing on sustainability, creating biodegradable mudguards, reusable air filters, and modular luggage systems. As global consumers become more environmentally conscious, these innovations are expected to gain rapid market acceptance.

Detailed Market Study: Full Report and Analysis

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Competition Outlook

The competitive landscape of the two-wheeler accessories aftermarket is characterized by the presence of both global giants and emerging regional players. Companies are focusing on product innovation, competitive pricing, and strategic partnerships to differentiate themselves. Leading players in the market include GIVI, SW-Motech, AGV (Dainese Group), Shoei Co. Ltd., Arai

Helmet Ltd., Alpinestars, Bosch, Bridgestone Corporation, and KTM PowerParts. These companies are continuously investing in R&D to enhance product performance, safety, and compatibility with new vehicle models.

Key Segmentations

Segment-wise, the market is broadly categorized into protective gear, electronic accessories, body parts, lighting systems, and performance-enhancing parts. Among these, protective gear and electronic accessories are anticipated to witness the highest growth due to increasing road safety awareness and the rising adoption of smart devices. Regional analysis indicates that Asia-Pacific dominates the market, followed by Europe and North America, owing to a large base of two-wheeler users and a fast-growing aftermarket ecosystem.

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Ankush Nikam

Future Market Insights, Inc.

+ +91 90966 84197

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