

Two-wheeler Navigation Display Market to Reach USD 3.5 Bn by 2035, Expanding at a CAGR of 16.95% | TMR

Two-wheeler Navigation Display market growth is driven by tech integration, GPS adoption, and rising urban mobility

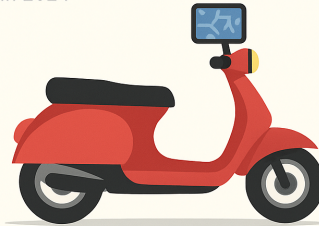
WILMINGTON, DE, UNITED STATES, August 25, 2025 /EINPresswire.com/ --

The global [two-wheeler navigation display market](#) is projected to witness remarkable growth over the next decade. Valued at US\$ 563.3 million in 2024, the market is expected to expand at a CAGR of 16.95% from 2025 to 2035, reaching US\$ 3.5 billion by 2035. The growing penetration of smartphones and internet connectivity, coupled with rising demand for integrated navigation systems in two-wheelers, are the key factors fueling market expansion.

Two-wheeler Navigation Display Market Outlook 2035

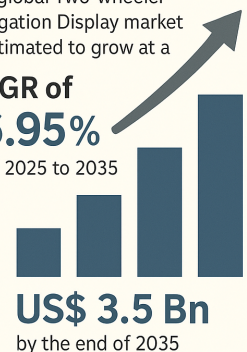
The global Two-wheeler Navigation Display industry was valued at

US\$ 563.3 Mn
in 2024



The global Two-wheeler Navigation Display market is estimated to grow at a

CAGR of 16.95%
from 2025 to 2035



US\$ 3.5 Bn
by the end of 2035

Two wheeler Navigation Display

Market Overview

A two-wheeler navigation display is a digital screen system installed on motorcycles, scooters, and mopeds that provides real-time GPS-based navigation, traffic updates, and route guidance. These systems enhance rider safety and convenience by reducing distractions associated with mobile phone-based navigation.

By display type, the market includes high-end TFT (Thin-Film Transistor) Displays offering high-resolution, vibrant colors, and fast response times suitable for premium motorcycles; LCDs (Liquid Crystal Displays) providing a cost-efficient option for mid-range vehicles; OLED (Organic Light Emitting Diode) Displays delivering superior contrast and night-time readability; and other types such as e-paper and micro LED, emphasizing energy efficiency and durability.

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Analyst Viewpoint

According to analysts at Transparency Market Research, the two-wheeler navigation display market is highly dynamic, evolving with technological advancements and changing consumer preferences. Augmented reality (AR) integration is emerging as a key trend, allowing features like smartphone connectivity, real-time traffic updates, advanced weather forecasting, and route sharing to enhance the user experience. Weatherproof, robust designs further increase adoption, and regulatory emphasis on rider safety is pushing manufacturers to innovate continuously.

Key Drivers of Market Growth

Rising Demand for Integrated Navigation Systems in Two-Wheelers

Urbanization, increasing connectivity needs, and consumer preference for technologically advanced vehicles have propelled the adoption of integrated navigation systems. Two-wheeler manufacturers are incorporating navigation displays in mid-range and premium models to enhance market share. Notable companies like Hero MotoCorp reported a 12% increase in profits in 2024 due to higher sales of vehicles equipped with navigation systems.

Increasing Smartphone and Internet Penetration

Widespread smartphone usage and expanding internet access enable riders to use GPS-enabled applications more efficiently. By 2024, India had 886 million internet users, including significant rural penetration, which has created favorable conditions for GPS-based navigation adoption. Government initiatives supporting digital infrastructure have further accelerated this trend.

Segment Analysis

By Display Type: TFT Displays lead the market with over 36.1% share in 2024, thanks to vibrant colors, high resolution, fast response times, and energy efficiency. LCDs provide a mid-range cost-effective option, OLEDs offer superior contrast and night readability, and other display types such as e-paper prioritize durability and minimal power consumption.

By Display Size: Categories include less than 5 inches, 5.1 to 7 inches, and more than 7 inches.

By Two-Wheeler Type: Scooters/mopeds and motorcycles.

By Display Resolution: Standard, high-definition, and ultra-high-definition resolutions.

By Country of Origin: Domestic produced and imported.

By Distribution Channel: OEM (direct to vehicle manufacturer), aftermarket/replacement, online,

and offline channels.

Regional Insights

Asia Pacific dominates the market with a 73.3% share in 2024, driven by the high adoption of motorcycles and scooters in India, China, and Southeast Asia. Urbanization, rising disposable incomes, and preference for affordable transportation are key contributors.

North America and Europe are witnessing steady growth due to higher adoption of premium two-wheelers and connected vehicle technologies.

Latin America and Middle East & Africa are emerging markets with growth potential, although penetration remains limited by affordability and infrastructure.

Key Players and Industry Leaders

Leading companies focus on R&D, strategic partnerships, and product innovation to stay competitive:

Garmin Ltd

Robert Bosch GmbH

TomTom

Fahren

STARQ

Nuline Technologies

Pricol Limited

PROPLAY

Greenerg Mobility Solutions Pvt. Ltd

Spark Minda

Beeline

Alpine Electronics

AlienRider

ABUWU

LoLoCar

ZHNN

Motobot Navigator

These players prioritize high-visibility, durable displays integrated with mobile devices, offering superior safety and user experience.

Recent Developments

January 2025: Pioneer and HERE Technologies collaborated to enhance two-wheeler navigation technology with safety and connectivity features.

December 2024: Kinetic Green and Jio Things partnered to integrate TFT instrument clusters, including navigation features, into electric two-wheelers.

Opportunities and Challenges

Opportunities: Expansion in emerging markets, integration of AR and IoT-enabled features, growing demand for electric two-wheelers, and consumer preference for connected vehicles.

Challenges: High costs of advanced displays, technological complexity, and limited awareness in rural regions.

Market Trends

Integration of AR and real-time traffic updates

Growing preference for smart, connected, and safety-oriented two-wheelers

Adoption of durable and weatherproof display technologies

Enhanced focus on touchscreen and interactive display features

Future Outlook

The two-wheeler navigation display market is poised for robust growth through 2035. Drivers include:

Rapid urbanization and digital infrastructure development

Rising adoption of premium and mid-range two-wheelers

Integration of AR, AI, and IoT technologies

Increasing smartphone penetration and internet access in developing economies

Manufacturers investing in affordable, technologically advanced, and connected navigation solutions are expected to secure significant market share across regions.

Why Buy This Report?

Comprehensive market forecasts through 2035

Detailed insights on drivers, restraints, and opportunities

Thorough segmentation by display type, size, resolution, two-wheeler type, and region

Profiles of leading companies, including strategies, portfolios, and recent developments

Analysis of emerging trends, technological innovations, and regional dynamics

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