

# **Asia Pacific Motorcycle Seat Market Size study, by Motorcycle Type (Standard, Sports, Cruiser, Adventure) by Seat Type (Single seat, Split seat) by Material Type (Leather Seat, Synthetic Seat, Vinyl Seat, Others) by Sales Channel (OEM, Aftermarket) and Country Forecasts 2022-2032**

<https://marketpublishers.com/r/AAC593B02B70EN.html>

Date: June 2024

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: AAC593B02B70EN

## **Abstracts**

Asia Pacific Motorcycle Seat Market is valued approximately at USD 23.05 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 8.80% over the forecast period 2024-2032. The seats on motorcycles are made of a special material that can absorb heat and shocks from the road, and they are intended to keep motorcycle riders comfortable. As a result, riding a motorcycle is seamless and comfortable. A motorcycle seat's baseplate, foam, and cover are its three main constituents. Moreover, safety is the top priority for motorcyclists, and having a seat is essential to that safety. Both strong acceleration during an accident or crash and direct impact with any object can result in head injuries. In the case of an accident, motorcycle riders must be protected with seats. Use of lightweight and durable materials such as carbon fiber and advanced composites to reduce the overall weight of the motorcycle, improving fuel efficiency and performance. The growing electric motorcycle market is influencing seat design, with a focus on integrating batteries and other components seamlessly. Seats are designed specifically for the unique ergonomics and weight distribution of electric motorcycles. Thus, these factors further drive demand for the Asia Pacific Motorcycle Seat Market.

The rising sales of motorcycles in Asia Pacific countries such as India, China, and Southeast Asia, are a significant driver for the Asia Pacific Motorcycle Seat Market. As motorcycles become increasingly popular due to their affordability, efficiency, and

convenience in congested urban areas, the demand for comfortable and durable seating solutions grows. This surge in motorcycle ownership is fueled by economic development, urbanization, and the need for efficient commuting options. Additionally, the expanding middle class in these regions has more disposable income to spend on higher-quality and customized motorcycle seats. This trend is not limited to budget models; there is also a growing market for premium motorcycles, which further boosts demand for advanced, ergonomically designed seats. As a result, manufacturers are innovating with better materials, enhanced comfort features, and personalization options to cater to this expanding consumer base, driving overall growth in the motorcycle seat market. However, high costs of advanced materials and technologies and an intense competition stifle market growth between 2022 and 2032.

The key countries considered for the Asia Pacific Motorcycle Seat market study includes China, India, Japan, South Korea, Australia and Rest of Asia Pacific. In 2023, China was the largest regional market in terms of revenue. Rapid urbanization has resulted in significant traffic congestion in major cities, making motorcycles an attractive alternative for commuting. This boosts the demand for comfortable and durable motorcycle seats tailored for urban use. With China's push towards electric vehicles to combat pollution, the growing popularity of electric motorcycles drives demand for specialized seats designed to accommodate different ergonomics and battery configurations. Furthermore, China's robust economic growth has led to increased disposable incomes, allowing more consumers to purchase motorcycles and invest in high-quality, comfortable seats. According to the MotorCycles Data, in 2023, 16.7 million sales of Motorcycles in China. The market in India is expected to grow at the fastest rate over the forecast period.

Major market player included in this report are:

Attitude Inc.

Eicher Motors Limited

Third Gear Pty Ltd

TS Tech Co., Ltd.

Company 5

Company 6

Company 7

Company 8

Company 9

Company 10

The detailed segments and sub-segment of the market are explained below:

*Asia Pacific Motorcycle Seat Market Size study, by Motorcycle Type (Standard, Sports, Cruiser, Adventure) by S...*

### By Motorcycle Type

Standard

Sports

Cruiser

Adventure

### By Seat Type

Single seat

Split seat

### By Material Type

Leather Seat

Synthetic Seat

Vinyl Seat

Others

### By Sales Channel

OEM

Aftermarket

?

### By Region:

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

### Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and country level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major

regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

## Contents

### **CHAPTER 1. ASIA PACIFIC MOTORCYCLE SEAT MARKET DEFINITION AND RESEARCH ASSUMPTIONS**

- 1.1. Research Objective
- 1.2. Market Definition
- 1.3. Research Assumptions
  - 1.3.1. Inclusion & Exclusion
  - 1.3.2. Limitations
  - 1.3.3. Supply Side Analysis
    - 1.3.3.1. Availability
    - 1.3.3.2. Infrastructure
    - 1.3.3.3. Regulatory Environment
    - 1.3.3.4. Market Competition
    - 1.3.3.5. Economic Viability (Consumer's Perspective)
  - 1.3.4. Demand Side Analysis
    - 1.3.4.1. Regulatory frameworks
    - 1.3.4.2. Technological Advancements
    - 1.3.4.3. Environmental Considerations
    - 1.3.4.4. Consumer Awareness & Acceptance
- 1.4. Estimation Methodology
- 1.5. Years Considered for the Study
- 1.6. Currency Conversion Rates

### **CHAPTER 2. EXECUTIVE SUMMARY**

- 2.1. Asia Pacific Motorcycle Seat Market Size & Forecast (2022- 2032)
- 2.2. Regional Summary
- 2.3. Segmental Summary
  - 2.3.1. By Motorcycle Type
  - 2.3.2. By Seat Type
  - 2.3.3. By Material Type
  - 2.3.4. By Sales Channel
- 2.4. Key Trends
- 2.5. Recession Impact
- 2.6. Analyst Recommendation & Conclusion

### **CHAPTER 3. ASIA PACIFIC MOTORCYCLE SEAT MARKET DYNAMICS**

*Asia Pacific Motorcycle Seat Market Size study, by Motorcycle Type (Standard, Sports, Cruiser, Adventure) by S...*

- 3.1. Market Drivers
- 3.2. Market Challenges
- 3.3. Market Opportunities

## **CHAPTER 4. ASIA PACIFIC MOTORCYCLE SEAT MARKET: INDUSTRY ANALYSIS**

- 4.1. Porter's 5 Force Model
  - 4.1.1. Bargaining Power of Suppliers
  - 4.1.2. Bargaining Power of Buyers
  - 4.1.3. Threat of New Entrants
  - 4.1.4. Threat of Substitutes
  - 4.1.5. Competitive Rivalry
  - 4.1.6. Futuristic Approach to Porter's 5 Force Model
  - 4.1.7. Porter's 5 Force Impact Analysis
- 4.2. PESTEL Analysis
  - 4.2.1. Political
  - 4.2.2. Economic
  - 4.2.3. Social
  - 4.2.4. Technological
  - 4.2.5. Environmental
  - 4.2.6. Legal
- 4.3. Top investment opportunity
- 4.4. Top winning strategies
- 4.5. Disruptive Trends
- 4.6. Industry Expert Perspective
- 4.7. Analyst Recommendation & Conclusion

## **CHAPTER 5. ASIA PACIFIC MOTORCYCLE SEAT MARKET SIZE & FORECASTS BY MOTORCYCLE TYPE 2022-2032**

- 5.1. Standard
- 5.2. Sports
- 5.3. Cruiser
- 5.4. Adventure

## **CHAPTER 6. ASIA PACIFIC MOTORCYCLE SEAT MARKET SIZE & FORECASTS BY SEAT TYPE 2022-2032**

- 6.1. Single seat
- 6.2. Split seat

## **CHAPTER 7. ASIA PACIFIC MOTORCYCLE SEAT MARKET SIZE & FORECASTS BY MATERIAL TYPE 2022-2032**

- 7.1. Leather Seat
- 7.2. Synthetic Seat
- 7.3. Vinyl Seat
- 7.4. Others

## **CHAPTER 8. ASIA PACIFIC MOTORCYCLE SEAT MARKET SIZE & FORECASTS BY SALES CHANNEL 2022-2032**

- 8.1. OEM
- 8.2. Aftermarket

## **CHAPTER 9. ASIA PACIFIC MOTORCYCLE SEAT MARKET SIZE & FORECASTS BY COUNTRY 2022-2032**

- 9.1. China Motorcycle Seat Market
  - 9.1.1. Motorcycle Type breakdown size & forecasts, 2022-2032
  - 9.1.2. Seat Type breakdown size & forecasts, 2022-2032
  - 9.1.3. Material Type breakdown size & forecasts, 2022-2032
  - 9.1.4. Sales Channel breakdown size & forecasts, 2022-2032
- 9.2. India Motorcycle Seat Market
- 9.3. Japan Motorcycle Seat Market
- 9.4. Australia Motorcycle Seat Market
- 9.5. South Korea Motorcycle Seat Market
- 9.6. Rest of Asia Pacific Motorcycle Seat Market

## **CHAPTER 10. COMPETITIVE INTELLIGENCE**

- 10.1. Key Company SWOT Analysis
  - 10.1.1. Company
  - 10.1.2. Company
  - 10.1.3. Company
- 10.2. Top Market Strategies
- 10.3. Company Profiles

- 10.3.1. Attitude Inc.
  - 10.3.1.1. Key Information
  - 10.3.1.2. Overview
  - 10.3.1.3. Financial (Subject to Data Availability)
  - 10.3.1.4. Product Summary
  - 10.3.1.5. Market Strategies
- 10.3.2. Eicher Motors Limited
- 10.3.3. Third Gear
- 10.3.4. TS TECH CO., LTD.
- 10.3.5. Company
- 10.3.6. Company
- 10.3.7. Company
- 10.3.8. Company
- 10.3.9. Company
- 10.3.10. Company

## **CHAPTER 11. RESEARCH PROCESS**

- 11.1. Research Process
  - 11.1.1. Data Mining
  - 11.1.2. Analysis
  - 11.1.3. Market Estimation
  - 11.1.4. Validation
  - 11.1.5. Publishing
- 11.2. Research Attributes



## List Of Tables

### LIST OF TABLES

TABLE 1. Asia Pacific Motorcycle Seat market, report scope

TABLE 2. Asia Pacific Motorcycle Seat market estimates & forecasts by Country 2022-2032 (USD Billion)

TABLE 3. Asia Pacific Motorcycle Seat market estimates & forecasts by Motorcycle Type 2022-2032 (USD Billion)

TABLE 4. Asia Pacific Motorcycle Seat market estimates & forecasts by Seat Type 2022-2032 (USD Billion)

TABLE 5. Asia Pacific Motorcycle Seat market estimates & forecasts by Material Type 2022-2032 (USD Billion)

TABLE 6. Asia Pacific Motorcycle Seat market estimates & forecasts by Sales Channel 2022-2032 (USD Billion)

TABLE 7. Asia Pacific Motorcycle Seat market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 8. Asia Pacific Motorcycle Seat market by country, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 9. Asia Pacific Motorcycle Seat market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 10. Asia Pacific Motorcycle Seat market by country, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 11. Asia Pacific Motorcycle Seat market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 12. Asia Pacific Motorcycle Seat market by country, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 13. Asia Pacific Motorcycle Seat market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 14. Asia Pacific Motorcycle Seat market by country, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 15. Asia Pacific Motorcycle Seat market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 16. Asia Pacific Motorcycle Seat market by country, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 17. China Motorcycle Seat market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 18. China Motorcycle Seat market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 19. China Motorcycle Seat market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 20. India Motorcycle Seat market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 21. India Motorcycle Seat market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 22. India Motorcycle Seat market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 23. Japan Motorcycle Seat market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 24. Japan Motorcycle Seat market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 25. Japan Motorcycle Seat market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 26. Australia Motorcycle Seat market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 27. Australia Motorcycle Seat market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 28. Australia Motorcycle Seat market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 29. South Korea Motorcycle Seat market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 30. South Korea Motorcycle Seat market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 31. South Korea Motorcycle Seat market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 32.

TABLE 33. RoAPAC Motorcycle Seat market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 34. RoAPAC Motorcycle Seat market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 35. RoAPAC Motorcycle Seat market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 36. List of secondary sources, used in the study of Asia Pacific Motorcycle Seat Market.

TABLE 37. List of primary sources, used in the study of Asia Pacific Motorcycle Seat Market.

TABLE 38. Years considered for the study.

TABLE 39. Exchange rates considered.



## List Of Figures

### LIST OF FIGURES

- FIG 1. Asia Pacific Motorcycle Seat market, research methodology
- FIG 2. Asia Pacific Motorcycle Seat market, market estimation techniques
- FIG 3. Asia Pacific market size estimates & forecast methods.
- FIG 4. Asia Pacific Motorcycle Seat market, key trends 2023
- FIG 5. Asia Pacific Motorcycle Seat market, growth prospects 2022-2032
- FIG 6. Asia Pacific Motorcycle Seat market, porters 5 force model
- FIG 7. Asia Pacific Motorcycle Seat market, pestel analysis
- FIG 8. Asia Pacific Motorcycle Seat market, value chain analysis
- FIG 9. Asia Pacific Motorcycle Seat market by segment, 2022 & 2032 (USD Billion)
- FIG 10. Asia Pacific Motorcycle Seat market by segment, 2022 & 2032 (USD Billion)
- FIG 11. Asia Pacific Motorcycle Seat market by segment, 2022 & 2032 (USD Billion)
- FIG 12. Asia Pacific Motorcycle Seat market by segment, 2022 & 2032 (USD Billion)
- FIG 13. Asia Pacific Motorcycle Seat market by segment, 2022 & 2032 (USD Billion)
- FIG 14. Asia Pacific Motorcycle Seat market, Country snapshot 2022 & 2032
- FIG 15. Asia Pacific Motorcycle Seat market 2022 & 2032 (USD Billion)
- FIG 16. Asia Pacific Motorcycle Seat market, company market share analysis (2023)

## I would like to order

Product name: Asia Pacific Motorcycle Seat Market Size study, by Motorcycle Type (Standard, Sports, Cruiser, Adventure) by Seat Type (Single seat, Split seat) by Material Type (Leather Seat, Synthetic Seat, Vinyl Seat, Others) by Sales Channel (OEM, Aftermarket) and Country Forecasts 2022-2032

Product link: <https://marketpublishers.com/r/AAC593B02B70EN.html>

Price: US\$ 4,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AAC593B02B70EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970