

Global Dirt Bike Market Size study & Forecast, by Type (Motocross Motorcycle, Enduro Motorcycle, Trail Motorcycle, Track-racing Motorcycle), by Propulsion Type (ICE, Electric), by Application (Commercial, Personal, Industrial, Others), by Price Range (Low to Mid, High) and Regional Analysis, 2023-2030

<https://marketpublishers.com/r/GB26F4DA92F8EN.html>

Date: July 2023

Pages: 200

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

ID: GB26F4DA92F8EN

Abstracts

Global Dirt Bike Market is valued approximately at USD 9.74 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 7.0% over the forecast period 2023-2030. The Dirt Bikes Market encompasses the production and sale of off-road motorcycles specifically designed for use on unpaved surfaces. These specialized bikes cater to the needs of off-road enthusiasts and riders seeking thrilling adventures in rugged terrains. The Dirt bike market is expanding because of factors such as rising demand in sports industry and increasing demand for electric off-road vehicles.

According to Statista in 2023, the electric off-road vehicle market is estimated to reach USD 250 million by 2027, experiencing significant growth from USD 115 million in 2020. The increasing demand in the sports industry influence the Dirt Bikes Market by the need for off-road motorcycles used in various sports and adventure activities. According to the Statista in 2021, the global sports industry revenue is projected to experience significant growth, with an estimated revenue of around USD 355 billion. The industry is expected to experience a remarkable compound annual growth rate of 41.3 percent from 2021 to 2022. Furthermore, by 2026, the global sports market is projected to exceed USD 700 billion. In addition, rising focus on off road vehicles by automobile industry and rising technological advancements in dirt bike would create a lucrative growth opportunity. However, high purchase and maintenance cost stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Dirt Bike Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market during the forecast period owing to the, rising demand for sports and adventure activities. Furthermore, the region's strong motorsports culture and a high desire for off-road recreational activities contribute to the market's demand in this region. Asia Pacific is expected to be the fastest growing region during the forecast period, owing to factors such as, rise in disposable income and the growing popularity of recreational activities in the region.

Major market player included in this report are:

Honda Motor Co., Ltd.

Husqvarna motorcycles

Kawasaki Heavy Industries, Ltd.

Piaggio & C. SpA

SSR Motorsports

Suzuki Motor Corporation

Yamaha Corporation

Zero Motorcycles, Inc.

Kronreif & Trunkenpolz Mattighofen AG

Bayerische Motoren Werke Aktiengesellschaft AG

Recent Developments in the Market:

In June 2023, India Kawasaki Motors Pvt. Ltd. is set to launch the highly anticipated MY23 KX250, a more powerful dirt bike model with its distinct 'Lime Green' color option, the KX250 further elevates its appeal and brand recognition.

Global Dirt Bike Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Trends

Segments Covered - Type, Propulsion Type, Application, Price Range, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Motocross Motorcycle

Enduro Motorcycle

Trail Motorcycle

Track-racing Motorcycle

By Propulsion Type:

ICE

Electric

By Application:

Commercial

Personal

Industrial

Others

By Price Range:

Low to Mid

High

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

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