

Global Motorcycle ADAS Market Size study, By Propulsion (Gasoline, Electric), By Component (ECU, Sensors, Gear Assitors, Others), By System (ABS (Anti-lock Braking System), ACC (adaptive Cruise Control), TCS (Traction Control System), Others), By Sales Channel (OEM, Aftermarket), By Price Range (Low, Medium, High), and Regional Forecasts 2022-2028

<https://marketpublishers.com/r/GE413D3FF3F2EN.html>

Date: August 2022

Pages: 200

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

ID: GE413D3FF3F2EN

Abstracts

Global Motorcycle ADAS Market is valued approximately USD XX million in 2021 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2022-2028.

The Motorcycle ADAS or advanced driver assistance system (ADAS) is an electronic system utilized for rider assistance. It is designed with a safe human-machine interface, which increases safety. It also certain automated features such as automated braking, adaptive cruise control etc. to avoid human errors. The growing ownership of Motorbikes worldwide and increasing inclination towards technologically advanced motorbikes as well as recent partnership activities from leading market players are factors that are accelerating the global market demand. For instance, according to Statista – as of 2022, the revenue in the global motorcycles market is estimated at USD 106.70 billion, and the revenue is projected to witness a CAGR of 10.28% between 2022 & 2026 to reach to market volume of USD 157.80 billion by 2026. Furthermore, leading market players are working towards strategic partnerships to capitalize the growing adoption of Motorbike ADAS System. For instance, in April 2021, India based Minda Corporation, the flagship company of Spark Minda entered in a partnership with

Israel-based Ride Vision, a rider assistance systems solution company. Under this partnership, Minda would bring Ride Vision's AI enabled Collision Avoidance Technology (CAT) for two wheelers to India. Also, growing penetration e-bikes and rising emergence of bike taxis are anticipated to act as a catalyzing factor for the market demand during the forecast period. However, a high cost associated with Motorcycle ADAS system and risk of software failure impede the growth of the market over the forecast period of 2022-2028.

The key regions considered for the global Motorcycle ADAS Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America is the leading region across the world in terms of market share owing to the growing number of technological advancements and abundance of leading market players in the region. Whereas, Asia Pacific is anticipated to exhibit a significant growth rate over the forecast period 2022-2028. Factors such as growing penetration advanced bikes and rising E-bikes sector in the region, would create lucrative growth prospects for the global Motorcycle ADAS Market across the Asia Pacific region.

Major market players included in this report are:

D. Gubellini and C. Sas.

KTM AG

Hasqvarna

Robert Bosch GmbH

Ducati Motor Holding S.P.A

BWI Group

ZF Friedrichshafen AG

Honda Motor Co. Ltd.

BMW AG

Continental AG

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 eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available 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 Propulsion

Gasoline
Electric
By Component
ECU
Sensors
Gear Assitors
Others
By System
ABS (Anti-lock Braking System)
ACC (adaptive Cruise Control)
TCS (Traction Control System)
Others
By Sales Channel
OEM
Aftermarket
By Price Range
Low
Medium
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

Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Motorcycle ADAS Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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