

# **Global Motorcycle Airbag Market Size Study, by Components (Airbag, Crash Sensor, Airbag ECU, Others), by Coating (Neoprene Coated, Silicone Coated, Non-Coated), by Sales Channel (OEM, Aftermarket), by Fabric Type (Nylon, Polyester, Others) and Regional Forecasts 2022-2032**

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## **Abstracts**

Global Motorcycle Airbag Market is valued at approximately USD 0.39 billion in 2023 and is expected to grow with a healthy growth rate of more than 9.2% over the forecast period 2024-2032. Motorcycle airbags represent a critical innovation in enhancing rider safety by providing an additional layer of protection during collisions or accidents. These systems, which include components such as airbags, crash sensors, and airbag ECUs, are designed to deploy around the rider upon impact, thereby mitigating injury risks. The airbags, integrated into jackets, vests, or directly into the motorcycle, protect vital areas such as the spine, neck, collarbone, and ribs, significantly reducing the severity of injuries.

The growth of the motorcycle airbag market is driven by several factors, including the increasing number of road accidents and the rising demand for advanced safety systems. As awareness of protective gear grows among motorcyclists, there is a corresponding increase in demand for innovative solutions like airbag jackets and vests. The development of self-contained airbag jackets, which integrate sensors within the jacket itself, marks a significant technological advancement. These jackets offer enhanced protection without the need for external sensors on the motorcycle, providing riders with instantaneous and comprehensive safety coverage in the event of a collision. Additionally, the rise in disposable income, coupled with a growing preference for personal vehicles over public transportation, has further bolstered market demand.

However, the market faces challenges such as software failures associated with sensors and the high initial investment required for these systems. Software malfunctions in sensors can lead to delayed or incorrect airbag deployment, thereby undermining their effectiveness. Despite these challenges, the market is poised for growth due to increasing consumer awareness and the expansion of bike taxi services, which are driving the demand for protective gear among riders. Furthermore, the continuous development of advanced safety systems, including airbag-equipped jeans and other innovations, is expected to create lucrative opportunities for market players.

Key regions considered for the global motorcycle airbag market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America currently leads the market, driven by stringent safety regulations and high consumer awareness of vehicle safety features. The Asia Pacific region is anticipated to exhibit the fastest growth during the forecast period, attributed to the increasing adoption of motorcycles and rising awareness of safety among riders.

Major market players included in this report are:

Furygan  
DPI Safety  
GIMOTO SRL  
Moto-Air  
Dainese S.p.A.  
Honda Motor Co., Ltd  
Helite Moto  
Air-Vest  
Bering Moto  
CLOVER IT S.r.l.  
RST Moto  
Tucano Urbano  
Spidi  
Point Two Air Vests USA LLC  
Mugen Denko Co., Ltd.

Alpinestars

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

By Components

Airbag

Crash Sensor  
Airbag ECU  
Others

By Coating  
Neoprene Coated  
Silicone Coated  
Non-Coated

By Sales Channel  
OEM  
Aftermarket

By Fabric Type  
Nylon  
Polyester  
Others

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 Latin America

Middle East & Africa

Saudi Arabia

South Africa

RoMEA

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 regional 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.

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