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Global Motorcycle Apparel Market Size study & Forecast, by Product (Pants, Jackets, Basic layers, Shoes, Gloves, Helmets, Protector), by End User (Clothing for Off-road Motorcyclist, Clothing for Highwaymen), by Distribution Channel (Online, Offline) and Regional Analysis, 2023-2030

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Abstracts

Global Motorcycle Apparel Market is valued at approximately USD 85.5 billion in 2022 and is anticipated to grow with a CAGR of more than 4.20% over the forecast period 2023-2030. Motorcycle apparel is specialized clothing and protective gear worn by riders to ensure safety and comfort while riding motorcycles. It includes items such as helmets, jackets, pants, gloves, and boots, designed to protect against impacts, abrasions, and extreme weather conditions. Motorcycle apparel also incorporates features such as high visibility, ventilation, and ergonomic design to enhance visibility, comfort, and style on the road. Moreover, the growing e-commerce market and rising household disposable income are anticipated to be growth drivers of this market. Furthermore, emerging apparel markets and the rising demand of EV motorcycles emerge as opportunities for growth in the market space.

Online platforms can offer a vast selection of motorcycle apparel, often much larger than the one that can be found in offline retail stores. This allows riders to choose from a variety of brands, styles, and price points. According to the India Brand Equity Foundation in 2023, the overall growth of the e-commerce market expected to reach USD 350 billion by 2030 and expected to experience 21.5% growth rate. The increasing number of e-commerce worldwide would significantly impact the growth of the Motorcycle Apparel Market. According to Statista, the United States had the greatest gross adjusted per capita household disposable income among OECD nations in 2021,

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reaching over USD 62,335 per person. Luxembourg came in second position with around USD 51,465, closely followed by Australia. However, government restrictions & regulatory challenges and high manufacturing costs is going to hamper the growth of the market.

The key regions considered for the Global Motorcycle Apparel Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America region is the dominant region for the Motorcycle Apparel Market due to several key factors. The region has a significant number of motorcycle enthusiasts, with a strong motorcycle culture and a large base of riders creates a substantial demand for motorcycle apparel and has high disposable income, allowing riders to invest in premium and high-quality motorcycle gear. Moreover, Asia Pacific region is the fastest growing region for the Motorcycle Apparel Market due to several factors Motorcycle riders proliferate throughout the region, notably in countries such as India, China, and Southeast Asian nations where motorcycles are a prominent method of transportation. This enormous number of riders generates significant market demand. Furthermore, the region boasts a vibrant motorcycle industry, with multiple manufacturers and a big aftermarket sector, offering riders with a diverse selection of options. The presence of low-cost manufacturing capabilities in nations such as China and India also contributes to motorcycle apparel affordability and availability.

Major market player included in this report are:

Zhuhai Safety helmets Mfg. Co. Ltd.

Dunham's Athleisure Corporation

Foshan Nanhai Xinyuan Helmet Co. Ltd.

Chih Tong Helmet Co., Ltd.

Vega Auto Accessories Pvt. Ltd

Spartana ProGear Co.

Lanxi Yema Motorcycle Fittings Co. Ltd.

Foshan Scoyco Extreme Sports Product Co., Ltd

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Dragon Rider Group Limited

Venom Moto, c/o Damn Design Pvt. Ltd.

Recent Developments in the Market:

In June 2023, FEAR-NONE Motorcycle Gear, a renowned brand in Chicago, USA, introduced its latest collection for summer 2023, made in America. As summer is the most anticipated time of the year for American motorcyclists, FEAR-NONE offers authentic, high-performance gear and clothing to enhance the experience and style of riders across the United States.

In May 2022, Royal Enfield, a mid-size motorcycle manufacturer, joined forces with Alpinestars, the renowned Italian riding gear brand, to create a collection of riding apparel aimed at providing superior protection and performance. With Alpinestars' expertise in producing professional racing products, including high-performance apparel, airbag protection, and technical footwear from their base in Asolo, Italy, the partnership aims to provide Indian riders with essential tools for their riding needs.

Global Motorcycle Apparel Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Product, End User, Distribution Channel, 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 &

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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 Product:

Pants

Jackets

Basic layers

Shoes

Gloves

Helmets

Protector

By End User:

Clothing for Off-road Motorcyclist

Clothing for Highwaymen

By Distribution channel:

Online

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Offline

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

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Latin America

Brazil

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