

# **Global Motorcycle Infotainment Market Size study & Forecast, by Application (Two-wheeler Motorcycles, Trikes) and Sales Channel (Original Equipment Manufacturer (OEM), Aftermarket) and Regional Analysis, 2022-2029**

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## **Abstracts**

Global Motorcycle Infotainment Market is valued approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2022-2029. Motorcycle Infotainment is an electronic system utilized to deliver entertainment and information to the driver and the passengers through audio & video interfaces. A motorcycle infotainment system consists of digital display, sensors, connectivity modules such as Apple Car play etc. The motorcycle infotainment system also features navigation services to guide the rider during the riding. The rising expansion of global Motorbike Market and increasing adoption of connected motorcycles worldwide as well as strategic initiatives from leading market players are key factors accelerating the market growth.

According to Statista – during 2021, the global market for electric motorcycle was estimated at USD 46 billion, and as per projections the market would reach to USD 1095 billion by 2030. Also, increasing number of safety compliances from government authorities and rising electrification of motorcycles would create lucrative growth prospectus for the market over the forecast period. However, slow penetration of premium bike in developing regions and volatile cost of raw materials impede the market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Motorcycle Infotainment Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is the leading region in terms of market share owing to increasing

demand for connected motorbikes as well as presence of leading market players in the region. Whereas Asia Pacific is expected to grow significantly during the forecast period, owing to factors such as rising adoption of electric motorbikes as well as increasing penetration of leading market players in the region.

Major market player included in this report are:

BMG AG

Bombardier Recreational Products (BRP)

Clarion Co. Ltd.

Garmin Ltd.

Harman International

Harley-Davidson

Honda Motor Co. Ltd.

Polaris Industries Inc.

Sena Technologies Inc.

TomTom International BV

Recent Developments in the Market:

In March 2020, Harley-Davidson announced addition of Android Auto to its infotainment systems. This new addition would enable riders to listen to tunes and use navigation and other apps through the infotainment system.

In February 2022, Herman International announced acquisition of Apostera, a Germany-based automotive technology company.

Global Motorcycle Infotainment Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

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

Segments Covered Application, Sales Channel, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

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 Application

Two-wheeler Motorcycles

Trikes

By Sales Channel

Original Equipment Manufacturer (OEM)

Aftermarket

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

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