

# Global Off-road Motorcycle Market Size study, By Type (Dual-Sports, Adventure Bikes, Raid Bikes, Motocross, Trial Bikes, Others), By Distribution Channel (OEM, Aftermarket), By Application (Recreation, Defense) and Regional Forecasts 2022-2028

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## Abstracts

Global Off-road Motorcycle 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. Off-road Motorcycle also known as dirt bikes or scramblers is a type of bike designed and built with special tires and suspension for riding on rough and patchy surfaces such as sand, gravel, a river, mud, or snow. This type of motorcycle is mainly used for sports, trials, and racing events. The growing adoption of Off-road Motorcycles worldwide and the increasing number of off-road bike racing events as well as strategic initiatives from leading market players are key factors driving the market growth. For instance, according to Statista – as of 2022, revenue in the global Off-road motorcycles segment was valued at USD 6.47 billion, and as per projection, the revenue is expected to show compounded annual growth rate of 8.60% between 2022 & 2026, resulting in a projected market volume of USD 9 billion by 2026. Further, leading market players are coming up with new products to capitalize on the growing adoption of Off-road Motorcycles. For instance, in May 2022, KTM unveiled the new 2022 KTM 390 Adventure bike in the Indian market. This new Motorcycle from KTM features split seats, an LED lighting system, an adjustable windscreen and a standard 12V charging port. Also, technological advancements in the automobile industry and favourable government initiatives to promote the automobile industry would create lucrative growth opportunities for the market during the forecast period. However, the high cost associated with premium off-road motorcycles impede the growth of the

market over the forecast period of 2022-2028.

The key regions considered for the global Off-road Motorcycle Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America is the leading in terms of market share owing to the presence of leading market players and the increasing number of off-road biking events in the region. Whereas the Asia Pacific is anticipated as the fastest growing region owing to the growing adoption of off-road motorcycles and increasing penetration of leading market players in the region would create lucrative growth prospects for the Off-road Motorcycle Market across the Asia Pacific region.

Major market players included in this report are:

Husqvarna Motorcycles GmbH  
TRS Motorcycles  
Kawasaki Heavy Industries Ltd.  
Alta Motors  
Suzuki Motors Corporation  
Chritini Technologies  
Ural Motorcycles  
KTM AG  
Ducati Motor Holding S.p.A.  
Rokon International Inc.

The objective of the study is to define the market sizes of different segments & countries in recent years and to forecast the values for 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 the competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type

Dual-Sports

Adventure Bikes

Raid Bikes

Motocross

Trial Bikes

Others

By Distribution Channel

OEM

Aftermarket

By Application

Recreation

Defense

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 Off-road Motorcycle 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

## Contents

### **CHAPTER 1. EXECUTIVE SUMMARY**

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2020-2028 (USD Million)
  - 1.2.1. Global Off-road Motorcycle Market, by Region, 2020-2028 (USD Million)
  - 1.2.2. Global Off-road Motorcycle Market, by Type, 2020-2028 (USD Million)
  - 1.2.3. Global Off-road Motorcycle Market, by Distribution Channel, 2020-2028 (USD Million)
  - 1.2.4. Global Off-road Motorcycle Market, by Application, 2020-2028 (USD Million)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### **CHAPTER 2. GLOBAL OFF-ROAD MOTORCYCLE MARKET DEFINITION AND SCOPE**

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Scope of the Study
  - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### **CHAPTER 3. GLOBAL OFF-ROAD MOTORCYCLE MARKET DYNAMICS**

- 3.1. Off-road Motorcycle Market Impact Analysis (2020-2028)
  - 3.1.1. Market Drivers
    - 3.1.1.1. Increasing adoption of Off-road Motorcycles worldwide.
    - 3.1.1.2. Growing number of off-road bike racing events
    - 3.1.1.3. Strategic initiatives from leading market players.
  - 3.1.2. Market Challenges
    - 3.1.2.1. High Cost associated with premium off road bikes.
  - 3.1.3. Market Opportunities
    - 3.1.3.1. Growing technological advancements in automobile industry.
    - 3.1.3.2. Favourable government initiatives to promote automobile industry.

### **CHAPTER 4. GLOBAL OFF-ROAD MOTORCYCLE MARKET INDUSTRY ANALYSIS**

- 4.1. Porter's 5 Force Model
  - 4.1.1. Bargaining Power of Suppliers
  - 4.1.2. Bargaining Power of Buyers
  - 4.1.3. Threat of New Entrants
  - 4.1.4. Threat of Substitutes
  - 4.1.5. Competitive Rivalry
  - 4.1.6. Futuristic Approach to Porter's 5 Force Model (2018-2028)
- 4.2. PEST Analysis
  - 4.2.1. Political
  - 4.2.2. Economical
  - 4.2.3. Social
  - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion
- 4.5. Top investment opportunity
- 4.6. Top winning strategies

## **CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT**

- 5.1.1. Assessment of the overall impact of COVID-19 on the industry
- 5.1.2. Pre COVID-19 and post COVID-19 Market scenario

## **CHAPTER 6. GLOBAL OFF-ROAD MOTORCYCLE MARKET, BY TYPE**

- 6.1. Market Snapshot
- 6.2. Global Off-road Motorcycle Market by Type, Performance - Potential Analysis
- 6.3. Global Off-road Motorcycle Market Estimates & Forecasts by Type 2018-2028 (USD Million)
- 6.4. Off-road Motorcycle Market, Sub Segment Analysis
  - 6.4.1. Dual-Sports
  - 6.4.2. Adventures Bikes
  - 6.4.3. Raid Bikes
  - 6.4.4. Motocross
  - 6.4.5. Trial Bikes
  - 6.4.6. Others

## **CHAPTER 7. GLOBAL OFF-ROAD MOTORCYCLE MARKET, BY DISTRIBUTION CHANNEL**

- 7.1. Market Snapshot
- 7.2. Global Off-road Motorcycle Market by Distribution Channel, Performance - Potential Analysis
- 7.3. Global Off-road Motorcycle Market Estimates & Forecasts by Distribution Channel 2018-2028 (USD Million)
- 7.4. Off-road Motorcycle Market, Sub Segment Analysis
  - 7.4.1. OEM
  - 7.4.2. Aftermarket

## **CHAPTER 8. GLOBAL OFF-ROAD MOTORCYCLE MARKET, BY APPLICATION**

- 8.1. Market Snapshot
- 8.2. Global Off-road Motorcycle Market by Application, Performance - Potential Analysis
- 8.3. Global Off-road Motorcycle Market Estimates & Forecasts by Application 2018-2028 (USD Million)
- 8.4. Off-road Motorcycle Market, Sub Segment Analysis
  - 8.4.1. Recreation
  - 8.4.2. Defense

## **CHAPTER 9. GLOBAL OFF-ROAD MOTORCYCLE MARKET, REGIONAL ANALYSIS**

- 9.1. Off-road Motorcycle Market, Regional Market Snapshot
- 9.2. North America Off-road Motorcycle Market
  - 9.2.1. U.S. Off-road Motorcycle Market
    - 9.2.1.1. Type estimates & forecasts, 2018-2028
    - 9.2.1.2. Distribution Channel estimates & forecasts, 2018-2028
    - 9.2.1.3. Application estimates & forecasts, 2018-2028
  - 9.2.2. Canada Off-road Motorcycle Market
- 9.3. Europe Off-road Motorcycle Market Snapshot
  - 9.3.1. U.K. Off-road Motorcycle Market
  - 9.3.2. Germany Off-road Motorcycle Market
  - 9.3.3. France Off-road Motorcycle Market
  - 9.3.4. Spain Off-road Motorcycle Market
  - 9.3.5. Italy Off-road Motorcycle Market
  - 9.3.6. Rest of Europe Off-road Motorcycle Market
- 9.4. Asia-Pacific Off-road Motorcycle Market Snapshot
  - 9.4.1. China Off-road Motorcycle Market

- 9.4.2. India Off-road Motorcycle Market
- 9.4.3. Japan Off-road Motorcycle Market
- 9.4.4. Australia Off-road Motorcycle Market
- 9.4.5. South Korea Off-road Motorcycle Market
- 9.4.6. Rest of Asia Pacific Off-road Motorcycle Market
- 9.5. Latin America Off-road Motorcycle Market Snapshot
  - 9.5.1. Brazil Off-road Motorcycle Market
  - 9.5.2. Mexico Off-road Motorcycle Market
- 9.6. Rest of The World Off-road Motorcycle Market

## **CHAPTER 10. COMPETITIVE INTELLIGENCE**

- 10.1. Top Market Strategies
- 10.2. Company Profiles
  - 10.2.1. Husqvarna Motorcycles GmbH
    - 10.2.1.1. Key Information
    - 10.2.1.2. Overview
    - 10.2.1.3. Financial (Subject to Data Availability)
    - 10.2.1.4. Product Summary
    - 10.2.1.5. Recent Developments
  - 10.2.2. TRS Motorcycles
  - 10.2.3. Kawasaki Heavy Industries Ltd.
  - 10.2.4. Alta Motors
  - 10.2.5. Suzuki Motors Corporation
  - 10.2.6. Chritini Technologies
  - 10.2.7. Ural Motorcycles
  - 10.2.8. KTM AG
  - 10.2.9. Ducati Motor Holding S.p.A.
  - 10.2.10. Rokon International Inc.

## **CHAPTER 11. RESEARCH PROCESS**

- 11.1. Research Process
  - 11.1.1. Data Mining
  - 11.1.2. Analysis
  - 11.1.3. Market Estimation
  - 11.1.4. Validation
  - 11.1.5. Publishing
- 11.2. Research Attributes



### 11.3. Research Assumption

## List Of Tables

### LIST OF TABLES

TABLE 1. Global Off-road Motorcycle Market, report scope

TABLE 2. Global Off-road Motorcycle Market estimates & forecasts by Region  
2018-2028 (USD Million)

TABLE 3. Global Off-road Motorcycle Market estimates & forecasts by Type 2018-2028  
(USD Million)

TABLE 4. Global Off-road Motorcycle Market estimates & forecasts by Distribution  
Channel 2018-2028 (USD Million)

TABLE 5. Global Off-road Motorcycle Market estimates & forecasts by Application  
2018-2028 (USD Million)

TABLE 6. Global Off-road Motorcycle Market by segment, estimates & forecasts,  
2018-2028 (USD Million)

TABLE 7. Global Off-road Motorcycle Market by region, estimates & forecasts,  
2018-2028 (USD Million)

TABLE 8. Global Off-road Motorcycle Market by segment, estimates & forecasts,  
2018-2028 (USD Million)

TABLE 9. Global Off-road Motorcycle Market by region, estimates & forecasts,  
2018-2028 (USD Million)

TABLE 10. Global Off-road Motorcycle Market by segment, estimates & forecasts,  
2018-2028 (USD Million)

TABLE 11. Global Off-road Motorcycle Market by region, estimates & forecasts,  
2018-2028 (USD Million)

TABLE 12. Global Off-road Motorcycle Market by segment, estimates & forecasts,  
2018-2028 (USD Million)

TABLE 13. Global Off-road Motorcycle Market by region, estimates & forecasts,  
2018-2028 (USD Million)

TABLE 14. Global Off-road Motorcycle Market by segment, estimates & forecasts,  
2018-2028 (USD Million)

TABLE 15. Global Off-road Motorcycle Market by region, estimates & forecasts,  
2018-2028 (USD Million)

TABLE 16. U.S. Off-road Motorcycle Market estimates & forecasts, 2018-2028 (USD  
Million)

TABLE 17. U.S. Off-road Motorcycle Market estimates & forecasts by segment  
2018-2028 (USD Million)

TABLE 18. U.S. Off-road Motorcycle Market estimates & forecasts by segment  
2018-2028 (USD Million)

TABLE 19. Canada Off-road Motorcycle Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 20. Canada Off-road Motorcycle Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 21. Canada Off-road Motorcycle Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 22. UK Off-road Motorcycle Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 23. UK Off-road Motorcycle Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 24. UK Off-road Motorcycle Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 25. Germany Off-road Motorcycle Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 26. Germany Off-road Motorcycle Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 27. Germany Off-road Motorcycle Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 28. RoE Off-road Motorcycle Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 29. RoE Off-road Motorcycle Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 30. RoE Off-road Motorcycle Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 31. China Off-road Motorcycle Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 32. China Off-road Motorcycle Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 33. China Off-road Motorcycle Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 34. India Off-road Motorcycle Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 35. India Off-road Motorcycle Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 36. India Off-road Motorcycle Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 37. Japan Off-road Motorcycle Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 38. Japan Off-road Motorcycle Market estimates & forecasts by segment

2018-2028 (USD Million)

TABLE 39. Japan Off-road Motorcycle Market estimates & forecasts by segment

2018-2028 (USD Million)

TABLE 40. RoAPAC Off-road Motorcycle Market estimates & forecasts, 2018-2028

(USD Million)

TABLE 41. RoAPAC Off-road Motorcycle Market estimates & forecasts by segment

2018-2028 (USD Million)

TABLE 42. RoAPAC Off-road Motorcycle Market estimates & forecasts by segment

2018-2028 (USD Million)

TABLE 43. Brazil Off-road Motorcycle Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 44. Brazil Off-road Motorcycle Market estimates & forecasts by segment

2018-2028 (USD Million)

TABLE 45. Brazil Off-road Motorcycle Market estimates & forecasts by segment

2018-2028 (USD Million)

TABLE 46. Mexico Off-road Motorcycle Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 47. Mexico Off-road Motorcycle Market estimates & forecasts by segment

2018-2028 (USD Million)

TABLE 48. Mexico Off-road Motorcycle Market estimates & forecasts by segment

2018-2028 (USD Million)

TABLE 49. RoLA Off-road Motorcycle Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 50. RoLA Off-road Motorcycle Market estimates & forecasts by segment

2018-2028 (USD Million)

TABLE 51. RoLA Off-road Motorcycle Market estimates & forecasts by segment

2018-2028 (USD Million)

TABLE 52. Row Off-road Motorcycle Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 53. Row Off-road Motorcycle Market estimates & forecasts by segment

2018-2028 (USD Million)

TABLE 54. Row Off-road Motorcycle Market estimates & forecasts by segment

2018-2028 (USD Million)

TABLE 55. List of secondary sources, used in the study of global Off-road Motorcycle Market

TABLE 56. List of primary sources, used in the study of global Off-road Motorcycle Market

TABLE 57. Years considered for the study

TABLE 58. Exchange rates considered



## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Off-road Motorcycle Market, research methodology
- FIG 2. Global Off-road Motorcycle Market, Market estimation techniques
- FIG 3. Global Market size estimates & forecast methods
- FIG 4. Global Off-road Motorcycle Market, key trends 2021
- FIG 5. Global Off-road Motorcycle Market, growth prospects 2022-2028
- FIG 6. Global Off-road Motorcycle Market, porters 5 force model
- FIG 7. Global Off-road Motorcycle Market, pest analysis
- FIG 8. Global Off-road Motorcycle Market, value chain analysis
- FIG 9. Global Off-road Motorcycle Market by segment, 2018 & 2028 (USD Million)
- FIG 10. Global Off-road Motorcycle Market by segment, 2018 & 2028 (USD Million)
- FIG 11. Global Off-road Motorcycle Market by segment, 2018 & 2028 (USD Million)
- FIG 12. Global Off-road Motorcycle Market by segment, 2018 & 2028 (USD Million)
- FIG 13. Global Off-road Motorcycle Market by segment, 2018 & 2028 (USD Million)
- FIG 14. Global Off-road Motorcycle Market, regional snapshot 2018 & 2028
- FIG 15. North America Off-road Motorcycle Market 2018 & 2028 (USD Million)
- FIG 16. Europe Off-road Motorcycle Market 2018 & 2028 (USD Million)
- FIG 17. Asia pacific Market 2018 & 2028 (USD Million)
- FIG 18. Latin America Off-road Motorcycle Market 2018 & 2028 (USD Million)
- FIG 19. Global Off-road Motorcycle Market, company Market share analysis (2021)

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