

Global Ride on Bikes Market Size study, by Age Group (1 to 6 years, 7 to 12 years, Greater than 12 years), by Propulsion (Non-motorized, Motorized), by Sales Channel (Offline, Online), and Regional Forecasts 2022-2032

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Abstracts

The Global Ride on Bikes Market was valued at approximately USD 8.56 billion in 2023 and is expected to grow at a healthy growth rate of 7.56% over the forecast period 2024-2032. Ride on Bikes are bicycles that are designed and equipped for recreational or competitive riding purposes. These bikes are often lightweight, agile, and built with features suitable for various terrains, including roads, trails, and off-road paths. Ride on Bikes can include categories such as road bikes, mountain bikes, hybrid bikes, and specialized models such as gravel bikes or touring bikes. Ride on bikes are essential tools for enhancing children's motor skills, such as coordination, balance, and strength. These bikes can be manually powered, battery-operated, or engine-propelled, encompassing various types, including motorcycles, scooters, dirt bikes, and electric balance bikes. Furthermore, trends such as technological advancements, changing consumer preferences, and a growing awareness of health, sustainability, and urban mobility needs further help in growth of the Global Ride on Bikes Market during the forecast period 2024-2032.

The market growth is driven by the increasing demand for ride on bikes for both recreational and developmental purposes. The introduction of advanced features in ride on bikes and the rising popularity of lightweight electric balance bikes contribute significantly to market expansion. Additionally, the shift toward outdoor physical activities for children and the integration of innovative features such as flashing lights, music, and parental control apps provide lucrative growth opportunities. However, the rise in online gaming among children and increasing battery prices pose challenges to

market growth. Despite these challenges, the market is poised for substantial growth due to the ongoing trend of biking as a physical activity and the launch of new products by manufacturers.

The key regions considered for the Global Ride on Bikes Market study include North America, Europe, Asia-Pacific, Latin America, and Middle East & Africa. In 2023, North America is expected to dominate the market in terms of revenue due to the growing interest in biking as a physical activity and the presence of major manufacturers. The U.S. leads the region with various automakers providing ride on bikes designed for off-road driving and racing. Furthermore, the Asia-Pacific region is anticipated to exhibit the highest CAGR during the forecast period 2024-2032, driven by increasing consumer inclination toward fuel-efficient vehicles and government support for electric vehicles.

Major market players included in this report are:

Razor USA LLC

TOBBI

Suzuki Motor Corporation

Honda Motor Co., Ltd.

Kawasaki Heavy Industries, Ltd.

KTM AG

Costzon

Huffy Corporation

Woom GmbH

Yamaha Motor Co., Ltd.

SUPER73

Kuberg Canada

Volcon Inc.

Torrot Electric Europa S.A.

Peg Perego

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

By Age Group:

1 to 6 years

7 to 12 years

Greater than 12 years

By Propulsion:

Non-motorized

Motorized

By Sales Channel:

Offline

Online

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

Key Takeaways:

Market Estimates & Forecasts from 2022 to 2032.

Annualized revenues and regional analysis for each market segment.

Detailed geographical landscape analysis with country-level insights.

Competitive landscape analysis and information on major players.

Analysis of key business strategies and recommendations for future market approach.

Competitive structure analysis of the market.

Demand-side and supply-side analysis.

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