

# US Motorcycle Seat Market Size study, by Motorcycle Type (Standard, Sports, Cruiser, Adventure) by Seat Type (Single seat, Split seat) by Material Type (Leather Seat, Synthetic Seat, Vinyl Seat, Others) by Sales Channel (OEM, Aftermarket) Forecasts 2022-2032

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## Abstracts

US Motorcycle Seat Market is valued approximately USD 5.34 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 8.20% over the forecast period 2024-2032. A motorcycle seat, or saddle, is the component designed to provide a comfortable seating area for the rider and often a passenger. It typically consists of a base plate, padding (usually foam or gel), and a durable cover made from materials like vinyl or leather. Motorcycle seats vary by type, including standard, touring, sport, cruiser, and off-road seats, each catering to different riding styles and needs. Customizations such as gel inserts, heated options, and backrests enhance comfort. The design of the seat significantly impacts rider ergonomics, comfort, and control, affecting the overall riding experience. Rising popularity of touring and adventure motorcycles is driving demand for seats designed for long-distance travel, with enhanced comfort and support features. Moreover, growing electric motorcycle market is influencing seat design, with a focus on integrating batteries and other components seamlessly. Thus, these factors further drive demand for the US Motorcycle Seat Market.

The increase in motorcycle sales serves as a crucial catalyst for driving demand within the US motorcycle market. As sales escalate, spurred by factors such as economic recovery, favorable lending conditions, and a growing affinity for recreational riding, the need for associated products like motorcycle seats intensifies. According to the Motorcycle Industry Council (MIC), in 2021, sales of all on-road motorcycles is escalated by 14.2% in United States. With more riders taking to the roads, there's a

parallel rise in the replacement and customization of seats to enhance comfort, style, and performance. Furthermore, the diversification of the motorcycle landscape, including the popularity of adventure touring, cruiser, and sportbike segments, prompts a corresponding demand for specialized seating solutions tailored to each category's unique requirements. Manufacturers respond by developing innovative seat designs, integrating advanced materials, and offering customizable options to meet the evolving preferences of American riders. This symbiotic relationship between motorcycle sales and seat demand underscores the integral role of seating in shaping the overall riding experience and underscores its significance within the US motorcycle market. However, fluctuating raw material prices and an economic downturn can stifle market growth between 2022 and 2032.

Major market player included in this report are:

Hess Corporation  
Mustang Seats  
Bitchin Seat Company  
Le Pera Enterprises  
Corbin Pacific Inc  
Laam Custom Motorcycle Seats  
LeMans Corporation  
Saddlemen Motorcycle Seats and Components  
Sargent Cycle Products  
Schwinn

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

By Motorcycle Type

Standard

Sports

Cruiser

Adventure

By Seat Type

Single seat

Split seat

By Material Type

Leather Seat

Synthetic Seat  
Vinyl Seat  
Others

By Sales Channel  
OEM  
Aftermarket

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 Country 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.

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