

Global Off-Road Motorcycle Tyres Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Off-Road Motorcycle Tyres market size is expected to reach \$ 563 million by 2032, rising at a market growth of 3.3% CAGR during the forecast period (2026-2032). In 2025, global Off-Road Motorcycle Tyres production reached approximately 13.21 million units, with an average price of 33.52 USD per unit.

Off-road motorcycle tyres are specialized pneumatic tyres designed for motorcycles operating on unpaved and challenging terrain such as dirt, sand, mud, gravel, rocks, and mixed trails. Compared with on-road tyres, they feature aggressive tread patterns with deep knobs, reinforced carcass structures, and rubber compounds optimized for traction, cut resistance, and impact durability under high-load and high-slip conditions. These tyres are engineered to maintain grip, stability, and controllability during off-road riding, racing, and recreational use.

From a classification and industry perspective, off-road motorcycle tyres are commonly segmented by terrain type and riding discipline, including soft terrain, intermediate terrain, and hard terrain tyres, as well as motocross, enduro, trail, rally, and trial-specific designs. The upstream supply chain includes natural and synthetic rubber producers, carbon black and chemical additive suppliers, and steel wire or textile cord manufacturers. Typical production lines involve rubber compounding and mixing, calendaring and extrusion, bead wire preparation, ply and belt building, tyre building on drums, mould curing and vulcanization, trimming, inspection, and uniformity testing. Downstream, off-road motorcycle tyres are supplied both as OEM fitment for new motorcycles and, more importantly, through the aftermarket to riders, dealers, service shops, and racing teams. Industry gross margins generally range from about 20% to 35%, with premium performance and competition-oriented tyres achieving higher margins than mass-market products.

The off-road motorcycle tyre market is driven by recreational riding, racing participation, and the installed base of off-road motorcycles and dirt bikes that rely on frequent tyre

replacement due to high wear on abrasive terrain. Demand is dominated by the aftermarket because off-road tyres are consumables with shorter replacement cycles, while OEM fitment provides baseline volumes tied to new bike sales. Product demand is influenced by terrain mix and usage patterns, with riders selecting different tread designs and compounds for soft, intermediate, or hard surfaces and for disciplines such as motocross, enduro, trail, rally, and trials. Premium segments are supported by performance differentiation, sponsored racing, and brand loyalty, while value segments are influenced by price sensitivity and dealer availability.

Regionally, North America and Europe are mature markets with stable enthusiast communities, organized racing calendars, and strong specialty retail networks. Asia-Pacific is a large and diverse market, supported by high motorcycle populations and growing off-road participation in some countries, with both premium imports and cost-competitive local brands coexisting. Key growth drivers include rising outdoor recreation, expansion of amateur racing, and product innovation in lightweight carcasses, cut-resistant compounds, and improved puncture protection. Constraints include discretionary spending sensitivity, seasonal demand volatility, and regulatory or land-access restrictions that can limit off-road riding areas. Overall, the market shows steady replacement-driven demand, with competition focused on performance credibility, durability, and distribution reach.

This report studies the global Off-Road Motorcycle Tyres production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Off-Road Motorcycle Tyres and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Off-Road Motorcycle Tyres that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Off-Road Motorcycle Tyres total production and demand, 2021-2032, (K Units)

Global Off-Road Motorcycle Tyres total production value, 2021-2032, (USD Million)

Global Off-Road Motorcycle Tyres production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Off-Road Motorcycle Tyres consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Off-Road Motorcycle Tyres domestic production, consumption, key domestic manufacturers and share

Global Off-Road Motorcycle Tyres production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Off-Road Motorcycle Tyres production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Off-Road Motorcycle Tyres production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Off-Road Motorcycle Tyres market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Michelin, Pirelli, Bridgestone, Yokohama TWS, Cheng Shin Rubber, Tiumsun Rubber Tire, Zhongce Rubber, Kenda Tires, Continental, Sichuan Yuanxing Rubber, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Off-Road Motorcycle Tyres market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Off-Road Motorcycle Tyres Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Off-Road Motorcycle Tyres Market, Segmentation by Type:

Hard Terrain Tires

Intermediate Terrain Tires

Soft Terrain Tires

Global Off-Road Motorcycle Tyres Market, Segmentation by End Use:

Recreational

Professional Racing

Global Off-Road Motorcycle Tyres Market, Segmentation by Size:

18 Inch

19 Inch

21 Inch

Others

Global Off-Road Motorcycle Tyres Market, Segmentation by Application:

OEM

Aftermarket

Companies Profiled:

Michelin

Pirelli

Bridgestone

Yokohama TWS

Cheng Shin Rubber

Tiumsun Rubber Tire

Zhongce Rubber

Kenda Tires

Continental

Sichuan Yuanxing Rubber

Sumitomo Rubber

GoodYear

New Dongyue Group

Shinko Tires

Key Questions Answered:

1. How big is the global Off-Road Motorcycle Tyres market?
2. What is the demand of the global Off-Road Motorcycle Tyres market?
3. What is the year over year growth of the global Off-Road Motorcycle Tyres market?
4. What is the production and production value of the global Off-Road Motorcycle Tyres market?
5. Who are the key producers in the global Off-Road Motorcycle Tyres market?
6. What are the growth factors driving the market demand?

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