

# Global TFT Motorcycle Instrument Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global TFT Motorcycle Instrument market size was valued at US\$ 501 million in 2025 and is forecast to a readjusted size of US\$ 740 million by 2032 with a CAGR of 5.8% during review period.

A TFT motorcycle instrument is a motorcycle display unit that uses Thin Film Transistor (TFT) liquid crystal display technology to present vehicle and riding information in a more visual, dynamic, and integrated way than conventional analog or basic LCD dashboards. It is designed to address the limitations of traditional motorcycle instruments, such as restricted information capacity, poor interface flexibility, limited readability under different lighting conditions, and weak support for intelligent functions. In practical use, TFT motorcycle instruments can display speed, engine rpm, mileage, fuel level, coolant temperature, gear position, warning signals, navigation, Bluetooth connectivity, and other vehicle status data, thereby improving rider interaction, safety awareness, and the overall cockpit experience. The product evolved from mechanical pointer clusters to monochrome digital displays, then to segmented and negative LCD instruments, and finally to full-color TFT smart dashboards as motorcycles became increasingly electrified, connected, and electronically controlled. Its upstream supply chain mainly involves display panels, driver ICs, microcontrollers or processors, printed circuit boards, power management components, sensors, connectors, backlight modules, cover glass or optical plastic parts, structural housings, wiring harnesses, waterproof sealing materials, and embedded software development resources. In 2025, the global production capacity of TFT motorcycle instrument clusters reached 7.0 million units, with sales volume totaling 5.71 million units. The average unit price was USD 85.3 per unit, and the industry gross margin ranged between 25% and 35%.

The current TFT motorcycle instrument market has moved beyond being a premium visual upgrade and is increasingly becoming a core interface within the motorcycle electronic architecture. Based on how OEMs and Tier 1 suppliers position their products, competition is no longer centered only on the display panel itself, but on readability, HMI design, connectivity, and scalable platform development. Bosch presents its two-wheeler integrated connectivity cluster as an all-in-one rider information and communication system with full-color TFT display, navigation, telephony, media, Bluetooth, and Wi-Fi functions. Continental emphasizes scalable display platforms adaptable to different motorcycle and scooter applications. Yamaha has also continued to promote TFT dashboards, navigation, and connected functions across multiple new models. Together, these signals show that the market is now in a phase where display upgrading and smart cockpit integration are developing at the same time, and TFT instruments are becoming an important part of vehicle differentiation.

Looking ahead, the market is likely to continue evolving toward higher brightness, better sunlight readability, deeper connectivity, stronger software-defined functionality, and greater system integration. Bosch specifically highlights optical bonding, anti-reflection, and anti-glare technologies to improve visibility, which shows that outdoor display performance remains a core development priority. At the same time, Bosch and Yamaha are integrating navigation, call handling, media control, and split-screen information into the dashboard, indicating that TFT instruments are shifting from simple display modules to central rider information hubs. As motorcycles become more electronic and connected, TFT clusters are likely to be more deeply linked with rider assistance, vehicle diagnostics, smartphone ecosystems, cloud services, and personalized interfaces, especially in premium motorcycles, scooters, and increasingly intelligent or electrified two-wheelers.

The main growth drivers for this market come from rising demand for intelligent riding experiences, safety and convenience features, and OEM efforts to use digital cockpits to enhance product value and brand differentiation. Bosch directly associates connected services with greater safety and convenience, while Yamaha repeatedly uses navigation and connected dashboard features as key selling points in new model launches. However, the market also faces clear constraints. Cost remains a major challenge, since display modules, semiconductors, connectivity hardware, software development, and ruggedized design for waterproofing and vibration resistance all raise system cost and can slow adoption in price-sensitive segments. In addition, integration complexity remains high because suppliers must adapt products to different vehicle platforms, screen sizes, layouts, controls, and regulatory requirements. As dashboards carry more connected functions and rider data, cybersecurity, privacy, software stability, and long-

term maintenance are also becoming more important. As a result, the market still has solid growth potential, but competition will increasingly depend on system integration, software capability, and OEM collaboration rather than on screen hardware alone.

This report is a detailed and comprehensive analysis for global TFT Motorcycle Instrument market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

### **Key Features:**

Global TFT Motorcycle Instrument market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global TFT Motorcycle Instrument market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global TFT Motorcycle Instrument market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global TFT Motorcycle Instrument market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

### **The Primary Objectives in This Report Are:**

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for TFT Motorcycle Instrument

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global TFT Motorcycle Instrument market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Nippon Seiki, Continental, Bosch, MTA SpA, AiM TECH Srl, KOSO, Wuhan Bluestar Technology, Zhejiang Chuangtai

Motorcycle, ThinkerRide, HopeChart, etc.

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

## **Market Segmentation**

TFT Motorcycle Instrument market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

### Market segment by Type

3.5 Inches or Less

3.5 Inches to 5.5 Inches

5.5 Inches to 7 Inches

Other

### Market segment by Display Form

Round TFT Instrument

Rectangular TFT Instrument

Widescreen TFT Instrument

Split-Screen TFT Instrument

### Market segment by Functional Integration

Basic Display TFT Instrument

Connected TFT Instrument

## Navigation-Integrated TFT Instrument

### Market segment by Application

Electric Motorcycle

Fuel Motorcycle

### Major players covered

Nippon Seiki

Continental

Bosch

MTA SpA

AiM TECH Srl

KOSO

Wuhan Bluestar Technology

Zhejiang Chuangtai Motorcycle

ThinkerRide

HopeChart

Hangzhou Morninghan Intelligent Technology

### Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)  
South America (Brazil, Argentina, Colombia, and Rest of South America)  
Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

**The content of the study subjects, includes a total of 15 chapters:**

Chapter 1, to describe TFT Motorcycle Instrument product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of TFT Motorcycle Instrument, with price, sales quantity, revenue, and global market share of TFT Motorcycle Instrument from 2021 to 2026.

Chapter 3, the TFT Motorcycle Instrument competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the TFT Motorcycle Instrument breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and TFT Motorcycle Instrument market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of TFT Motorcycle Instrument.

Chapter 14 and 15, to describe TFT Motorcycle Instrument sales channel, distributors, customers, research findings and conclusion.

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