

# Global Two-wheeler Rider Assistance Systems Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Two-wheeler Rider Assistance Systems market size is expected to reach \$ 256 million by 2032, rising at a market growth of 10.4% CAGR during the forecast period (2026-2032).

Two-wheeler Rider Assistance Systems refer to a set of electronic safety systems designed for two-wheeled vehicles such as motorcycles, scooters/electric motorcycles, electric-assist bicycles, and electric skateboards. These systems are centered around sensors (millimeter-wave radar, cameras, IMU, wheel speed sensors, GNSS, etc.), controllers/algorithms, human-machine interaction, and actuators. They perceive and assess surrounding traffic targets and riding status, and then output warnings, assisted control, or active interventions. Typical functions include adaptive cruise control and distance keeping, forward collision warning/assisted braking, blind spot monitoring/lane change warning, speeding and following risk alerts, and cornering and attitude-related stability assistance. Information is delivered with low cognitive burden through methods such as lights, buzzers, vibrations, helmets, or instrument panel prompts. In advanced solutions, the system can also link with the braking/power control unit to achieve limited longitudinal control and risk mitigation. The core value of this type of system lies in improving visibility, predictability, and controllability in the high-exposure, high-uncertainty traffic environment of two-wheeled vehicles. In 2025, the global production of Two-wheeler Rider Assistance Systems will reach 869,200 units, with an average price of approximately US\$142.71 per unit and a gross profit margin of approximately 15%-25%.

Two-wheeler Rider Assistance Systems are changing motorcycle safety standards at an unprecedented pace. This system uses various sensors mounted on the motorcycle—millimeter-wave radar, cameras, lidar, etc.—to collect real-time data on the

vehicle's internal and external environment, identifying, detecting, and tracking static and dynamic objects, allowing riders to detect potential dangers as quickly as possible. From a technological development perspective, ADAS systems have evolved from single-function systems to multi-module collaboration. Early basic functions such as ABS and cruise control have now expanded to include a complete safety matrix encompassing adaptive cruise control (ACC), blind spot detection (BSD), lane departure warning (LDW), forward collision warning (FCW), and automatic emergency braking (AEB). While these functions are relatively mature in the automotive field, the unique aspect of motorcycle ADAS lies in its adaptation to the specific characteristics of two-wheeled vehicles—smaller size, higher center of gravity shifts, and more complex riding postures. By 2025, ADAS systems are rapidly penetrating the mid-range motorcycle market. Taking the Qianjiang Hong 150RS as an example, this scooter, priced at only 10,999 yuan, not only features a 150cc water-cooled fuel-injected engine, but also comes equipped with basic safety features such as front and rear disc brakes, dual-channel ABS, and TCS traction control system. More importantly, it marks the entry of ADAS technology into the 10,000-yuan-level market.

This report studies the global Two-wheeler Rider Assistance Systems production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Two-wheeler Rider Assistance Systems 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 Two-wheeler Rider Assistance Systems that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Two-wheeler Rider Assistance Systems total production and demand, 2021-2032, (K Units)

Global Two-wheeler Rider Assistance Systems total production value, 2021-2032, (USD Million)

Global Two-wheeler Rider Assistance Systems production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Two-wheeler Rider Assistance Systems consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Two-wheeler Rider Assistance Systems domestic production, consumption, key domestic manufacturers and share

Global Two-wheeler Rider Assistance Systems production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Two-wheeler Rider Assistance Systems production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Two-wheeler Rider Assistance Systems production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Two-wheeler Rider Assistance Systems 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 Robert Bosch GmbH, Continental AG, Garmin Ltd., Ride Vision, Vayyar Imaging, Arbe Robotics, oToBrite Electronics, Inc., BYTES?Cautio?, Horwin, Honda, 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 Two-wheeler Rider Assistance Systems 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 Two-wheeler Rider Assistance Systems Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global Two-wheeler Rider Assistance Systems Market, Segmentation by Type:

Electric Bicycles

Electric Mopeds

Electric Motorcycles

#### Global Two-wheeler Rider Assistance Systems Market, Segmentation by Market:

OEM

Aftermarket

#### Global Two-wheeler Rider Assistance Systems Market, Segmentation by Technology:

Radar Solution

Visual Solution

Other

## Global Two-wheeler Rider Assistance Systems Market, Segmentation by Application:

To C

To B

## Companies Profiled:

Robert Bosch GmbH

Continental AG

Garmin Ltd.

Ride Vision

Vayyar Imaging

Arbe Robotics

oToBrite Electronics, Inc.

BYTES?Cautio?

Horwin

Honda

BMW

Segway-Ninebot

Niu Technologies

DJI

Wuling Motors Holdings Limited

Great Wall Motor

Huawei Technologies Co., Ltd.

QJMOTOR

Key Questions Answered:

1. How big is the global Two-wheeler Rider Assistance Systems market?
2. What is the demand of the global Two-wheeler Rider Assistance Systems market?
3. What is the year over year growth of the global Two-wheeler Rider Assistance Systems market?
4. What is the production and production value of the global Two-wheeler Rider Assistance Systems market?
5. Who are the key producers in the global Two-wheeler Rider Assistance Systems market?
6. What are the growth factors driving the market demand?

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