

# Adventure Motorcycle Wheels Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 to 2032

<https://marketpublishers.com/r/AB6A2A9601BDEN.html>

Date: September 2024

Pages: 220

Price: US\$ 4,365.00 (Single User License)

ID: AB6A2A9601BDEN

## Abstracts

The Global Adventure Motorcycle Wheels Market was valued at USD 1.7 billion in 2023 and is projected to grow at a CAGR of 7.5% from 2024 to 2032. Technological innovations in wheel design and manufacturing are propelling this market forward. Manufacturers are turning to lightweight materials, like carbon fiber and advanced alloys, which provide enhanced strength without adding weight. For example, in May 2023, KTM India unveiled its most feature-rich variant of the 390 Adventure in the Indian market. This new model boasts an adjustable suspension and wire-spoked wheels, upgrading from the basic alloy wheels to spoked ones with black anodized aluminum rims.

Innovations like tubeless designs and reinforced rims are boosting durability and cutting maintenance costs for riders. The overall adventure motorcycle wheels industry is classified based on wheel size, material, rim, distribution channel, end-use, sales mode, and region. Sales modes categorize the market into online and offline channels. In 2023, offline sales captured roughly 60% of the market share.

This dominance stems from the direct engagement offline channels offer. Physical stores and dealerships allow customers to inspect and test wheel models firsthand, ensuring quality and compatibility. Moreover, offline settings provide easier access to expert guidance and after-sales support, empowering customers to make informed decisions. The tangible experience of seeing, touching, and comparing products in real-time builds trust, especially for high-value purchases, solidifying the offline channel's lead in the market.

The market divides its distribution channels into OEM and aftermarket segments. In 2023, the OEM segment secured about 64% of the market share. Dominating the adventure motorcycle wheel market, OEMs provide wheels tailored to meet the stringent performance and safety standards of adventure motorcycles. These wheels

undergo rigorous testing for durability and reliability, ensuring they can handle the demands of off-road riding.

Furthermore, OEMs often back their products with warranties and support services, offering customers added peace of mind. In 2023, the Asia Pacific region led the adventure motorcycle wheels market with a commanding share of over 45%. Nations like India, China, and Indonesia are witnessing rising disposable incomes, translating to increased spending on recreational pursuits, including adventure sports. The region's varied terrains, from mountains to deserts, amplify the demand for adventure motorcycles and their specialized wheels. Furthermore, the growth of the market in the APAC region is bolstered by the presence of local manufacturers and government initiatives promoting adventure tourism.

## Contents

### Report Content

#### **CHAPTER 1 METHODOLOGY & SCOPE**

- 1.1 Research design
  - 1.1.1 Research approach
  - 1.1.2 Data collection methods
- 1.2 Base estimates & calculations
  - 1.2.1 Base year calculation
  - 1.2.2 Key trends for market estimation
- 1.3 Forecast model
- 1.4 Primary research and validation
  - 1.4.1 Primary sources
  - 1.4.2 Data mining sources
- 1.5 Market scope & definition

#### **CHAPTER 2 EXECUTIVE SUMMARY**

- 2.1 Industry 360° synopsis, 2021 - 2032

#### **CHAPTER 3 INDUSTRY INSIGHTS**

- 3.1 Industry ecosystem analysis
- 3.2 Supplier landscape
  - 3.2.1 Raw material supplier
  - 3.2.2 Component supplier
  - 3.2.3 Manufacturer
  - 3.2.4 Distributor
  - 3.2.5 End user
- 3.3 Profit margin analysis
- 3.4 Pricing analysis
- 3.5 Cost breakdown analysis
- 3.6 Technology and innovation landscape
- 3.7 Patent analysis
- 3.8 Key news and initiatives
- 3.9 Regulatory landscape
- 3.10 Impact forces

- 3.10.1 Growth drivers
  - 3.10.1.1 Increasing popularity of off-road motorcycling
  - 3.10.1.2 Rising demand for customized wheel designs
  - 3.10.1.3 Expansion of aftermarket and customization services
  - 3.10.1.4 Increasing participation in adventure motorcycle events and rallies
- 3.10.2 Industry pitfalls & challenges
  - 3.10.2.1 High costs of advanced wheel materials
- 3.11 Growth potential analysis
- 3.12 Porter's analysis
- 3.13 PESTEL analysis

## **CHAPTER 4 COMPETITIVE LANDSCAPE, 2023**

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive positioning matrix
- 4.4 Strategic outlook matrix

## **CHAPTER 5 MARKET ESTIMATES & FORECAST, BY WHEEL SIZE, 2021-2032, (\$MN, UNITS)**

- 5.1 Key trends
- 5.2 17-18 inches
- 5.3 19-21 inches
- 5.4 22-23 inches

## **CHAPTER 6 MARKET ESTIMATES & FORECAST, BY RIM, 2021-2032, (\$MN, UNITS)**

- 6.1 Key trends
- 6.2 Spoked
- 6.3 Cast
- 6.4 Tubeless

## **CHAPTER 7 MARKET ESTIMATES & FORECAST, BY MATERIAL, 2021-2032, (\$MN, UNITS)**

- 7.1 Key trends
- 7.2 Aluminum alloy

7.3 Magnesium alloy

7.4 Carbon fiber

## **CHAPTER 8 MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL, 2021-2032, (\$MN, UNITS)**

8.1 Key trends

8.2 OEM

8.3 Aftermarket

## **CHAPTER 9 MARKET ESTIMATES & FORECAST, BY SALES CHANNEL, 2021-2032, (\$MN, UNITS)**

9.1 Key trends

9.2 Online

9.3 Offline

## **CHAPTER 10 MARKET ESTIMATES & FORECAST, BY END-USE, 2021-2032, (\$MN, UNITS)**

10.1 Key trends

10.2 Professional riders

10.3 Recreational riders

10.4 Commercial users

## **CHAPTER 11 MARKET ESTIMATES & FORECAST, BY REGION, 2021-2032, (\$MN)**

11.1 Key trends, by region

11.2 North America

11.2.1 U.S.

11.2.2 Canada

11.3 Europe

11.3.1 UK

11.3.2 Germany

11.3.3 France

11.3.4 Italy

11.3.5 Spain

11.3.6 Netherlands

11.3.7 Rest of Europe

## 11.4 Asia Pacific

11.4.1 China

11.4.2 India

11.4.3 Japan

11.4.4 South Korea

11.4.5 ANZ

11.4.6 Southeast Asia

11.4.7 Rest of Asia Pacific

## 11.5 Latin America

11.5.1 Brazil

11.5.2 Mexico

11.5.3 Argentina

11.5.4 Rest of Latin America

## 11.6 MEA

11.6.1 South Africa

11.6.2 Saudi Arabia

11.6.3 UAE

11.6.4 Rest of MEA

## **CHAPTER 12 COMPANY PROFILES**

12.1 Alpina Raggi

12.2 Behr Wheels

12.3 Borrani Wheels

12.4 BST (Blackstone Tek)

12.5 Buchanan's Spoke & Rim, Inc.

12.6 Carrozzeria Wheels

12.7 DID Motorcycle Chain and Rims

12.8 Excel Rims

12.9 Excel Takasago

12.10 Haan Wheels

12.11 Kineo Wheels

12.12 Marchesini Wheels

12.13 PVM Wheels

12.14 RK Excel America

12.15 Rotobox Wheels

12.16 SM Pro Rims

12.17 Talon Engineering

12.18 Warp 9 Racing

12.19 Woody's Wheel Works

12.20 Zipp Wheels

## I would like to order

Product name: Adventure Motorcycle Wheels Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 to 2032

Product link: <https://marketpublishers.com/r/AB6A2A9601BDEN.html>

Price: US\$ 4,365.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AB6A2A9601BDEN.html>