

# Asia Pacific Power Sports Accessories Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

<https://marketpublishers.com/r/AF26AA82958CEN.html>

Date: July 2025

Pages: 170

Price: US\$ 3,250.00 (Single User License)

ID: AF26AA82958CEN

## Abstracts

Asia Pacific Power Sports Accessories Market was valued at USD 1.29 billion in 2024 and is estimated to grow at a CAGR of 11.5% to reach USD 3.75 billion by 2034. Rising income levels, shifting consumer lifestyles, and the expansion of online retail are collectively fueling growth across the region. Enthusiasm for off-road exploration, recreational motor activities, and adventure travel continues to rise, especially in countries like Indonesia, India, Thailand, and China. As a result, demand for power sports vehicles such as UTVs, ATVs, motorcycles, and snowmobiles is increasing, pushing up the need for aftermarket accessories.

These accessories include functional upgrades such as performance parts, safety gear, lighting kits, luggage carriers, and integrated tech add-ons like infotainment or navigation. Manufacturers and aftermarket brands are responding with region-specific designs that suit local environments, terrain conditions, and consumer tastes. This regional tailoring, supported by the rapid development of e-commerce platforms, is opening access to a broader variety of products while offering benefits such as digital fittings, reviews, and side-by-side comparisons, all of which contribute to increased customer engagement and convenience.

The protective gear segment held a 45% share in 2024 and is projected to grow at a CAGR of 12% throughout 2034. Heightened road safety awareness and stricter safety regulations across the region are key factors behind this dominance. A noticeable increase in first-time and younger riders in the powersports scene has heightened consumer focus on injury prevention. As safety continues to take priority, consumers are investing in certified helmets, armored jackets, impact-resistant gloves, and reinforced boots - products that offer maximum protection during rides and help

minimize the severity of accidents on and off the road.

In 2024, the offline retail segment held a 70% share, growing at a CAGR of 10% through 2034. Consumers still prefer brick-and-mortar locations for purchasing protective gear and accessories, mainly because of the need to physically inspect products, get expert advice, and try on items before committing to high-ticket purchases. In nations such as the Philippines, India, Vietnam, and Indonesia, several regions still lack reliable high-speed internet and secure digital payment systems, which makes in-store purchasing more practical and trustworthy, particularly in non-metro cities and rural areas.

China Power Sports Accessories Market held a 25% share and generated USD 339.6 million in 2024. The country benefits from cost-efficient labor, scale advantages, and vertically integrated supply networks, making it a major production and distribution hub for both original equipment and aftermarket accessories. Whether it's modular racks, lighting systems, or rugged protective parts, China manufactures a wide range of components for domestic use and export. Growing interest in motorsport, coupled with a rising middle class and youth participation in outdoor leisure, is driving the country's demand for power sports vehicles and accessories.

Major companies operating in the Asia Pacific Power Sports Accessories Market include Suzuki Motor, Honda Motor, KTM, Yamaha Motor, Kawasaki, BRP Inc., and Polaris Inc. To solidify their market presence, key players in the Asia Pacific power sports accessories industry are implementing strategies such as region-specific product design, local supply chain development, and robust distribution partnerships.

Brands are heavily investing in consumer research to understand riding habits and climate conditions unique to each market. Some companies are also forming strategic alliances with regional retailers and dealers to ensure better visibility and accessibility of their products. In addition, there is a strong push toward digital transformation - many brands are developing direct-to-consumer online platforms while enhancing physical retail experiences through immersive brand stores and expert-led demos. These approaches collectively aim to elevate customer satisfaction and brand loyalty across the fast-growing powersports landscape.

## Contents

### CHAPTER 1 METHODOLOGY

- 1.1 Market scope and definition
- 1.2 Research design
  - 1.2.1 Research approach
  - 1.2.2 Data collection methods
- 1.3 Data mining sources
  - 1.3.1 Global
  - 1.3.2 Regional/Country
- 1.4 Base estimates and calculations
  - 1.4.1 Base year calculation
  - 1.4.2 Key trends for market estimation
- 1.5 Primary research and validation
  - 1.5.1 Primary sources
- 1.6 Forecast model
- 1.7 Research assumptions and limitations

### CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis, 2021 – 2034
- 2.2 Key market trends
  - 2.2.1 Regional
  - 2.2.2 Product
  - 2.2.3 Vehicle
  - 2.2.4 Sales channel
  - 2.2.5 End use
- 2.3 TAM Analysis, 2025-2034
- 2.4 CXO perspectives: Strategic imperatives
  - 2.4.1 Executive decision points
  - 2.4.2 Critical success factors
- 2.5 Future outlook and strategic recommendations

### CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
  - 3.1.1 Supplier landscape
  - 3.1.2 Profit margin analysis

- 3.1.3 Cost structure
- 3.1.4 Value addition at each stage
- 3.1.5 Factor affecting the value chain
- 3.1.6 Disruptions
- 3.2 Industry impact forces
  - 3.2.1 Growth drivers
  - 3.2.2 Industry pitfalls and challenges
  - 3.2.3 Market opportunities
- 3.3 Growth potential analysis
- 3.4 Regulatory landscape
- 3.5 Porter's analysis
- 3.6 PESTEL analysis
- 3.7 Technology and Innovation landscape
  - 3.7.1 Current technological trends
  - 3.7.2 Emerging technologies
- 3.8 Price trends
  - 3.8.1 By region
  - 3.8.2 By product
- 3.9 Production statistics
  - 3.9.1 Production hubs
  - 3.9.2 Consumption hubs
  - 3.9.3 Export and import
- 3.10 Cost breakdown analysis
- 3.11 Patent analysis
- 3.12 Sustainability and environmental aspects
  - 3.12.1 Sustainable practices
  - 3.12.2 Waste reduction strategies
  - 3.12.3 Energy efficiency in production
  - 3.12.4 Eco-friendly Initiatives
  - 3.12.5 Carbon footprint considerations

## **CHAPTER 4 COMPETITIVE LANDSCAPE, 2024**

- 4.1 Introduction
- 4.2 Company market share analysis
  - 4.2.1 China
  - 4.2.2 India
  - 4.2.3 Japan
  - 4.2.4 Australia

- 4.2.5 South Korea
- 4.3 Competitive analysis of major market players
- 4.4 Competitive positioning matrix
- 4.5 Strategic outlook matrix
- 4.6 Key developments
  - 4.6.1 Mergers & acquisitions
  - 4.6.2 Partnerships & collaborations
  - 4.6.3 New Product Launches
  - 4.6.4 Expansion Plans and funding

## **CHAPTER 5 MARKET ESTIMATES & FORECAST, BY PRODUCT, 2021 - 2034 (\$BN, UNITS)**

- 5.1 Key trends
- 5.2 Cab systems
  - 5.2.1 Enclosed cab structures
  - 5.2.2 Windshields and wind management
  - 5.2.3 Roofing systems
  - 5.2.4 Door and entry systems
  - 5.2.5 Seating and interior components
  - 5.2.6 Others
- 5.3 Protective gear
  - 5.3.1 Head and face protection
  - 5.3.2 Body armor and impact protection
  - 5.3.3 Extremity protection
  - 5.3.4 Respiratory and eye protection
  - 5.3.5 Others
- 5.4 Apparel & clothing
  - 5.4.1 Outerwear and jackets
  - 5.4.2 Pants and lower body wear
  - 5.4.3 Base layers and undergarments
  - 5.4.4 Specialty riding apparel
  - 5.4.5 Footwear systems
  - 5.4.6 Accessories and add-ons
  - 5.4.7 Others

## **CHAPTER 6 MARKET ESTIMATES & FORECAST, BY VEHICLE, 2021 – 2034 (\$BN, UNITS)**

- 6.1 Key trends
- 6.2 ATV
- 6.3 UTV
- 6.4 Snowmobiles
- 6.5 Personal watercraft
- 6.6 Heavyweight motorcycles

## **CHAPTER 7 MARKET ESTIMATES & FORECAST, BY SALES CHANNEL, 2021 - 2034 (\$BN, UNITS)**

- 7.1 Key trends
- 7.2 Online
- 7.3 Offline

## **CHAPTER 8 MARKET ESTIMATES & FORECAST, BY END USE, 2021 - 2034 (\$BN, UNITS)**

- 8.1 Key trends
- 8.2 Individual
- 8.3 Commercial

## **CHAPTER 9 MARKET ESTIMATES & FORECAST, BY REGION, 2021 - 2034 (\$BN, UNITS)**

- 9.1 Key trends
- 9.2 China
- 9.3 India
- 9.4 Japan
- 9.5 Australia
- 9.6 South Korea
- 9.7 Singapore
- 9.8 Vietnam
- 9.9 Thailand
- 9.10 Philippines
- 9.11 Malaysia
- 9.12 Indonesia
- 9.13 Rest of Asia Pacific

## **CHAPTER 10 COMPANY PROFILES**

- 10.1 Alpinestars
- 10.2 BMW Motorrad
- 10.3 BRP Inc
- 10.4 Ducati Motor Holding
- 10.5 EZ Go
- 10.6 Harley Davidson
- 10.7 Honda Motor
- 10.8 Husqvarna Motorcycle
- 10.9 Indian Motorcycle
- 10.10 Kawasaki
- 10.11 KTM
- 10.12 MV Agusta
- 10.13 Polaris Inc
- 10.14 Royal Enfield
- 10.15 Shoei
- 10.16 Suzuki Motor
- 10.17 Triumph Motorcycle
- 10.18 Yamaha Motor
- 10.19 Zero Motorcycle
- 10.20 Zhejiang CFMoto Power Co Ltd

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