

Two-Wheeler Safety Solutions Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 – 2034

<https://marketpublishers.com/r/T6D522A9F0D3EN.html>

Date: December 2024

Pages: 150

Price: US\$ 4,850.00 (Single User License)

ID: T6D522A9F0D3EN

Abstracts

The Global Two-Wheeler Safety Solutions Market was valued at USD 7.8 billion in 2024 and is expected to grow at a CAGR of 5.8% from 2025 to 2034. The growing integration of advanced technologies, such as Artificial Intelligence (AI), the Internet of Things (IoT), and sensors, has significantly enhanced two-wheeler safety. These innovations enable real-time data analysis, predictive safety mechanisms, and improved rider protection through systems like crash detection, emergency alerts, and adaptive cruise control. In addition, IoT-powered helmets and wearables help maintain continuous connectivity, offering alerts about potential hazards and improving situational awareness on the road.

The increased awareness of safety among consumers has driven the demand for these advanced safety solutions. Educational initiatives, media coverage of accidents, and easy access to information have all raised awareness about the importance of rider safety. This shift is particularly noticeable among younger, urban riders who are more likely to adopt new technologies, such as connected helmets and Advanced Rider Assistance Systems (ARAS). As the safety-conscious consumer base grows, manufacturers and aftermarket suppliers are focused on providing affordable and user-friendly solutions to meet this demand.

The market is divided into Original Equipment Manufacturer (OEM) and aftermarket segments. OEMs hold the largest market share, representing more than 75% in 2024. This is largely due to the growing integration of safety features in new motorcycles and scooters. Safety solutions like Anti-lock Braking Systems (ABS), traction control, and collision detection are becoming standard in new models, especially in high-performance motorcycles. On the other hand, the aftermarket sector is also witnessing

notable growth. As more riders seek to upgrade the safety of their existing vehicles, aftermarket solutions like additional airbags, advanced lighting systems, and anti-theft features are becoming increasingly popular. These solutions benefit from rising awareness of road safety and the availability of cost-effective, easy-to-install features.

The market is further segmented by vehicle type, with motorcycles commanding a 60.5% share of the total market in 2024. This dominance is driven by the higher adoption of advanced safety features in high-performance motorcycles, especially in areas with higher traffic congestion and accident risks. Motorcycles, with larger engines and faster speeds, often require sophisticated safety solutions, including cornering ABS and traction control systems, to improve rider stability and reduce accident risks. The scooter segment, though smaller, is also growing steadily. Scooters are commonly used for short-distance commutes in crowded cities, creating a demand for affordable safety features such as combined braking systems (CBS) and crash detection systems. As the popularity of electric scooters rises and shared mobility expands, the focus on developing safety solutions for urban commuting continues to grow.

The Indian two-wheeler safety solutions market is projected to reach USD 4 billion by 2034. The demand is being driven by increasing motorcycle and scooter adoption alongside rising safety awareness. Rapid urbanization and higher traffic congestion in many Indian cities have further fueled the need for enhanced safety technologies like ABS and smart helmets.

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