

Connected Motorcycle Market Size, Share & Trends Analysis Report By Service, By Hardware, By Network Type, By Communication Type, By End-user, By Region, And Segment Forecasts, 2020 - 2027

<https://marketpublishers.com/r/C448239B1C41EN.html>

Date: September 2020

Pages: 120

Price: US\$ 5,950.00 (Single User License)

ID: C448239B1C41EN

Abstracts

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Connected Motorcycle Market Growth & Trends

The global connected motorcycle market size is expected to reach USD 811.6 million by 2027, expanding at a CAGR of 48.4% over the forecast period, according to a study conducted by Grand View Research, Inc. The growing emphasis on enhanced performance and real-time diagnostics, increasing adoption of security and safety features for a comfortable bike riding experience, and rising preference for premium motorcycles are projected to fuel the market growth.

For the consumer, security and safety are becoming progressively essential buying criteria. Therefore, smartphone-based connected driver assistance services offer one additional unique selling point for motorcycle OEMs to differentiate from competitors. The market for connected motorcycle is projected to grow faster than the overall two-wheeler market as the consumer demand for staying connected safely during the ride is present in all motorcycle segments.

The lockdown situation due to the COVID-19 pandemic is anticipated to impact not only the motorcycle dealers and manufacturers in the automotive industry but also other businesses across the supply chain, including large- and small-scale manufacturers of motorcycle components. However, motorcycle manufacturers are optimistic about the progressive restart of activity; commuters are expected to be more likely to avoid public transportation, boosting the demand for private vehicles, such as bikes, which in turn

could upsurge demand by the end of 2020.

The smart connected motorcycle is becoming a sensor-laden mobile Internet of Things (IoT) device, with significant on-board computing communication and power systems devoted to three broad areas: engine diagnostics and vehicle (telematics), vehicle location, driver behavior; the vehicle's occupants (infotainment); and the surrounding environment (V2X communication). All of these systems use increasingly 5G and cellular technology, among others. These are some of the major factors fueling the growth of the market for connected motorcycle.

Europe dominated the market for connected motorcycles in 2019 due to new customer needs, focused on individual smart mobility, and more demand for the connected motorcycle. In addition, most of the prominent players and component suppliers such as BMW AG, Triumph Motorcycles, Continental AG, Starcom Systems Ltd., and Robert Bosch GmbH belong to Europe, which majorly contributes to the market growth.

By 2027, Asia Pacific is estimated to be the largest market due to high motorcycle sales in the region. Apart from China and India, Southeast Asian countries, including Thailand, Indonesia, and the Philippines, are expected to drive market growth. For instance, the Japan-based component manufacturer Panasonic Corporation with Ficosa International S.A. has started mass production of the Telematics Control Unit (TCU). Moreover, the company announced to supply connectivity services for forthcoming Harley Davidson LiveWire models in 2020. Harley Davidson plans to launch connectivity services for other models from 2020 onwards.

Connected Motorcycle Market Report Highlights

The infotainment service segment is expected to dominate the market and is expected to reach USD 266.1 million by 2027

The embedded hardware segment is expected to dominate the market due to the growing demand for embedded hardware from the OEMs owing to its non-dependency on external devices. The segment is expected to reach USD 535.2 million by 2027

The commercial end-user segment is expected to dominate the market and is expected to reach USD 375.6 million by 2027.

Europe is projected to account for the majority market share and was valued at

USD 18.7 million in 2019.

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