

Motorcycle Infotainment System Market by Type (Intercom, GPS, Map and Navigation, Vehicle Data, and Others), Application (Two-Wheeler Motorcycles, Trikes), Sales Channel (Original Equipment Manufacturer (OEM), Aftermarket), and Region 2023-2028

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Abstracts

The global motorcycle infotainment system market size reached US\$ 276.77 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 535.56 Million by 2028, exhibiting a growth rate (CAGR) of 11.30% during 2023-2028. The growing demand among riders, increasing need for energy-efficient and enhanced safety and security solutions, and rising popularity of large display options represent some of the key factors driving the market.

A motorcycle infotainment system refers to a combination of hardware and software solutions that are designed to provide entertainment and information to riders for an enhanced user experience. It comprises various features and technologies, such as Bluetooth calling, a global positioning system (GPS), parking assistance, audio and visual playback option, multimedia support, tire pressure warning, weather forecasts, compatibility with a smartphone, and app integration. It is cost-effective, easy to use, convenient, allows hands-free communication, and offers improved safety for a vehicle and rider. It also enables high security of a vehicle by providing anti-lock braking and stolen vehicle tracking option, even without a connection to a smartphone. Besides this, it assists in reaching the destination on time by providing real-time traffic information while reducing fuel consumption. As a result, the motorcycle infotainment system is widely employed in two-wheeler motorcycles and trikes across the globe.

Motorcycle Infotainment System Market Trends:

At present, the increasing demand for infotainment systems among bikers or riders worldwide represents one of the key factors contributing to the growth of the market. Additionally, the rising rate of electrification of motorcycles, along with the usage of safety electronics, is propelling the growth of the market. Apart from this, the growing demand for motorcycle infotainment systems due to the increasing need for continuous connectivity among the masses around the world is offering a positive market outlook. In addition to this, there is a rise in the demand for energy-efficient and enhanced safety and security solutions among individuals across the globe. This, coupled with the increasing demand for portable motorcycle infotainment systems, as they are convenient to carry, easily mounted or unmounted, and can be used with any motorcycle, is offering lucrative growth opportunities to industry investors. Besides this, the growing popularity of large display motorcycle infotainment systems is positively influencing the market. Moreover, the increasing integration of artificial intelligence (AI), machine learning (ML), and the internet of things (IoT) in motorcycle infotainment systems is strengthening the growth of the market. Furthermore, the introduction of thin-film transistors (TFTs) displays as a substitute to the conventional speedometer with advanced features, such as tire pressure, traction control, and navigation, is supporting the growth of the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global motorcycle infotainment system market, along with forecasts at the global, regional, and country levels from 2023-2028. Our report has categorized the market based on type, application, and sales channel.

Type Insights:

Intercom

GPS

Map and Navigation

Vehicle Data

Others

The report has provided a detailed breakup and analysis of the motorcycle infotainment system market based on the type. This includes intercom, GPS, map and navigation, vehicle data, and others.

Application Insights:

Two-Wheeler Motorcycles

Trikes

A detailed breakup and analysis of the motorcycle infotainment system market based on the application has also been provided in the report. This includes two-wheeler motorcycles and trikes. According to the report, two-wheeler motorcycles accounted for the largest market share.

Sales Channel Insights:

Original Equipment Manufacturer (OEM)

Aftermarket

A detailed breakup and analysis of the motorcycle infotainment system market based on the sales channel has also been provided in the report. This includes original equipment manufacturer (OEM) and aftermarket. According to the report, original equipment manufacturer (OEM) accounted for the largest market share.

Regional Insights:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America (the United States and Canada) was the largest market for motorcycle infotainment system. Some of the factors driving the North America motorcycle infotainment system market included the growing demand for luxury motorcycles, presence of various market players, technological advancements, etc.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global motorcycle infotainment system market. Detailed profiles of all major companies have also been provided. Some of the companies covered include BMW AG, Garmin Ltd., Harley-Davidson Inc., Honda Motor Co. Ltd., Polaris Inc., Robert Bosch GmbH (Robert Bosch Stiftung GmbH), Sena Technologies, Inc. (Kakao Games Corp.), TomTom International BV, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report:

How has the global motorcycle infotainment system market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global motorcycle infotainment system market?

What is the impact of each driver, restraint, and opportunity on the global motorcycle infotainment system market?

What are the key regional markets?

Which countries represent the most attractive motorcycle infotainment system market?

What is the breakup of the market based on the type?

Which is the most attractive type in the motorcycle infotainment system market?

What is the breakup of the market based on the application?

Which is the most attractive application in the motorcycle infotainment system market?

What is the breakup of the market based on the sales channel?

Which is the most attractive sales channel in the motorcycle infotainment system market?

What is the competitive structure of the global motorcycle infotainment system market?

Who are the key players/companies in the global motorcycle infotainment system market?

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