

# **Motorcycle Lighting Market by Product (Light-Emitting Diode (LED) Lamps, Halogen Lamps, Discharge Gas Lamps, Incandescent Lamps, Xenon Lamps), Application (Head Lights, Tail Lights, Turn Signal Lights, and Others), Sales Channel (Original Equipment Manufacturers (OEMs), Aftermarket), and Region 2024-2032**

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## **Abstracts**

The global motorcycle lighting market size reached US\$ 14.4 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 38.6 Billion by 2032, exhibiting a growth rate (CAGR) of 11.2% during 2024-2032. The rising adoption of motorcycles, the increasing demand for aftermarket LED lights, and the introduction of adaptive lighting technology represent some of the key factors driving the market.

Motorcycle lighting refers to illuminating devices that provide visibility to riders traveling in dark and dense environments. It includes the head, tail, turn signal, brake, accessory, auxiliary, accent, and styling lights. Motorcycle lighting consists of various light sources, such as halogen, xenon high-intensity discharge (HID), incandescent, and light-emitting diode (LED) lamps. It is widely used to illuminate the road ahead, indicate the direction, alert other drivers and pedestrians, and provide better visibility during bad weather conditions. Motorcycle lighting also assists in maintaining a safe distance on the road, preventing accidents and enhancing the vehicle's visibility. It is also reliable, extremely durable, vibration resistant, and helps alert other drivers and riders about its presence in low light conditions.

Motorcycle Lighting Market Trends:

The rising adoption of motorcycles across the globe due to their cost-effectiveness,

lower fuel consumption, and enhanced mobility is one of the primary factors driving the market growth. Motorcycle lighting is an essential component of the two-wheelers as it aids in safe riding, prevents accidents, helps maneuver, and provides visibility during extreme weather conditions. In addition to this, increasing product utilization for decoration purposes and improving the vehicle's visual aesthetics is acting as another growth-inducing factor. Furthermore, the rising demand for aftermarket LED lighting solutions due to their improved safety, lower failure rate, increased illumination, consistent beam pattern, and higher performance than OEM incandescent lamps is providing an impetus to the market growth. Apart from this, the recent launch of adaptive lighting technology that illuminates dark spots left and right of the main light beam and eliminates dark corners on sharp turns, which, in turn, enhances safety, increases riders' confidence, and improves awareness of road hazards, such as potholes and wildlife, is positively influencing the market growth. Moreover, the introduction of laser light technology that reduces power consumption, provides brighter and true white light, offers longer high beam throw distance, and does not blind the oncoming vehicle drivers is favoring the market growth. Other factors, including rising expenditure capacities of consumers, easy product availability across e-commerce platforms, the introduction of wide-ranging options with modern features and appearances, and development of organic LED (OLED) lights, are anticipated to drive the market growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global motorcycle lighting market, along with forecasts at the global, regional, and country level from 2024-2032. Our report has categorized the market based on product, application, and sales channel.

#### Product Insights:

Light-Emitting Diode (LED) Lamps

Halogen Lamps

Discharge Gas Lamps

Incandescent Lamps

Xenon Lamps

The report has also provided a detailed breakup and analysis of the motorcycle lighting market based on the product. This includes light-emitting diode (LED), halogen, discharge gas, incandescent, and xenon lamps. According to the report, halogen lamps represented the largest segment.

### Application Insights:

- Head Lights
- Tail Lights
- Turn Signal Lights
- Others

A detailed breakup and analysis of the motorcycle lighting market based on the application has been provided in the report. This includes head lights, tail lights, turn signal lights, and others. According to the report, head lights accounted for the largest market share.

### Sales Channel Insights:

- Original Equipment Manufacturers (OEMs)
- Aftermarket

The report has also provided a detailed breakup and analysis of the motorcycle lighting market based on the sales channel. This includes original equipment manufacturers (OEMs) and aftermarket. According to the report, original equipment manufacturers (OEMs) represented the largest segment.

### 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 that 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, Asia Pacific was the largest market for motorcycle lighting. Some of the factors driving the Asia Pacific motorcycle lighting market included the increasing demand for motorcycles, rising expenditure capacities of consumers, and widespread adoption of LED lighting solutions.

#### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global motorcycle lighting market. Detailed profiles of all major companies have also been provided. Some of the companies covered include Fiem Industries Limited, J.W. Speaker Corporation, Koninklijke Philips N.V., Motolight, Osram Licht AG (ams AG), Stanley Electric Co. Ltd., UM Group, UNO Minda, Varroc Group, 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 lighting market performed so far and how will it perform in the coming years?

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

What are the key regional markets?

Which countries represent the most attractive motorcycle lighting markets?

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

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

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

What is the competitive structure of the global motorcycle lighting market?

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

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