

Global Touring Motorcycle Rental Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Touring Motorcycle Rental market size is predicted to grow from US\$ 139 million in 2025 to US\$ 273 million in 2032; it is expected to grow at a CAGR of 10.2% from 2026 to 2032.

Touring Motorcycle Rental refers to the short-term leasing service of touring motorcycles—a specialized category of motorcycles designed for long-distance travel, comfort, and load-carrying capacity. It is a core segment of the motorcycle rental and tour (MRT) industry, targeting adventure travelers, road trip enthusiasts, and tourists seeking immersive, flexible cross-region/country journeys.

Touring motorcycle rental is a specialized segment within the broader motorcycle rental market, focusing specifically on motorcycles designed for long-distance comfort, luggage capacity, and extended road trips. This niche serves adventure seekers, motorcycle enthusiasts, and travelers seeking freedom and immersion in their destinations. The global market is experiencing robust growth driven by experiential tourism trends, rising disposable incomes in emerging markets, and the post-pandemic desire for outdoor, socially-distanced travel. Unlike general motorcycle rentals, touring rentals emphasize premium equipment, cross-border capabilities, and comprehensive support services tailored for multi-day journeys.

LPI (LP Information)' newest research report, the “Touring Motorcycle Rental Industry Forecast” looks at past sales and reviews total world Touring Motorcycle Rental sales in 2025, providing a comprehensive analysis by region and market sector of projected Touring Motorcycle Rental sales for 2026 through 2032. With Touring Motorcycle Rental sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Touring Motorcycle Rental industry.

This Insight Report provides a comprehensive analysis of the global Touring Motorcycle Rental landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Touring Motorcycle Rental portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Touring Motorcycle Rental market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Touring Motorcycle Rental and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Touring Motorcycle Rental.

This report presents a comprehensive overview, market shares, and growth opportunities of Touring Motorcycle Rental market by product type, application, key players and key regions and countries.

Segmentation by Type:

Adventure Touring Bikes

Sport Touring Bikes

Cruiser Touring Bikes

Classic/Retro Tourers

Segmentation by Rental Model:

Independent Rental

Self-Guided Tour Packages

Guided Tour Packages

One-Way Rentals

Segmentation by Tourists:

International Tourists

Domestic Tourists

Segmentation by Application:

Individuals

Groups

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

EagleRider

Hertz Ride

Motoroads

kizuki co

Freedom Destinations

Ride Free Tours

IMTBIKE

Motorbike Trip

MotoQuest

Motorentour

Riders Share

Celtic Rider

High Road Motorcycles

RIDE Adventures

Ride MB

Freedom Bike Rental

CycleVisions

RMM Motorsports

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