

Motorbike Riding Gear Market Outlook 2026-2034: Market Share, and Growth Analysis By Product (Protective Gear, Clothing, Footwear), By Distribution Channel (Offline, Online)

<https://marketpublishers.com/r/MF2EFBE17E77EN.html>

Date: November 2025

Pages: 160

Price: US\$ 3,950.00 (Single User License)

ID: MF2EFBE17E77EN

Abstracts

The Motorbike Riding Gear Market is valued at USD 15.53 billion in 2025 and is projected to grow at a CAGR of 8.1% to reach USD 31.3 billion by 2034.

Motorbike Riding Gear Market

The Motorbike Riding Gear Market spans protective and performance equipment - helmets (full-face, modular, ADV, off-road), jackets/pants and one-piece suits, armored base layers, gloves, boots, airbag vests/systems, rainwear, and visibility accessories - serving commuting, touring/ADV, sport/track, cruiser, delivery fleets, and shared mobility. Value creation blends safety compliance (helmet and garment standards, CE-rated impact protectors), comfort (fit, ventilation, thermal regulation), and durability (abrasion/tear resistance, weatherproofing) with style and brand identity. Materials innovation centers on composite shells, multiple-density EPS, quick-release visor systems, aramid/Dyneema® reinforcements, breathable waterproof membranes, and viscoelastic armor integrated into ergonomic patterns. Digital features emerge in smart helmets and wearables (integrated comms, HUD prompts, fall detection) alongside Bluetooth mesh intercoms and app-linked airbag ecosystems. Demand is reinforced by urbanization, growth of last-mile delivery, rider education, and stricter enforcement of helmet and visibility laws, while premium consumers trade up to lighter shells, adaptive ventilation, and airbag protection. Competitive dynamics pit global brands against agile specialists and private labels; differentiation comes from certified protection beyond minimums, women/youth fit programs, climate-specific lines, rapid style refreshes, and dependable after-sales (spares, visor/armor replacements). Channels include

dealerships, specialty retailers, online marketplaces, and direct-to-consumer portals; merchandising relies on seasonal capsules, bundle offers (helmet + jacket + gloves), and size/fit guidance with low-friction returns. As riders seek safer, more comfortable, and more expressive gear, winning portfolios align certified protection, multi-climate performance, and digital convenience with transparent labeling, anti-counterfeit traceability, and sustainability commitments across materials and packaging.

Motorbike Riding Gear Market Key Insights

Safety standards upgrade the performance bar Newer helmet and garment norms tighten impact, rotational, and abrasion thresholds. Brands compete on certification breadth, not just single-market approval, and publish test maps, liner densities, and shell construction to build trust with riders and fleets.

Airbag adoption moves from niche to mainstream Tethered and electronic airbags migrate into touring and urban segments. Success hinges on reliable deployment logic, easy cartridge/service access, and layer compatibility so riders can pair airbags with existing jackets in varied climates.

Materials and comfort win daily miles Lighter composite shells, moisture-managing liners, vent channeling, and elastic panels reduce fatigue on commutes and long rides. Garments blend abrasion textiles with stretch zones; gloves and boots add impact protection without sacrificing dexterity or shifter feel.

Women and youth fit are growth engines Dedicated patterns, graded armor positions, and inclusive size runs reduce compromise fits. Retailers back try-on programs and virtual sizing to cut returns; brands that offer complete head-to-toe kits capture higher basket values.

Smart, connected features add utility - carefully Integrated comms, brake-light wearables, and crash-detection alerts expand use cases. Buyers still prioritize battery life, glove-friendly controls, weather sealing, and minimal distraction; firmware support and spare parts underpin credibility.

Delivery and fleet programs professionalize demand Last-mile operators specify reflective, breathable, and washable kits with replaceable armor and standardized sizes. Vendors that package training, care guides, and volume after-sales win multi-city contracts.

Style crossover broadens the audience Heritage, urban, and minimalist aesthetics pull non-track riders into armored apparel. Limited drops and colorways refresh shelves, while paint-free helmet finishes and visor tints align with everyday fashion.

E-commerce sets expectations; fit drives returns Rich PDPs, 360° views, impact maps, and size calculators reduce friction. Hybrid models - buy online, fit/adjust in-store - lower return rates and increase attachment of gloves, boots, and visors.

Anti-counterfeit and traceability become table stakes Serialized labels, QR authentication, and tamper-evident packaging protect riders and brands. Clear care/expiry guidance for helmets and airbags supports replacement cycles and insurer acceptance.

Sustainability shifts tender criteria Recycled textiles, solvent-lean coatings, repairable liners/armor, and reduced packaging weight matter in public and corporate buys. Transparent material passports and take-back pilots differentiate premium portfolios.

Motorbike Riding Gear Market Regional Analysis

North America

Strong touring, ADV, and cruiser cultures favor premium helmets, modulars, and climate-adaptive layered systems. Retail mixes dealerships with online specialty, emphasizing fit clinics, comms integration, and airbag education. Delivery fleets and rider-training programs influence bulk buys; after-sales parts availability is decisive.

Europe

Standards-driven procurement and all-weather riding elevate certified helmets and CE-rated garments with laminated waterproofing and ventilation tuning. Commuter and ADV segments lead; sustainability and repairability weigh in tenders. Omni-channel retailers deploy virtual fit, while touring destinations boost seasonal accessory sales.

Asia-Pacific

Largest commuter base with diverse climates drives demand from value essentials to premium lightweight lids. Urban delivery accelerates reflective, breathable kits; hot/humid markets prioritize airflow and quick-dry liners. Domestic brands scale private label; premium imports win in sport and ADV communities.

Middle East & Africa

Hot, arid conditions prioritize high-flow ventilation, UV stability, and sand-resistant sealing. Urbanization and leisure riding expand demand for modular helmets, mesh apparel, and hydration-friendly designs. Reliable supply chains, Arabic/English documentation, and fleet-capable programs guide vendor selection.

South & Central America

Growing commuter and leisure segments seek durable, affordable gear with clear certification and theft-resistant accessories. Distributors with local inventory, installment options, and service centers gain share. Rain protection, visibility, and tropical ventilation features are key differentiators across metro corridors.

Motorbike Riding Gear Market Segmentation

By Product

Protective Gear

Clothing

Footwear

By Distribution Channel

Offline

Online

Key Market players

Alpinestars, Dainese, REV'IT! Sport, RST (MotoDirect), Klim, Fox Racing, Rukka, Held GmbH, Spidi, Furygan, Icon Motosports, Joe Rocket, Oxford Products, Leatt Corporation, BMW Motorrad (Rider Gear)

Motorbike Riding Gear Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modelling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends. Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behaviour are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

Motorbike Riding Gear Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption. Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

Countries Covered

North America — Motorbike Riding Gear market data and outlook to 2034

United States

Canada

Mexico

Europe — Motorbike Riding Gear market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Motorbike Riding Gear market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Motorbike Riding Gear market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Motorbike Riding Gear market data and outlook to 2034

Brazil

Argentina

Chile

Peru

* We can include data and analysis of additional countries on demand.

Research Methodology

This study combines primary inputs from industry experts across the Motorbike Riding Gear value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

Key Questions Addressed

What is the current and forecast market size of the Motorbike Riding Gear industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

Your Key Takeaways from the Motorbike Riding Gear Market Report

Global Motorbike Riding Gear market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Motorbike Riding Gear trade, costs, and supply chains

Motorbike Riding Gear market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Motorbike Riding Gear market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Motorbike Riding Gear market trends, drivers, restraints, and opportunities

Porter’s Five Forces analysis, technological developments, and Motorbike Riding Gear supply chain analysis

Motorbike Riding Gear trade analysis, Motorbike Riding Gear market price analysis, and Motorbike Riding Gear supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Motorbike Riding Gear market news and developments

Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

* The updated report will be delivered within 3 working days

Contents

1. TABLE OF CONTENTS

- 1.1 List of Tables
- 1.2 List of Figures

2. GLOBAL MOTORBIKE RIDING GEAR MARKET SUMMARY, 2025

- 2.1 Motorbike Riding Gear Industry Overview
 - 2.1.1 Global Motorbike Riding Gear Market Revenues (In US\$ billion)
- 2.2 Motorbike Riding Gear Market Scope
- 2.3 Research Methodology

3. MOTORBIKE RIDING GEAR MARKET INSIGHTS, 2024-2034

- 3.1 Motorbike Riding Gear Market Drivers
- 3.2 Motorbike Riding Gear Market Restraints
- 3.3 Motorbike Riding Gear Market Opportunities
- 3.4 Motorbike Riding Gear Market Challenges
- 3.5 Tariff Impact on Global Motorbike Riding Gear Supply Chain Patterns

4. MOTORBIKE RIDING GEAR MARKET ANALYTICS

- 4.1 Motorbike Riding Gear Market Size and Share, Key Products, 2025 Vs 2034
- 4.2 Motorbike Riding Gear Market Size and Share, Dominant Applications, 2025 Vs 2034
- 4.3 Motorbike Riding Gear Market Size and Share, Leading End Uses, 2025 Vs 2034
- 4.4 Motorbike Riding Gear Market Size and Share, High Growth Countries, 2025 Vs 2034
- 4.5 Five Forces Analysis for Global Motorbike Riding Gear Market
 - 4.5.1 Motorbike Riding Gear Industry Attractiveness Index, 2025
 - 4.5.2 Motorbike Riding Gear Supplier Intelligence
 - 4.5.3 Motorbike Riding Gear Buyer Intelligence
 - 4.5.4 Motorbike Riding Gear Competition Intelligence
 - 4.5.5 Motorbike Riding Gear Product Alternatives and Substitutes Intelligence
 - 4.5.6 Motorbike Riding Gear Market Entry Intelligence

5. GLOBAL MOTORBIKE RIDING GEAR MARKET STATISTICS – INDUSTRY

REVENUE, MARKET SHARE, GROWTH TRENDS AND FORECAST BY SEGMENTS, TO 2034

5.1 World Motorbike Riding Gear Market Size, Potential and Growth Outlook, 2024-2034 (\$ billion)

5.1 Global Motorbike Riding Gear Sales Outlook and CAGR Growth By Product, 2024-2034 (\$ billion)

5.2 Global Motorbike Riding Gear Sales Outlook and CAGR Growth By Distribution Channel, 2024- 2034 (\$ billion)

5.3 Global Motorbike Riding Gear Sales Outlook and CAGR Growth By Segmentation³, 2024- 2034 (\$ billion)

5.4 Global Motorbike Riding Gear Market Sales Outlook and Growth by Region, 2024-2034 (\$ billion)

6. ASIA PACIFIC MOTORBIKE RIDING GEAR INDUSTRY STATISTICS – MARKET SIZE, SHARE, COMPETITION AND OUTLOOK

6.1 Asia Pacific Motorbike Riding Gear Market Insights, 2025

6.2 Asia Pacific Motorbike Riding Gear Market Revenue Forecast By Product, 2024-2034 (USD billion)

6.3 Asia Pacific Motorbike Riding Gear Market Revenue Forecast By Distribution Channel, 2024- 2034 (USD billion)

6.4 Asia Pacific Motorbike Riding Gear Market Revenue Forecast By Segmentation³, 2024- 2034 (USD billion)

6.5 Asia Pacific Motorbike Riding Gear Market Revenue Forecast by Country, 2024-2034 (USD billion)

6.5.1 China Motorbike Riding Gear Market Size, Opportunities, Growth 2024- 2034

6.5.2 India Motorbike Riding Gear Market Size, Opportunities, Growth 2024- 2034

6.5.3 Japan Motorbike Riding Gear Market Size, Opportunities, Growth 2024- 2034

6.5.4 Australia Motorbike Riding Gear Market Size, Opportunities, Growth 2024- 2034

7. EUROPE MOTORBIKE RIDING GEAR MARKET DATA, PENETRATION, AND BUSINESS PROSPECTS TO 2034

7.1 Europe Motorbike Riding Gear Market Key Findings, 2025

7.2 Europe Motorbike Riding Gear Market Size and Percentage Breakdown By Product, 2024- 2034 (USD billion)

7.3 Europe Motorbike Riding Gear Market Size and Percentage Breakdown By Distribution Channel, 2024- 2034 (USD billion)

7.4 Europe Motorbike Riding Gear Market Size and Percentage Breakdown By Segmentation3, 2024- 2034 (USD billion)

7.5 Europe Motorbike Riding Gear Market Size and Percentage Breakdown by Country, 2024- 2034 (USD billion)

7.5.1 Germany Motorbike Riding Gear Market Size, Trends, Growth Outlook to 2034

7.5.2 United Kingdom Motorbike Riding Gear Market Size, Trends, Growth Outlook to 2034

7.5.2 France Motorbike Riding Gear Market Size, Trends, Growth Outlook to 2034

7.5.2 Italy Motorbike Riding Gear Market Size, Trends, Growth Outlook to 2034

7.5.2 Spain Motorbike Riding Gear Market Size, Trends, Growth Outlook to 2034

8. NORTH AMERICA MOTORBIKE RIDING GEAR MARKET SIZE, GROWTH TRENDS, AND FUTURE PROSPECTS TO 2034

8.1 North America Snapshot, 2025

8.2 North America Motorbike Riding Gear Market Analysis and Outlook By Product, 2024- 2034 (\$ billion)

8.3 North America Motorbike Riding Gear Market Analysis and Outlook By Distribution Channel, 2024- 2034 (\$ billion)

8.4 North America Motorbike Riding Gear Market Analysis and Outlook By Segmentation3, 2024- 2034 (\$ billion)

8.5 North America Motorbike Riding Gear Market Analysis and Outlook by Country, 2024- 2034 (\$ billion)

8.5.1 United States Motorbike Riding Gear Market Size, Share, Growth Trends and Forecast, 2024- 2034

8.5.1 Canada Motorbike Riding Gear Market Size, Share, Growth Trends and Forecast, 2024- 2034

8.5.1 Mexico Motorbike Riding Gear Market Size, Share, Growth Trends and Forecast, 2024- 2034

9. SOUTH AND CENTRAL AMERICA MOTORBIKE RIDING GEAR MARKET DRIVERS, CHALLENGES, AND FUTURE PROSPECTS

9.1 Latin America Motorbike Riding Gear Market Data, 2025

9.2 Latin America Motorbike Riding Gear Market Future By Product, 2024- 2034 (\$ billion)

9.3 Latin America Motorbike Riding Gear Market Future By Distribution Channel, 2024- 2034 (\$ billion)

9.4 Latin America Motorbike Riding Gear Market Future By Segmentation3, 2024- 2034

(\$ billion)

9.5 Latin America Motorbike Riding Gear Market Future by Country, 2024- 2034 (\$ billion)

9.5.1 Brazil Motorbike Riding Gear Market Size, Share and Opportunities to 2034

9.5.2 Argentina Motorbike Riding Gear Market Size, Share and Opportunities to 2034

10. MIDDLE EAST AFRICA MOTORBIKE RIDING GEAR MARKET OUTLOOK AND GROWTH PROSPECTS

10.1 Middle East Africa Overview, 2025

10.2 Middle East Africa Motorbike Riding Gear Market Statistics By Product, 2024- 2034 (USD billion)

10.3 Middle East Africa Motorbike Riding Gear Market Statistics By Distribution Channel, 2024- 2034 (USD billion)

10.4 Middle East Africa Motorbike Riding Gear Market Statistics By Segmentation3, 2024- 2034 (USD billion)

10.5 Middle East Africa Motorbike Riding Gear Market Statistics by Country, 2024- 2034 (USD billion)

10.5.1 Middle East Motorbike Riding Gear Market Value, Trends, Growth Forecasts to 2034

10.5.2 Africa Motorbike Riding Gear Market Value, Trends, Growth Forecasts to 2034

11. MOTORBIKE RIDING GEAR MARKET STRUCTURE AND COMPETITIVE LANDSCAPE

11.1 Key Companies in Motorbike Riding Gear Industry

11.2 Motorbike Riding Gear Business Overview

11.3 Motorbike Riding Gear Product Portfolio Analysis

11.4 Financial Analysis

11.5 SWOT Analysis

12 APPENDIX

12.1 Global Motorbike Riding Gear Market Volume (Tons)

12.1 Global Motorbike Riding Gear Trade and Price Analysis

12.2 Motorbike Riding Gear Parent Market and Other Relevant Analysis

12.3 Publisher Expertise

12.2 Motorbike Riding Gear Industry Report Sources and MethodologyOGAMV25R0729

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