

# **Connected Motorcycle Global Market Insights 2025, Analysis and Forecast to 2030, by Market Participants, Regions, Technology, Application**

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## **Abstracts**

### **Connected Motorcycle Market Overview**

The connected motorcycle market is experiencing rapid growth, fueled by advancements in technology, increasing demand for safety features, and the emergence of smart mobility solutions. As of 2025, the market is projected to reach approximately \$22 billion, with a CAGR (Compound Annual Growth Rate) of around 8.5% from 2025 to 2030. This growth is driven by the integration of IoT (Internet of Things) and connectivity features in motorcycles.

### **Market Size and Share**

The global connected motorcycle market was valued at \$12 billion in 2023 and is expected to grow significantly by 2025. By 2030, the market is anticipated to reach \$30 billion, representing a robust expansion. Based on product type segmentation, the following are key market shares:

Connected Navigation Systems: 35%

Telematics Solutions: 30%

Infotainment Systems: 25%

Other Connected Features: 10%

### **Trends Analysis Report by Product Type**

With motorcycle manufacturers increasingly integrating technology into their products, several key trends are driving the connected motorcycle market:

**Increase in Safety Features:** Manufacturers are focusing on adding advanced safety

features such as collision detection, emergency assistance, and real-time tracking.

**Integration of Smart Mobility:** Partnerships with tech companies for smart transportation solutions are on the rise, contributing to a more connected riding experience.

**Rise of Electric Motorcycles:** The growth of electric motorcycles is also impacting the connected motorcycle market, with tech-rich features catering to environmentally conscious consumers.

### Market Share by Key Players

Several major players dominate the connected motorcycle market:

**Yamaha:** A pioneer in smart motorcycle technology.

**Suzuki:** Focusing on advanced telematics systems.

**Kawasaki:** Innovating with infotainment and navigation systems.

**BMW:** Leading in integrating advanced riding assistance technologies.

**Harley Davidson:** Connecting heritage with technology through smart features.

**IBM:** Providing data analytics and cloud services for connected features.

**Amazon:** Delving into the IoT aspect with connectivity solutions.

**Vodafone:** Enhancing motorcycle connectivity with cellular technology.

**Verizon:** Offering robust network support for connected motorcycles.

### Market Dynamics by Process

The connected motorcycle market can be segmented based on processes:

**Data Collection:** Utilizing IoT sensors to gather riding data.

**Data Processing:** Analyzing data to provide insights for riders.

**Real-Time Transmission:** Enabling instant communication between the motorcycle and support features.

### Market Dynamics by Application

Connected motorcycles serve multiple applications, including:

**Sports Motorcycles:** High demand for connectivity in competitive riding environments.

**Touring Motorcycles:** Infotainment and navigation play a crucial role.

**Roadster Motorcycles:** Safety and convenience features increasingly included.

## End-Use Market Analysis

The market can also be segmented by end-use, which includes:

**Individual Consumers:** The largest segment, with emphasis on leisure and safety.

**Commercial Use:** Including delivery services and renting companies utilizing connected solutions for efficiency.

**Government Programs:** Increasing numbers of initiatives aimed at promoting road safety and smart transportation.

## Regional Market Insights

The connected motorcycle market shows significant activity across various regions:

**North America:** Holds the largest market share at 40%, driven by high motorcycle ownership and rapid technological adoption.

**Europe:** Expected to witness significant growth, particularly in countries like Germany and the UK, with a projected share of 30%.

**Asia Pacific:** Fastest growing region, expected to hit 25% share fueled by increasing demand for two-wheelers.

**Rest of the World:** Moderate growth expected, particularly in Latin America and the Middle East.

## Market News on Policies and Companies

Recent developments in the market include:

**Policy Support:** Various governments are promoting smart mobility through favorable regulations, enhancing the market's growth.

**Company Innovations:** Recent announcements from manufacturers like BMW about new connected bike models featuring enhanced navigation and telematics.

**Technology Collaborations:** Partnerships between tech firms and motorcycle manufacturers, aiming to enhance connectivity and data processing capabilities.

## Segment Forecasts 2025 - 2030

Based on assessments, the connected motorcycle market is expected to follow certain trends up to 2030:

Connected Navigation Systems: Projected growth of 10% annually.

Telematics Solutions: Expected to expand at a rate of 9%.

Infotainment Systems: Anticipated growth of 8%.

### Conclusion

The connected motorcycle market is set for significant advancements and a robust growth trajectory from 2025 to 2030, driven by innovations in technology, increasing demand for enhanced safety features, and the rising trend towards smart mobility solutions. It is imperative for stakeholders within this market to adapt and harness these trends for maximized growth opportunities.

## Contents

### **CHAPTER 1 EXECUTIVE SUMMARY**

### **CHAPTER 2 ABBREVIATION AND ACRONYMS**

### **CHAPTER 3 PREFACE**

- 3.1 Research Scope
- 3.2 Research Sources
  - 3.2.1 Data Sources
  - 3.2.2 Assumptions
- 3.3 Research Method
- Chapter Four Market Landscape
- 4.1 Market Overview
- 4.2 Classification/Types
- 4.3 Application/End Users

### **CHAPTER 5 MARKET TREND ANALYSIS**

- 5.1 Introduction
- 5.2 Drivers
- 5.3 Restraints
- 5.4 Opportunities
- 5.5 Threats

### **CHAPTER 6 INDUSTRY CHAIN ANALYSIS**

- 6.1 Upstream/Suppliers Analysis
- 6.2 Connected Motorcycle Analysis
  - 6.2.1 Technology Analysis
  - 6.2.2 Cost Analysis
  - 6.2.3 Market Channel Analysis
- 6.3 Downstream Buyers/End Users

### **CHAPTER 7 LATEST MARKET DYNAMICS**

- 7.1 Latest News
- 7.2 Merger and Acquisition

7.3 Planned/Future Project

7.4 Policy Dynamics

## **CHAPTER 8 HISTORICAL AND FORECAST CONNECTED MOTORCYCLE MARKET IN NORTH AMERICA (2020-2030)**

8.1 Connected Motorcycle Market Size

8.2 Connected Motorcycle Market by End Use

8.3 Competition by Players/Suppliers

8.4 Connected Motorcycle Market Size by Type

8.5 Key Countries Analysis

8.5.1 United States

8.5.2 Canada

8.5.3 Mexico

## **CHAPTER 9 HISTORICAL AND FORECAST CONNECTED MOTORCYCLE MARKET IN SOUTH AMERICA (2020-2030)**

9.1 Connected Motorcycle Market Size

9.2 Connected Motorcycle Market by End Use

9.3 Competition by Players/Suppliers

9.4 Connected Motorcycle Market Size by Type

9.5 Key Countries Analysis

9.5.1 Brazil

9.5.2 Argentina

9.5.3 Chile

9.5.4 Peru

## **CHAPTER 10 HISTORICAL AND FORECAST CONNECTED MOTORCYCLE MARKET IN ASIA & PACIFIC (2020-2030)**

10.1 Connected Motorcycle Market Size

10.2 Connected Motorcycle Market by End Use

10.3 Competition by Players/Suppliers

10.4 Connected Motorcycle Market Size by Type

10.5 Key Countries Analysis

10.5.1 China

10.5.2 India

10.5.3 Japan

- 10.5.4 South Korea
- 10.5.5 Southeast Asia
- 10.5.6 Australia

## **CHAPTER 11 HISTORICAL AND FORECAST CONNECTED MOTORCYCLE MARKET IN EUROPE (2020-2030)**

- 11.1 Connected Motorcycle Market Size
- 11.2 Connected Motorcycle Market by End Use
- 11.3 Competition by Players/Suppliers
- 11.4 Connected Motorcycle Market Size by Type
- 11.5 Key Countries Analysis
  - 11.5.1 Germany
  - 11.5.2 France
  - 11.5.3 United Kingdom
  - 11.5.4 Italy
  - 11.5.5 Spain
  - 11.5.6 Belgium
  - 11.5.7 Netherlands
  - 11.5.8 Austria
  - 11.5.9 Poland
  - 11.5.10 Russia

## **CHAPTER 12 HISTORICAL AND FORECAST CONNECTED MOTORCYCLE MARKET IN MEA (2020-2030)**

- 12.1 Connected Motorcycle Market Size
- 12.2 Connected Motorcycle Market by End Use
- 12.3 Competition by Players/Suppliers
- 12.4 Connected Motorcycle Market Size by Type
- 12.5 Key Countries Analysis
  - 12.5.1 Egypt
  - 12.5.2 Israel
  - 12.5.3 South Africa
  - 12.5.4 Gulf Cooperation Council Countries
  - 12.5.5 Turkey

## **CHAPTER 13 SUMMARY FOR GLOBAL CONNECTED MOTORCYCLE MARKET (2020-2025)**

- 13.1 Connected Motorcycle Market Size
- 13.2 Connected Motorcycle Market by End Use
- 13.3 Competition by Players/Suppliers
- 13.4 Connected Motorcycle Market Size by Type

## **CHAPTER 14 GLOBAL CONNECTED MOTORCYCLE MARKET FORECAST (2025-2030)**

- 14.1 Connected Motorcycle Market Size Forecast
- 14.2 Connected Motorcycle Application Forecast
- 14.3 Competition by Players/Suppliers
- 14.4 Connected Motorcycle Type Forecast

## **CHAPTER 15 ANALYSIS OF GLOBAL KEY VENDORS**

- 15.1 Yamaha
  - 15.1.1 Company Profile
  - 15.1.2 Main Business and Connected Motorcycle Information
  - 15.1.3 SWOT Analysis of Yamaha
  - 15.1.4 Yamaha Connected Motorcycle Revenue, Gross Margin and Market Share  
(2020-2025)
- 15.2 Suzuki
  - 15.2.1 Company Profile
  - 15.2.2 Main Business and Connected Motorcycle Information
  - 15.2.3 SWOT Analysis of Suzuki
  - 15.2.4 Suzuki Connected Motorcycle Revenue, Gross Margin and Market Share  
(2020-2025)
- 15.3 Kawasaki
  - 15.3.1 Company Profile
  - 15.3.2 Main Business and Connected Motorcycle Information
  - 15.3.3 SWOT Analysis of Kawasaki
  - 15.3.4 Kawasaki Connected Motorcycle Revenue, Gross Margin and Market Share  
(2020-2025)
- 15.4 BMW
  - 15.4.1 Company Profile
  - 15.4.2 Main Business and Connected Motorcycle Information
  - 15.4.3 SWOT Analysis of BMW
  - 15.4.4 BMW Connected Motorcycle Revenue, Gross Margin and Market Share



(2020-2025)

## 15.5 Harley Davidson

### 15.5.1 Company Profile

### 15.5.2 Main Business and Connected Motorcycle Information

### 15.5.3 SWOT Analysis of Harley Davidson

### 15.5.4 Harley Davidson Connected Motorcycle Revenue, Gross Margin and Market Share (2020-2025)

## 15.6 IBM

### 15.6.1 Company Profile

### 15.6.2 Main Business and Connected Motorcycle Information

### 15.6.3 SWOT Analysis of IBM

### 15.6.4 IBM Connected Motorcycle Revenue, Gross Margin and Market Share

(2020-2025)

Please ask for sample pages for full companies list

Tables and Figures

Table Abbreviation and Acronyms

Table Research Scope of Connected Motorcycle Report

Table Data Sources of Connected Motorcycle Report

Table Major Assumptions of Connected Motorcycle Report

Figure Market Size Estimated Method

Figure Major Forecasting Factors

Figure Connected Motorcycle Picture

Table Connected Motorcycle Classification

Table Connected Motorcycle Applications

Table Drivers of Connected Motorcycle Market

Table Restraints of Connected Motorcycle Market

Table Opportunities of Connected Motorcycle Market

Table Threats of Connected Motorcycle Market

Table Covid-19 Impact For Connected Motorcycle Market

Table Raw Materials Suppliers

Table Different Production Methods of Connected Motorcycle

Table Cost Structure Analysis of Connected Motorcycle

Table Key End Users

Table Latest News of Connected Motorcycle Market

Table Merger and Acquisition

Table Planned/Future Project of Connected Motorcycle Market

Table Policy of Connected Motorcycle Market

Table 2020-2030 North America Connected Motorcycle Market Size

Figure 2020-2030 North America Connected Motorcycle Market Size and CAGR

Table 2020-2030 North America Connected Motorcycle Market Size by Application

Table 2020-2025 North America Connected Motorcycle Key Players Revenue

Table 2020-2025 North America Connected Motorcycle Key Players Market Share

Table 2020-2030 North America Connected Motorcycle Market Size by Type

Table 2020-2030 United States Connected Motorcycle Market Size

Table 2020-2030 Canada Connected Motorcycle Market Size

Table 2020-2030 Mexico Connected Motorcycle Market Size

Table 2020-2030 South America Connected Motorcycle Market Size

Figure 2020-2030 South America Connected Motorcycle Market Size and CAGR

Table 2020-2030 South America Connected Motorcycle Market Size by Application

Table 2020-2025 South America Connected Motorcycle Key Players Revenue

Table 2020-2025 South America Connected Motorcycle Key Players Market Share

Table 2020-2030 South America Connected Motorcycle Market Size by Type

Table 2020-2030 Brazil Connected Motorcycle Market Size

Table 2020-2030 Argentina Connected Motorcycle Market Size

Table 2020-2030 Chile Connected Motorcycle Market Size

Table 2020-2030 Peru Connected Motorcycle Market Size

Table 2020-2030 Asia & Pacific Connected Motorcycle Market Size

Figure 2020-2030 Asia & Pacific Connected Motorcycle Market Size and CAGR

Table 2020-2030 Asia & Pacific Connected Motorcycle Market Size by Application

Table 2020-2025 Asia & Pacific Connected Motorcycle Key Players Revenue

Table 2020-2025 Asia & Pacific Connected Motorcycle Key Players Market Share

Table 2020-2030 Asia & Pacific Connected Motorcycle Market Size by Type

Table 2020-2030 China Connected Motorcycle Market Size

Table 2020-2030 India Connected Motorcycle Market Size

Table 2020-2030 Japan Connected Motorcycle Market Size

Table 2020-2030 South Korea Connected Motorcycle Market Size

Table 2020-2030 Southeast Asia Connected Motorcycle Market Size

Table 2020-2030 Australia Connected Motorcycle Market Size

Table 2020-2030 Europe Connected Motorcycle Market Size

Figure 2020-2030 Europe Connected Motorcycle Market Size and CAGR

Table 2020-2030 Europe Connected Motorcycle Market Size by Application

Table 2020-2025 Europe Connected Motorcycle Key Players Revenue

Table 2020-2025 Europe Connected Motorcycle Key Players Market Share

Table 2020-2030 Europe Connected Motorcycle Market Size by Type

Table 2020-2030 Germany Connected Motorcycle Market Size

Table 2020-2030 France Connected Motorcycle Market Size

Table 2020-2030 United Kingdom Connected Motorcycle Market Size

Table 2020-2030 Italy Connected Motorcycle Market Size

Table 2020-2030 Spain Connected Motorcycle Market Size
Table 2020-2030 Belgium Connected Motorcycle Market Size
Table 2020-2030 Netherlands Connected Motorcycle Market Size
Table 2020-2030 Austria Connected Motorcycle Market Size
Table 2020-2030 Poland Connected Motorcycle Market Size
Table 2020-2030 Russia Connected Motorcycle Market Size
Table 2020-2030 MEA Connected Motorcycle Market Size
Figure 2020-2030 MEA Connected Motorcycle Market Size and CAGR
Table 2020-2030 MEA Connected Motorcycle Market Size by Application
Table 2020-2025 MEA Connected Motorcycle Key Players Revenue
Table 2020-2025 MEA Connected Motorcycle Key Players Market Share
Table 2020-2030 MEA Connected Motorcycle Market Size by Type
Table 2020-2030 Egypt Connected Motorcycle Market Size
Table 2020-2030 Israel Connected Motorcycle Market Size
Table 2020-2030 South Africa Connected Motorcycle Market Size
Table 2020-2030 Gulf Cooperation Council Countries Connected Motorcycle Market Size
Table 2020-2030 Turkey Connected Motorcycle Market Size
Table 2020-2025 Global Connected Motorcycle Market Size by Region
Table 2020-2025 Global Connected Motorcycle Market Size Share by Region
Table 2020-2025 Global Connected Motorcycle Market Size by Application
Table 2020-2025 Global Connected Motorcycle Market Share by Application
Table 2020-2025 Global Connected Motorcycle Key Vendors Revenue
Figure 2020-2025 Global Connected Motorcycle Market Size and Growth Rate
Table 2020-2025 Global Connected Motorcycle Key Vendors Market Share
Table 2020-2025 Global Connected Motorcycle Market Size by Type
Table 2020-2025 Global Connected Motorcycle Market Share by Type
Table 2025-2030 Global Connected Motorcycle Market Size by Region
Table 2025-2030 Global Connected Motorcycle Market Size Share by Region
Table 2025-2030 Global Connected Motorcycle Market Size by Application
Table 2025-2030 Global Connected Motorcycle Market Share by Application
Table 2025-2030 Global Connected Motorcycle Key Vendors Revenue
Figure 2025-2030 Global Connected Motorcycle Market Size and Growth Rate
Table 2025-2030 Global Connected Motorcycle Key Vendors Market Share
Table 2025-2030 Global Connected Motorcycle Market Size by Type
Table 2025-2030 Connected Motorcycle Global Market Share by Type

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