

Motorcycle Apparel Market Forecasts to 2032 – Global Analysis By Product (Jackets, Pants, Shoes, Gloves, Helmets and Other Products), Material, Vehicle Type, Distribution Channel, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Motorcycle Apparel Market is accounted for \$28.76 billion in 2025 and is expected to reach \$50.91 billion by 2032 growing at a CAGR of 8.5% during the forecast period. Motorcycle attire is the term for specialised clothes and equipment made to improve comfort and style while shielding motorcyclists from weather-related hazards and injuries. Gloves, leggings, boots, jackets, helmets and body armour composed of leather, Kevlar or textile mixes are examples of durable materials. Motorcycle clothing provides visibility on the road, impact protection, and abrasion resistance, among other practical and cosmetic benefits. For climate adaptation, it frequently has thermal lining, ventilation, and waterproofing. For the sake of safety, legal compliance, and improving the riding experience for both commuters and enthusiasts, appropriate motorcycle clothing is crucial.

Market Dynamics:

Driver:

Increasing motorcycle sales and rising road safety awareness

The need for safety equipment including jackets, helmets, gloves, and boots is increasing as more people choose motorcycles for both leisure and commuting. The market is also boosted by riders' increased awareness of road safety, which promotes the adoption of approved protective equipment. Government laws requiring the use of protective gear are also a major factor in the expansion of the business. In response,

producers are introducing ergonomic designs and cutting-edge materials to satisfy customer demands. The total growth of the motorcycle clothing market is reinforced by this combined tendency.

Restraint:

High cost of premium motorcycle apparel

Many motorcyclists choose inexpensive substitutes or completely forego protective gear, particularly in developing nations. The general desire for branded, high-quality equipment is decreased by this price sensitivity. Entry-level or small-scale riders frequently struggle to defend the purchase of pricey clothing. As a result, limited adoption among customers on a tight budget slows industry growth. Purchases are further discouraged by the low resale value of secondhand clothing.

Opportunity:

Rising demand for smart and sustainable gear

Sustainability is being promoted by consumers' growing preference for eco-friendly products like biodegradable fibres and recycled textiles. The safety and comfort of riders are improved by smart clothing with features like integrated GPS, airbag systems, and networking. The client base grows as a result of these advances, which appeal to riders who are ecologically concerned and tech-savvy. Manufacturers are spending money on research and development to include cutting-edge technologies while lessening their impact on the environment. As a result, the market is seeing an increase in high-end, multipurpose equipment.

Threat:

Presence of counterfeit and substandard products

Frequently imitating well-known brands, these inferior substitutes deceive customers and undermine brand credibility. Because such clothing provides insufficient protection, riders wearing it run a higher risk of injury. Additionally, genuine producers suffer from dilution of their brand and income losses. The situation is made worse by the fact that fraudulent gear is widely available online. This deters premium purchases and erodes customer trust in the market.

Covid-19 Impact

The COVID-19 pandemic significantly impacted the motorcycle apparel market, causing supply chain disruptions, factory shutdowns, and a decline in consumer spending. Lockdowns and travel restrictions led to reduced motorcycle usage, directly affecting the demand for related apparel. Retail store closures and shifting priorities toward essential goods further slowed sales. However, the market saw a gradual recovery as restrictions eased and interest in personal mobility increased. E-commerce platforms gained traction, and manufacturers adapted by enhancing digital presence and offering safety-oriented gear, helping the market stabilize post-pandemic.

The gloves segment is expected to be the largest during the forecast period

The gloves segment is expected to account for the largest market share during the forecast period, due to offering essential hand protection, enhancing rider safety and comfort. Increasing awareness about road safety and rising accident rates have boosted the demand for high-quality motorcycle gloves. Technological advancements, such as the integration of knuckle protection, touchscreen compatibility, and weather-resistant materials, are attracting more consumers. Additionally, the growing popularity of racing and adventure biking is fueling the need for specialized gloves. Manufacturers are also offering a wide variety of styles and price points, making gloves accessible to a broader customer base.

The touring motorcycle segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the touring motorcycle segment is predicted to witness the highest growth rate, due to the long-distance nature of travel, which demands high-quality, durable gear. Riders prefer advanced apparel that offers enhanced comfort, weather resistance, and protective features for extended journeys. This demand drives innovation in materials and designs tailored specifically for touring needs. The popularity of adventure touring and cross-country rides further increases the uptake of premium jackets, gloves, boots, and riding suits. As a result, manufacturers focus more on functionality and safety, fueling consistent growth in the apparel segment.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share due to high two-wheeler ownership, especially in countries like India, China,

Indonesia, and Vietnam. Urbanization and increasing disposable income are encouraging riders to invest in quality gear. Unlike North America, affordability and functionality are key factors, driving demand for lightweight, weather-resistant, and cost-effective products. The rising popularity of motorbike sports and the influence of Western trends also support growth. Domestic brands are gaining traction alongside international players through regional customization and competitive pricing.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to a strong culture of motorcycle touring, increasing safety awareness, and the popularity of adventure biking. The U.S. and Canada dominate the region, with rising demand for advanced protective gear such as armored jackets, reinforced gloves, and Bluetooth-integrated helmets. E-commerce growth and the presence of leading brands like Harley-Davidson and Alpinestars further fuel market expansion. Additionally, regulatory emphasis on rider safety and premium product preferences among consumers contribute to sustained market growth.

Key players in the market

Some of the key players profiled in the Motorcycle Apparel Market include Alpinestars, Dainese, Rev'it!, Fox Racing, Klim, Spidi, Held, Rukka, Furygan, Kushitani, RS Taichi, KOMINE, GOLDWIN Motorcycle, DAYTONA, YELLOW CORN, Polaris and Belstaff.

Key Developments:

In January 2025, Dainese partnered with Bangalore-based Tusker Group to open “D-Store” exclusive outlets. The first store opened at Orion Mall, with plans to expand to Delhi, Mumbai, Pune, Chennai, Coimbatore, and more.

In August 2024, Alpinestars teamed up with Aprilia to launch a four-piece premium riding apparel collection, blending Alpinestars' protection tech with Aprilia's sporty aesthetic. Pieces include the Speed Blast Air Tex jacket, now available via Aprilia's online store.

Products Covered:

Jackets

Pants

Shoes

Gloves

Helmets

Base Layers

Rainwear

Accessories

Other Products

Materials Covered:

Leather

Textile

Kevlar

Synthetic

Hybrid

Other Materials

Vehicle Types Covered:

Street Motorcycle

Off-road Motorcycle (Motocross, Enduro)

Cruiser Motorcycle

Touring Motorcycle

Sports Bike

Electric Motorcycles

Other Vehicle Types

Distribution Channels Covered:

Online Retail

Offline Retail

End Users Covered:

Men

Women

Kids

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as

per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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