

# Off-Road Vehicle Gear Market Forecasts to 2032 – Global Analysis By Product (Protective Gear, Vehicle Accessories and Safety Equipment), Vehicle Type, Material Type, End User and By Geography

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## Abstracts

According to Statistics MRC, the Global Off-Road Vehicle Gear Market is accounted for \$23.6 billion in 2025 and is expected to reach \$40.2 billion by 2032 growing at a CAGR of 7.9% during the forecast period. Off-road vehicle gear refers to the specialized equipment, protective accessories, and performance-enhancing components designed to help vehicles and riders navigate rugged terrain safely and effectively. It includes helmets, gloves, boots, body armor, winches, tires, suspension upgrades, lighting systems, storage racks, and navigation tools. Rooted in long-standing adventure traditions yet shaped by modern engineering, this gear ensures durability, stability, and protection against harsh elements. Whether used for motorsports, trail riding, farming, or exploration, off-road gear strengthens both safety and performance. It empowers riders to face unpredictable landscapes with confidence, blending time-tested ruggedness with forward-looking technology in every journey.

### Market Dynamics:

Driver:

Growing Off-Road & Adventure Tourism

Growing off-road and adventure tourism is a key driver of the off-road vehicle gear market. As more travelers seek thrilling outdoor experiences, demand for specialized gear such as helmets, tires, suspension upgrades, and navigation tools rises. Adventure tourism destinations worldwide are expanding, encouraging enthusiasts to invest in

durable, high-performance equipment. This trend not only boosts recreational activities but also strengthens safety standards, making gear indispensable. The surge in adventure travel ensures steady growth, positioning tourism as a central force in market expansion.

Restraint:

### High Cost of Gear

High gear costs remain a significant restraint in the off-road vehicle gear market. Specialized equipment such as body armor, winches, and advanced suspension systems often require substantial investment, limiting accessibility for budget-conscious riders. Premium materials and engineering innovations further elevate prices, making affordability a challenge in emerging markets. While enthusiasts value safety and performance, the expense can deter widespread adoption.

Opportunity:

### Advancements in technology

Advancements in technology present a strong opportunity for the off-road vehicle gear market. Innovations in lightweight composites, smart navigation systems, and enhanced suspension designs improve performance and rider safety. Integration of digital tools such as GPS tracking and smart lighting systems enhances convenience and reliability. Eco-friendly materials and ergonomic designs also attract sustainability-conscious consumers. As technology continues to evolve, manufacturers can differentiate offerings, meet diverse rider needs, and capture new markets.

Threat:

### Regulatory & Environmental Compliance

Regulatory and environmental compliance pose challenges for the off-road vehicle gear market. Governments worldwide enforce strict standards on emissions, land use, and safety, impacting gear design and usage. Manufacturers must adapt to evolving regulations, which can increase costs and slow product launches. Environmental concerns about trail preservation and wildlife protection further restrict off-road activities, reducing gear demand in sensitive regions. Navigating these complexities requires strategic planning and sustainable innovation.

### Covid-19 Impact:

Covid-19 had a mixed impact on the off-road vehicle gear market. Lockdowns initially disrupted supply chains and reduced tourism, slowing demand for gear. However, as restrictions eased, outdoor recreation surged, with riders seeking safe, socially distanced activities. Off-road adventures became popular alternatives, driving renewed interest in protective and performance-enhancing equipment. Manufacturers adapted by strengthening e-commerce channels and offering digital engagement.

The vehicle accessories segment is expected to be the largest during the forecast period

The vehicle accessories segment is expected to account for the largest market share during the forecast period, as accessories such as winches, lighting systems, storage racks, and navigation tools are essential for enhancing safety, convenience, and performance in rugged terrains. Their versatility across motorsports, farming, and exploration ensures widespread adoption. Rising adventure tourism and consumer preference for customization further fuel demand. With consistent utility and broad application, vehicle accessories remain the backbone of off-road gear offerings, securing their dominance in the global market landscape.

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

Over the forecast period, the composites segment is predicted to witness the highest growth rate, because composite materials are increasingly used in helmets, body armor, and vehicle components. These innovations improve rider safety while enhancing vehicle efficiency and performance. As sustainability gains importance, composites offer a competitive edge by reducing environmental impact without compromising strength. Growing demand for advanced materials in off-road gear ensures rapid expansion, positioning composites as the fastest-growing segment and a key driver of technological transformation in the industry.

### Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, due to rising adventure tourism, expanding middle-class populations, and growing disposable incomes across countries such as China, India, and Australia fuel

demand. Cultural traditions of outdoor exploration and increasing investments in motorsports further strengthen adoption. With diverse terrains and booming recreational activities, Asia Pacific offers vast opportunities for gear manufacturers. The region's economic growth and consumer enthusiasm secure its position as the leading contributor to global revenues.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to strong adventure tourism, widespread motorsports culture, and high disposable incomes drive demand for premium gear. Consumers increasingly invest in advanced accessories, composites, and protective equipment to enhance safety and performance. Regulatory emphasis on safety standards also supports adoption. With robust infrastructure, technological innovation, and cultural enthusiasm for outdoor recreation, North America is poised to lead in growth momentum, shaping future trends in the global off-road gear industry.

Key players in the market

Some of the key players in Off-Road Vehicle Gear Market include Polaris Inc., Harley-Davidson, Inc., Arctic Cat, Triumph Motorcycles Ltd., Honda Motor Co., Ltd., BMW Motorrad, Yamaha Motor Co., Ltd., Ducati Motor Holding S.p.A., Kawasaki Heavy Industries, Ltd., Mahindra & Mahindra Ltd., Suzuki Motor Corporation, CFMOTO Powersports Inc., BRP Inc., Husqvarna Motorcycles and KTM AG.

### **Key Developments:**

In December 2024, Mitsubishi Motors Corporation entered a memorandum of understanding with Nissan Motor Co., Ltd. and Honda Motor Co., Ltd. to explore Mitsubishi Motors' participation in their existing business-integration framework, aiming to enhance synergies via a potential joint holding company.

In June 2024, Mitsubishi Corporation (MC) and Honda Motor Co., Ltd. announced their plan to establish a 50/50 joint-venture named ALTNA Co., Ltd. in July 2024 to optimise EV cost, extend battery lifespan and support renewable energy integration.

Products Covered:

Protective Gear

Vehicle Accessories

Safety Equipment

Vehicle Types Covered:

All-Terrain Vehicles (ATVs)

Utility Task Vehicles (UTVs)

Dirt Bikes

Off-Road Trucks & SUVs

Material Types Covered:

Synthetic

Leather

Metal & Alloys

Composites

End Users Covered:

Recreational Users

Professional Riders & Racing

Military & Defense

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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