

Australia Car Rack Market By Type (Roof Rack, Roof Box, Bike Car Rack, Ski Rack, Watersport Carrier), By Material (Aluminum Alloy, Composite Plastic, Stainless Steel, Others), By Vehicle Type (Hatchback, Sedan, SUV/MPV), By Region, By Competition, Opportunities & Forecast, 2020-2030F

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Abstracts

Market Overview:

Australia Car Rack Market was valued at USD 29.74 Million in 2024 and is expected to reach USD 42.66 Million by 2030 with a CAGR of 6.20% during the forecast period. The Australia car rack market is witnessing steady growth driven by evolving consumer lifestyles and a rising preference for adventure-based travel. As more individuals and families embrace outdoor activities like cycling, surfing, skiing, and camping, the need for secure, durable, and vehicle-compatible racks is growing. This shift in recreational habits is influencing purchasing patterns, with consumers opting for car racks that offer versatility, safety, and easy installation. The market is also benefiting from the expanding SUV and crossover segment, which are commonly outfitted with roof rails or towing capabilities that support car rack systems. For instance, in 2022, vehicle demand outpaced supply, a total of 1,081,429 vehicles were delivered in Australia, with Toyota leading the market at a 21.4% share and the Toyota Hi-Lux topping sales at 64,391 units. SUVs and light commercial vehicles dominated the market, making up 76.8% of total sales and representing eight of the top ten best-selling models. Battery electric vehicles gained traction, accounting for 3.1% of overall vehicle sales. Car owners are investing in multipurpose racks that can carry bikes, kayaks, and storage boxes without compromising fuel efficiency or aesthetics. This shift toward multifunctional utility vehicles is significantly shaping demand for car racks across urban and suburban

markets.

Market Drivers

Rising Participation in Outdoor Recreational Activities

The increasing focus on health and wellness, especially among younger generations, has spurred a surge in outdoor recreational activities. Fitness enthusiasts are more likely to engage in activities that allow them to connect with nature, such as hiking, camping, cycling, and water sports. These activities often require additional gear, which leads to the growing popularity of car racks as essential accessories for carrying bulky equipment. The rising interest in solo and family outdoor adventures further fuels demand for car racks, which offer a convenient way to transport outdoor equipment without overcrowding the vehicle's interior. For instance, Australia is seeing a rise in recreational activity, with 761,050 short-term trips recorded in March 2024 up by 147,710 from the previous year. New South Wales and Queensland led the surge, with visitor arrivals increasing by 48,310 and 47,580 respectively. This growth highlights a strong national trend toward leisure and outdoor travel. This increased participation in outdoor activities ensures that the car rack market will continue to thrive, as these products become integral to the experience of enjoying outdoor hobbies and adventures. In addition to recreational use, outdoor sports have evolved into lifestyle choices for many people, meaning that car racks are now seen as a functional necessity rather than a luxury item. The broader cultural shift towards sustainability and spending more time outdoors also supports sustained demand for these products, positioning them as important tools in the active lifestyle sector.

Key Market Challenges

High Initial Cost of Premium Car Racks

While premium car racks offer advanced features and greater durability, their higher price point can be a barrier for many consumers. High-quality racks with features such as aerodynamic designs, enhanced security mechanisms, or modular systems often come at a significant cost. For price-sensitive consumers, this can lead to hesitation or the decision to purchase less expensive alternatives that may not offer the same level of performance. The initial investment can be seen as a drawback, particularly for those who use the racks only occasionally. To address this challenge, manufacturers are exploring ways to reduce production costs without compromising on quality, allowing them to offer premium features at more competitive prices. Additionally, marketing

strategies that emphasize the long-term value and durability of these racks can help justify the initial cost to consumers, making them more likely to see the value in investing in a higher-quality product.

Key Market Trends

Integration of Aerodynamic and Noise-Reduction Features

The integration of aerodynamic features into car racks is becoming increasingly popular as consumers demand products that reduce wind resistance and noise. These innovations help improve fuel efficiency by minimizing drag, which in turn reduces the vehicle's fuel consumption. The reduction of noise, especially at high speeds, is another significant benefit, enhancing the driving experience during long trips. As environmental concerns rise, eco-conscious consumers are prioritizing products that offer both practicality and sustainability. Car racks with aerodynamic designs not only enhance the functionality of the product but also contribute to the broader trend of reducing carbon footprints. This growing emphasis on sustainability and fuel efficiency is expected to continue shaping product development in the car rack market.

Key Market Players

ACPS Automotive GmbH

Allen Sports USA

Roof Racks Galore (RRGQ) Pty Ltd

Roof Carrier Systems

Cequent Group (Rola)

Thule Group

Yakima Australia Pty Ltd.

Clarus Corporation

Mont Blanc Group AB

Shingleback Off Road

Report Scope:

In this report, the Australia Car Rack Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Australia Car Rack Market, By Type:

Roof Rack

Roof Box

Bike Car Rack

Ski Rack

Watersport Carrier

Australia Car Rack Market, By Material:

Aluminum Alloy

Composite Plastic

Stainless Steel

Others

Australia Car Rack Market, By Vehicle Type:

Hatchback

Sedan

SUV/MPV

Australia Car Rack Market, By Region:

Victoria & Tasmania

Queensland

Western Australia

Northern Territory & Southern Australia

Australia Capital Territory & New South Wales

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Australia Car Rack Market.

Available Customizations:

Australia Car Rack Market report with the given market data, TechSci Research offers customizations according to the company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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