

Automotive Two Wheeler Wheel Rim Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Material Type (Alloy, Steel, Carbon Fiber), By Sales Channel (OEM, Aftermarket), By Region, Competition, 2018-2028

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Abstracts

Global Automotive Two wheeler Wheel Rim Market has valued at USD 6 Billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 7.1% through 2028. The Global Automotive Two-wheeler Wheel Rim Market is a vital and rapidly evolving segment within the broader automotive industry. It plays a pivotal role in ensuring the safety, performance, and aesthetics of motorcycles and scooters, which are popular modes of transportation globally. This market has been experiencing sustained growth in recent years, driven by several key factors. Firstly, the urbanization trend, especially in emerging economies, has led to increased demand for affordable and efficient personal mobility solutions. Two-wheelers, known for their maneuverability and cost-effectiveness, have witnessed rising adoption rates, boosting the demand for high-quality wheel rims. Secondly, technological advancements have been a hallmark of this market. Manufacturers are continuously innovating in materials and production techniques to meet the demands of modern riders. Lightweight materials such as aluminum and advanced manufacturing processes like die-casting and forging have become commonplace, enhancing the overall performance and fuel efficiency of two-wheelers. Moreover, the integration of smart sensors and embedded technology into wheel rims for functions like tire pressure monitoring reflects the industry's commitment to enhancing safety and user experience.

The growing emphasis on environmental sustainability has also left its mark on the market. Manufacturers are increasingly turning to eco-friendly materials like recyclable aluminum and adopting processes that minimize their carbon footprint. Coatings and

finishes that reduce emissions during production are gaining traction, reflecting a broader commitment to greener practices. Furthermore, the market has seen consolidation through mergers and acquisitions as larger companies seek to expand their product portfolios and gain a competitive edge. Customization and personalization options have become more prevalent, catering to consumer desires for unique designs and finishes. Additionally, globalization efforts, including the establishment of production facilities in emerging markets, are helping manufacturers tap into new consumer bases and reduce costs.

Lastly, stringent safety and quality standards, along with evolving regulations, are shaping the market landscape. Compliance with these standards is not only essential for consumer safety but also for avoiding significant recalls and penalties. In summary, the Global Automotive Two-wheeler Wheel Rim Market is a dynamic sector influenced by urbanization, technology, sustainability, market consolidation, customization, globalization, and regulatory changes, making it a key player in the modern automotive ecosystem.

Key Market Drivers

Rising Demand for Two-Wheelers

The global demand for two-wheelers, including motorcycles and scooters, has been steadily increasing. This surge is attributed to several factors, including population growth, urbanization, and the need for affordable and efficient personal transportation. Emerging markets in Asia, particularly India and China, have witnessed significant growth in the two-wheeler segment due to their large populations and increasing disposable incomes. This rise in two-wheeler sales directly impacts the demand for wheel rims, making it a fundamental driver of the wheel rim market.

Stringent Emission Regulations

Environmental concerns and stringent emission regulations have been a driving force in the automotive industry. Governments worldwide are imposing stricter emission standards to curb pollution and reduce the carbon footprint of vehicles. As a result, manufacturers are compelled to develop lighter and more fuel-efficient two-wheelers. Wheel rims play a crucial role in reducing the overall weight of a two-wheeler, thereby contributing to improved fuel efficiency and compliance with emission standards. This drives the demand for innovative and lightweight wheel rims.

Advancements in Material Technology

Material advancements have revolutionized the automotive industry, and the wheel rim segment is no exception. The development of lightweight, high-strength materials, such as aluminum alloys and composite materials, has led to the production of stronger and more efficient wheel rims. These materials offer benefits like improved fuel efficiency, better handling, and enhanced performance. As a result, manufacturers are investing in research and development to incorporate these materials into their wheel rim production, making material innovation a significant market driver.

Customization and Aesthetics

The automotive industry, including the two-wheeler segment, has seen a growing emphasis on personalization and aesthetics. Consumers are increasingly seeking unique and stylish vehicles that reflect their personality. Wheel rims are an essential part of a two-wheeler's visual appeal, and manufacturers are responding by offering a wide range of design options. Customized and aesthetically appealing wheel rims are in high demand, especially among younger consumers. This trend drives manufacturers to invest in design capabilities and offer a diverse portfolio of wheel rim designs, thereby boosting market growth.

Safety and Durability Requirements

Safety is paramount in the automotive industry, and two-wheelers are no exception. Wheel rims play a critical role in ensuring the safety and stability of a vehicle. Manufacturers are under constant pressure to meet stringent safety and durability requirements. They must design wheel rims that can withstand various road conditions and impacts while ensuring the safety of the rider. This need for safety and durability drives innovation in wheel rim design and materials, fostering market growth.

Global Expansion and Emerging Markets

The expansion of the two-wheeler market into new geographic regions and emerging markets is another significant driver. As urbanization and economic development continue in countries across Asia, Africa, and Latin America, the demand for affordable and fuel-efficient transportation options like two-wheelers is on the rise. This creates new opportunities for wheel rim manufacturers to tap into these markets. Additionally, global expansion efforts by established manufacturers to penetrate new markets and diversify their customer base contribute to the growth of the wheel rim market.

Key Market Challenges

Intense Competition and Price Pressures

The automotive two-wheeler wheel rim market is highly competitive, with numerous manufacturers vying for market share. This intense competition often leads to price pressures as manufacturers try to gain a competitive edge by offering lower prices. Price wars can erode profit margins and hinder investments in research and development (R&D) and quality improvements. Maintaining cost-effective production while delivering high-quality wheel rims becomes a significant challenge for market players.

Rising Material Costs

The cost of raw materials, especially metals like aluminum and steel, has been on the rise in recent years. Wheel rims are predominantly made from these materials, and fluctuations in their prices can significantly impact manufacturing costs. Manufacturers must constantly adapt to these price fluctuations, potentially leading to increased product costs. Finding ways to mitigate these cost increases, such as exploring alternative materials or optimizing production processes, is a challenge.

Regulatory Compliance

The automotive industry is subject to various regulatory standards and emissions regulations. Compliance with these standards is essential, and any deviation can lead to costly fines and recalls. Wheel rims, as critical components of vehicles, must meet safety and quality standards set by regulatory authorities. Staying up-to-date with changing regulations, ensuring compliance, and adapting production processes to meet new standards can be a challenging and resource-intensive task for wheel rim manufacturers.

Technological Advancements and Innovation

Rapid technological advancements are transforming the automotive industry. Electric two-wheelers and smart features are becoming increasingly common, leading to new requirements for wheel rims. Electric two-wheelers require lightweight yet durable wheel rims to maximize range, while smart features may necessitate sensor integration within the rims. Keeping pace with these technological advancements and integrating them

into wheel rim design and manufacturing processes is a challenge that demands continuous innovation.

Supply Chain Disruptions

The COVID-19 pandemic highlighted the vulnerability of global supply chains. Disruptions in the supply chain, whether caused by pandemics, natural disasters, geopolitical tensions, or other factors, can severely impact the production and delivery of wheel rims. Manufacturers need robust contingency plans to mitigate these disruptions, but they remain a persistent challenge as they require significant investments in risk management and redundancy.

Environmental Concerns and Sustainability

Environmental concerns, including the carbon footprint and sustainability of products, are increasingly influencing consumer preferences and regulatory requirements. The manufacturing processes of wheel rims, especially those involving metals, can be resource-intensive and generate significant emissions. Achieving sustainability goals by reducing the environmental impact of production is a pressing challenge. Manufacturers need to invest in eco-friendly production methods and materials to align with these changing consumer and regulatory expectations.

Counterfeit Products and Quality Control

The proliferation of counterfeit automotive parts is a significant concern in the two-wheeler wheel rim market. Counterfeit wheel rims may not meet quality and safety standards, posing risks to riders and manufacturers' reputations. Ensuring product authenticity and maintaining rigorous quality control measures to prevent counterfeit products from entering the market is a constant challenge. Manufacturers must invest in anti-counterfeiting measures, including product tracking and authentication systems, to address this issue effectively.

Key Market Trends

Technological Advancements and Innovation

One of the most prominent trends in the global automotive two-wheeler wheel rim market is the continuous technological advancements and innovation. The industry is witnessing a significant shift towards lightweight and high-strength materials, such as

aluminum and carbon fiber, to enhance performance and fuel efficiency. Innovative manufacturing processes like die-casting, forging, and 3D printing are being adopted to produce wheel rims with superior strength-to-weight ratios. Moreover, the integration of smart sensors and embedded technology in wheel rims for real-time tire pressure monitoring and maintenance alerts is becoming increasingly common. These advancements aim to enhance safety, reduce maintenance costs, and improve overall user experience.

Growing Adoption of Electric Two-wheelers

The global shift towards electric mobility is also impacting the automotive two-wheeler wheel rim market. As governments and consumers emphasize environmental sustainability, the demand for electric scooters and motorcycles is surging. Electric two-wheelers require specialized wheel rims to accommodate the weight and characteristics of electric powertrains and batteries. Manufacturers are investing in the development of lightweight yet durable wheel rims specifically designed for electric two-wheelers. This trend is expected to gain momentum as electric mobility becomes more mainstream.

Sustainability and Environmental Concerns

Sustainability and environmental concerns are driving changes in the automotive industry, including the wheel rim market. Manufacturers are increasingly focused on eco-friendly materials and processes. Aluminum, which is recyclable and offers weight-saving advantages, is becoming the material of choice for many wheel rim producers. Additionally, the adoption of eco-friendly coatings and finishes that reduce emissions during the manufacturing process is on the rise. Sustainability certifications and compliance with environmental regulations are crucial factors shaping the industry's future.

Market Consolidation and Mergers

The global automotive two-wheeler wheel rim market has witnessed significant consolidation through mergers and acquisitions. Large wheel rim manufacturers are acquiring smaller companies to expand their product portfolios, enhance their technological capabilities, and access new markets. This consolidation is driven by the need for economies of scale, increased competitiveness, and a broader global presence. It also leads to the creation of conglomerates that can offer a wide range of wheel rim options catering to various vehicle types and market segments.

Customization and Personalization

Consumer preferences are evolving, and there is a growing demand for customized and personalized wheel rims. Two-wheeler owners, especially enthusiasts and premium segment buyers, are looking for unique designs and finishes to make their vehicles stand out. Manufacturers are responding to this trend by offering a wide array of design options, colors, and finishes for wheel rims. Some even provide customization services, allowing customers to create bespoke wheel rims that reflect their individual style and preferences.

Globalization and Market Expansion

The globalization of the automotive industry is impacting the two-wheeler wheel rim market as well. Established manufacturers are expanding their global footprints by setting up production facilities in emerging markets with a high demand for two-wheelers. This strategic move allows them to reduce production costs, tap into growing consumer bases, and adapt to local preferences. Additionally, international collaborations and partnerships are becoming common, facilitating the exchange of technology and expertise across borders.

Regulatory Changes and Safety Standards

Regulatory changes and safety standards are playing a pivotal role in shaping the automotive two-wheeler wheel rim market. Governments worldwide are implementing stringent safety and quality standards to ensure the reliability of wheel rims and their components. Compliance with these standards is non-negotiable for manufacturers, as non-compliance can lead to significant recalls and financial penalties. This trend is pushing manufacturers to invest in research and development to meet or exceed regulatory requirements while also improving the overall safety of wheel rims.

Segmental Insights

Material Type Analysis

In 2022, the alloy category led the market, and it is anticipated that this dominance will last throughout the forecast period. The market is expanding as a result of the rising popularity of aluminum alloys due to their appearance and low weight. To increase the efficiency and performance of the car, almost all automakers choose to utilize aluminum alloy wheels. During the projected period, it is anticipated that the carbon fiber segment

will grow the fastest. Segment expansion is predicted to be fueled by rising consumer demand for cutting-edge materials like carbon fiber that are lightweight and have advantageous qualities for the fabrication of rims for sports cars and high-performance vehicles. From 2023 to 2030, the carbon fiber market is anticipated to develop at the highest CAGR. The vehicle's hefty weight causes it to use more fuel, which hinders the market's expansion. To reduce excessive fuel consumption, major OEMs like Mercedes and BMW have concentrated on implementing lightweight Carbon Fiber Reinforced Plastic (CFRP) wheel rims in most luxury and high-end vehicles.

Sales Channel Type Analysis

The market is divided into aftermarket and OEM segments based on sales channel.

By 2030, the OEM segment is expected to maintain its market dominance, which it did in 2022. The sales of these rims have been mostly made to OEMs due to the low replacement rate of wheel rims and the ongoing production of autos. Additionally, the adoption of these rims with different designs, coatings, sophisticated materials, and others is being driven by automakers' efforts to continuously innovate for increasing performance, ride quality, and aesthetics, consequently boosting the segment growth in the years to come. Due to consumer demand for adding personalized wheel rims, the aftermarket category is anticipated to increase at the quickest rate. The increasing demand for passenger cars with unique customizations is anticipated to increase demand for aftermarket wheels.

Regional Insights

In terms of market share for vehicle wheel rims, Asia Pacific led in 2022. It is anticipated that rising car sales in China and India will accelerate regional market expansion. For instance, China has the highest vehicle sales worldwide compared to all other nations combined. Additionally, favorable government restrictions in China and the government's emphasis on outmoded car bans will have an impact on the region's demand for wheel rims. Asia Pacific serves as a hub for electric vehicles in addition to conventional vehicles. More than any other nation, China manufactures a sizable quantity of electric automobiles. The market will expand as a result of rising demand for lightweight rims in these EVs.

The second-largest market share in 2022 belonged to North America. New technologies are widely used and innovated in North America. As a result, North American automakers are putting a lot of effort into using cutting-edge lightweight materials for

their parts. Similar to how the market expansion in North America is being aided by rising demand for carbon fiber and aluminum alloy rims for high-performance vehicles. Additionally, the U.S.'s booming auto industry is spurring market expansion in the area.

Over the projection period, a significant growth rate is expected in Europe. The need for lightweight vehicle parts from the region's top automakers is the key factor fueling the expansion. To improve the performance of their new generation of vehicles, major manufacturers like Volkswagen, Mercedes-Benz, Renault, and others are concentrating heavily on adopting lightweight car parts. Latin America, the Middle East, and Africa are included in the rest of the world. It is projected that the rapidly increasing automotive industry in these regions will accelerate market expansion.

Key Market Players

Glanbia Plc

Pfizer Inc.

Bayer AG

Amway Corp.

GlaxoSmithKline plc.

Good Health New Zealand

The Nature's Bounty Co.

NOW Foods

Abbott

Herbalife Nutrition

Report Scope:

In this report, the Global Automotive Two wheeler Wheel Rim Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Automotive Two wheeler Wheel Rim Market, By Material:

Alloy

Steel

Carbon Fiber

Automotive Two wheeler Wheel Rim Market, By Sales Channel:

OEM

Aftermarket

Automotive Two wheeler Wheel Rim Market, By Region:

North America

United States

Canada

Mexico

Europe & CIS

France

Russia

United Kingdom

Italy

Germany

Spain

Belgium

Asia-Pacific

China

India

Japan

Indonesia

Thailand

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global

Automotive Two Wheeler Wheel Rim Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segm...

Automotive Two wheeler Wheel Rim Market.

Available Customizations:

Global Automotive Two wheeler Wheel Rim market report with the given market data, Tech Sci Research offers customizations according to a 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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- 14.1. Company Profiles (Up to 10 Major Companies)
 - 14.1.1. MAXION Wheels
 - 14.1.1.1. Company Details
 - 14.1.1.2. Key Product Offered
 - 14.1.1.3. Financials (As Per Availability)
 - 14.1.1.4. Recent Developments
 - 14.1.1.5. Key Management Personnel
 - 14.1.2. Steel Strips Wheels Ltd
 - 14.1.2.1. Company Details
 - 14.1.2.2. Key Product Offered
 - 14.1.2.3. Financials (As Per Availability)
 - 14.1.2.4. Recent Developments
 - 14.1.2.5. Key Management Personnel
 - 14.1.3. ESE Carbon
 - 14.1.3.1. Company Details
 - 14.1.3.2. Key Product Offered
 - 14.1.3.3. Financials (As Per Availability)
 - 14.1.3.4. Recent Developments
 - 14.1.3.5. Key Management Personnel
 - 14.1.4. Accuride Corporation

- 14.1.4.1. Company Details
- 14.1.4.2. Key Product Offered
- 14.1.4.3. Financials (As Per Availability)
- 14.1.4.4. Recent Developments
- 14.1.4.5. Key Management Personnel
- 14.1.5. Superior Industries International, Inc.
 - 14.1.5.1. Company Details
 - 14.1.5.2. Key Product Offered
 - 14.1.5.3. Financials (As Per Availability)
 - 14.1.5.4. Recent Developments
 - 14.1.5.5. Key Management Personnel
- 14.1.6. Ronal Group
 - 14.1.6.1. Company Details
 - 14.1.6.2. Key Product Offered
 - 14.1.6.3. Financials (As Per Availability)
 - 14.1.6.4. Recent Developments
 - 14.1.6.5. Key Management Personnel
- 14.1.7. BORBET GmbH
 - 14.1.7.1. Company Details
 - 14.1.7.2. Key Product Offered
 - 14.1.7.3. Financials (As Per Availability)
 - 14.1.7.4. Recent Developments
 - 14.1.7.5. Key Management Personnel
- 14.1.8. Trelleborg AB
 - 14.1.8.1. Company Details
 - 14.1.8.2. Key Product Offered
 - 14.1.8.3. Financials (As Per Availability)
 - 14.1.8.4. Recent Developments
 - 14.1.8.5. Key Management Personnel
- 14.1.9. Enkei International, Inc..
 - 14.1.9.1. Company Details
 - 14.1.9.2. Key Product Offered
 - 14.1.9.3. Financials (As Per Availability)
 - 14.1.9.4. Recent Developments
 - 14.1.9.5. Key Management Personnel
- 14.1.10. Alcoa Wheels
 - 14.1.10.1. Company Details
 - 14.1.10.2. Key Product Offered
 - 14.1.10.3. Financials (As Per Availability)

- 14.1.10.4. Recent Developments
- 14.1.10.5. Key Management Personnel

15. STRATEGIC RECOMMENDATIONS

- 15.1. Key Focus Areas
 - 15.1.1. Target Regions
 - 15.1.2. Target Vehicle Type
 - 15.1.3. Target Material Type

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