

India Bike Helmet Market By Helmet Type (Full Face, Open Face, Half Face, Modular and Motocross), By Distributor Channel (Offline (Dealers/Retailers, Two Wheeler Manufacturers, Institutional) and Online), By Region, Competition, Forecast & Opportunities, 2029F

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Abstracts

India Bike helmet market will witness a robust growth during the forecasted period, owing to the rise in demand of two wheelers, and growing trends of bike riding for adventure and recreational activities.

Helmet is a protective covering for head which mainly consists of hard external shell with an adjacent padding inside the outer shell and a chin-strap type retention system. Helmets are designed to protect head which are supported by parts such as outer shell, crushable layer, padded comfort layer, chinstrap etc, with a sticker indicating that the motorcycle helmet meets standards (IS 4151:2015) regulated by Ministry of Road Transport and Highways.

When it comes to riding a bike, most of the riders adore the freedom of travelling but they are unaware of the risk of riding a bike without protective gears, making it one of the major reasons of death and injury caused in the road accidents day by day in the country. Therefore, to avoid the fatal injuries and death caused by accidents, helmets are the utmost part of ride gear for a bike rider which can save the rider from fatal head injuries.

Rising Sales of Two-Wheelers

India is one of the major markets in the world for two-wheeler sales and stood at second position in global two-wheeler sales in 2022. The number of people riding bikes in India

is increasing, as the country's population continues to grow. This has led to a rise in demand for helmets, as more people are in need of protection while riding. In addition, the increase in bike riders has also led to an increase in the number of accidents, which has further highlighted the need for helmets.

Stringent Government Regulations

The Indian government has implemented stringent regulations mandating the use of helmets while riding a bike. These regulations vary by state, but generally, they require all riders and passengers on two-wheelers to wear helmets. Failure to do so can result in penalties and fines. These regulations have been a significant driver of growth in the bike helmet market in India, as riders tend to face consequences for not wearing a helmet.

Technological Advancements

Finally, advancements in technology have led to the development of helmets that are more comfortable, lightweight, and aesthetically pleasing. This has made helmets more appealing to style-conscious consumers, who may have been reluctant to wear a helmet in the past. In addition, manufacturers are now incorporating features like ventilation systems, anti-fog visors, and Bluetooth connectivity, further increasing the appeal of helmets.

Price Sensitivity

Price sensitivity is a significant factor in India, as many consumers are still price conscious. While rising disposable incomes have contributed to the growth of the market, many consumers may still be hesitant to invest in a high-quality helmet due to the cost. This could limit the growth of the market, as manufacturers may need to find ways to offer more affordable helmets without sacrificing quality. Additionally, many consumers may opt for lower-quality helmets to save money, which could lead to a decrease in demand for higher-end products.

Availability of Counterfeit Products

Counterfeit helmets are a significant concern in India, as many consumers may opt for cheaper, fake helmets instead of investing in a high-quality product. These counterfeit helmets may not provide the necessary protection in the event of an accident, which could lead to injuries or fatalities. This aspect has the potential to limit the growth of the

market, as consumers may be hesitant to invest in a helmet if they are unsure about the quality of the product. Additionally, the prevalence of counterfeit helmets could also impact the reputation of legitimate manufacturers, which could further decrease demand.

Market Segmentation

The India Bike Helmet market is segmented based on type, distribution channel, by region, and competition landscape. Based on type, the market is further fragmented into full face, open face, half face, modular and motocross. Based on distribution channel, the market is segmented into [Offline (Dealers/Retailers, Two-Wheeler Manufacturers, Institutional) and Online]. The market analysis also studies the regional segmentation to devise regional market segmentation, divided among North, South, West & East.

Company Profiles

Major companies operating in India bike helmet market recorded high sales volume in the 2023 financial year and the trend is likely to continue during the forecast period. List of the major market players include Studs, Vega, Steel Bird, Aerostar, Royal Enfield, Wrangler, Aaron, LS2, THH, Ergo, etc. Major companies are developing advanced technologies and launching new products in order to stay competitive in the market. Other competitive strategies include mergers & acquisitions and new product developments.

Report Scope:

In this report, India bike helmet market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

India Bike Helmet Market, By Type:

Full Face

Open face

Half Face

Modular

Motocross

India Bike Helmet Market, By Distribution Channel:

Offline (Dealers/Retailers, Two-Wheeler Manufacturers, Institutional)

Online

India Bike Helmet Market, By Region:

North

West

South

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India Bike Helmet Market.

Available Customizations:

With the given market data, TechSci 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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Note: The data given for any year represents the market during the fiscal year, i.e., 1st April to 31st March of that year. e.g., For 2023, the data represents the period, 1st April 2022 to 31st March 2023.

(Note: The companies list can be customized based on the client requirements.)

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