

# **India Two-Wheeler Hand Hold Market By Vehicle Type (Scooter/Moped and Motorcycle), By Demand Category (OEM vs Replacement), By Regional, Competition, Forecast & Opportunities, 2019-2029**

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## **Abstracts**

India Two wheeler Helmet Market has valued at USD 2 Billion in 2023 and is anticipated to project robust growth in the forecast period with a CAGR of 6.35%. The India two-wheeler helmet market is a dynamic and evolving sector that plays a pivotal role in enhancing road safety across the country. With the rising popularity of two-wheelers for daily commuting and transportation, the demand for helmets has significantly increased. Stringent road safety regulations, making it mandatory for both riders and pillion passengers to wear helmets, have been a driving force behind the market's growth. These regulations are aimed at reducing road accidents and minimizing the severity of injuries in the event of accidents. The market caters to a diverse range of consumers, from urban commuters seeking safety and comfort to enthusiasts looking for stylish and technologically advanced helmets. Technological innovations, such as Bluetooth integration and anti-fog visors, have transformed the market, appealing to riders seeking both safety and convenience.

### **Key Market Drivers**

#### **Road Safety Regulations and Enforcement**

One of the most significant drivers of the two-wheeler helmet market in India is the stringent road safety regulations and their enforcement. The Indian government, both at the central and state levels, has put in place a set of regulations that make it mandatory for all two-wheeler riders and pillion passengers to wear helmets. These regulations are aimed at reducing road accidents and minimizing the severity of injuries in the event of

accidents. Key aspects of this driver include: Many states in India have made it mandatory for all two-wheeler riders and passengers to wear helmets while riding. Violating these laws can lead to fines and penalties. The strict enforcement of these laws has resulted in a significant increase in helmet usage across the country. Road safety enforcement has become increasingly stringent in many regions of India, especially in urban areas. Law enforcement agencies conduct regular checks and levy fines on riders without helmets, contributing to a higher compliance rate. The implementation and strict enforcement of helmet laws have driven up the demand for helmets. This has created a thriving market for helmet manufacturers, distributors, and retailers, who benefit from the legal requirement.

### Rising Two-Wheeler Ownership

The increasing ownership and usage of two-wheeler vehicles, such as motorcycles and scooters, are significant drivers of the two-wheeler helmet market. India has one of the largest two-wheeler markets in the world, and this segment has been expanding steadily for several reasons. Two-wheelers are considered an affordable and convenient mode of transportation, particularly in congested urban areas. They offer an economical solution to mobility challenges, making them a popular choice for daily commuting. The rapid urbanization of Indian cities, coupled with increasing population density, has led to a surge in two-wheeler ownership. As cities become more crowded, two-wheelers offer flexibility in navigating traffic and reaching destinations quickly. The growth in two-wheeler ownership directly correlates with an increased demand for helmets. New two-wheeler owners are required to purchase helmets to comply with the law, further fueling the helmet market.

### Growing Awareness of Road Safety

An increased awareness of road safety and the importance of wearing helmets has contributed to the growth of the two-wheeler helmet market in India. Several factors have driven this awareness. Government and non-governmental organizations have been actively promoting road safety through various educational campaigns. These initiatives emphasize the critical role of helmets in preventing head injuries in accidents. High-profile accidents, especially those involving celebrities or public figures, often receive extensive media coverage. These incidents serve as stark reminders of the importance of wearing helmets, increasing awareness among the general public. Non-compliance with helmet laws has been increasingly stigmatized in Indian society. Public opinion has shifted towards viewing helmet use as a responsible and safe behavior. The collective efforts of government agencies, advocacy groups, and the media have helped

change public perceptions about helmets. As awareness of road safety grows, more individuals are inclined to purchase and use helmets, boosting the market.

### Product Innovation and Technological Advancements

Product innovation and technological advancements have played a pivotal role in shaping the two-wheeler helmet market in India. Helmet manufacturers have introduced several features and improvements to enhance safety, comfort, and style, thereby influencing consumer preferences and demand: Manufacturers are increasingly focused on meeting or exceeding safety standards. Helmets are now designed to provide better impact protection, which is crucial for reducing head injuries in accidents. Helmets now come with features like advanced ventilation systems, comfortable liners, and adjustable straps. These innovations improve the overall riding experience, making helmets more appealing to consumers. Helmets are no longer seen as pure safety gear. There is a growing market for stylish and aesthetically pleasing helmets, especially among the younger demographic. Unique designs and graphics have become a selling point. Some helmets come equipped with technology such as Bluetooth communication systems, built-in speakers, and heads-up displays. These advanced features cater to riders looking for connectivity and convenience. As helmet manufacturers continue to innovate and offer products that align with consumer preferences, more riders are motivated to invest in helmets, driving sales and growth in the market.

### Economic Growth and Disposable Income

The economic growth of India and the rising disposable income of its population have significantly impacted the two-wheeler helmet market. Economic factors play a crucial role in determining whether individuals can afford and are willing to invest in quality helmets: As the Indian economy grows, more people have higher disposable income. This allows them to spend on safety gear, including helmets, which were previously considered optional or non-essential. Urbanization has brought changes in lifestyle and commuting patterns. Many urban dwellers are willing to spend more on safety gear for daily commuting, given the increased focus on safety. Economic growth has led to changes in consumer preferences. With higher incomes, individuals are more likely to invest in branded, certified helmets that offer better protection and comfort. Economic growth and increased disposable income have expanded the customer base for two-wheeler helmets, particularly in urban areas. Consumers are now more willing to invest in high-quality helmets, which benefits the market.

### Key Market Challenges

## Price Sensitivity and Affordability

One of the most significant challenges in the India two-wheeler helmet market is the price sensitivity of consumers, often stemming from the economic conditions and income levels of potential buyers. Key aspects of this challenge include India is a country with a wide range of income levels, and a substantial portion of the population falls into lower and middle-income brackets. For many of these individuals, purchasing a helmet that meets safety standards may be perceived as a significant financial burden. The market for two-wheeler helmets is highly competitive, leading to a constant price war among manufacturers and retailers. This price competition can often drive down profit margins and limit the ability to invest in safety features or product improvements. Even though helmets are legally required for riders, affordability concerns may lead some riders to opt for low-cost, substandard helmets that do not offer adequate protection in case of accidents. Price sensitivity and affordability challenges can hinder the growth of the market for high-quality, safety-compliant helmets. It may also lead to a market segment dominated by low-cost, lower-quality options that compromise rider safety.

## Quality and Certification Issues

The issue of helmet quality and certification poses a considerable challenge to the two-wheeler helmet market in India. This challenge encompasses multiple dimensions: The market is flooded with counterfeit or non-certified helmets that may not meet the required safety standards. These counterfeit helmets may look identical to genuine products, making it difficult for consumers to distinguish them. While there are helmet safety standards in place, enforcing these standards and conducting quality checks across the market can be challenging. This can lead to the proliferation of substandard helmets. Many consumers may not be aware of the significance of certifications like the ISI mark (Indian Standards Institute). This lack of awareness can result in the purchase of uncertified helmets, believing them to be safe. The presence of counterfeit or uncertified helmets in the market can undermine the credibility of the entire industry. Riders who unknowingly purchase such helmets are at risk in case of accidents, and it can erode trust in the market.

## Consumer Preference for Aesthetic Over Safety

A notable challenge in the two-wheeler helmet market is the consumer preference for aesthetic features over safety considerations. This challenge is driven by several

factors. Many consumers prioritize the appearance and design of helmets over safety features. Helmets with unique graphics, colors, and stylish designs may attract buyers more than safety features. Influenced by pop culture and media, some riders may opt for helmets with designs associated with their favorite sports teams, movies, or celebrities, without considering safety. Some consumers may not fully understand the importance of safety features and believe that all helmets offer the same level of protection, leading them to prioritize aesthetics. The consumer preference for aesthetics over safety can lead to a market where style takes precedence over protective features. Manufacturers may focus on design rather than safety advancements to meet consumer demand.

### Non-Compliance with Helmet Laws

A significant challenge in the two-wheeler helmet market is non-compliance with helmet laws. Despite regulations mandating helmet usage, several factors contribute to non-compliance: Enforcing helmet laws can be challenging due to limited resources and the need for strict, consistent enforcement. Many riders may evade law enforcement, leading to non-compliance. Some riders may resist wearing helmets due to discomfort, inconvenience, or a perception of personal freedom. Helmet usage can be seen as an inconvenience, especially in hot and humid conditions. In some regions, a lack of awareness about helmet laws and their importance may contribute to non-compliance. Non-compliance with helmet laws not only poses a challenge for road safety but also impacts the two-wheeler helmet market. A segment of riders may opt not to purchase helmets due to their belief that enforcement is lax or that they can avoid penalties.

### Regional Disparities and Enforcement Variations

The two-wheeler helmet market in India faces challenges related to regional disparities and variations in law enforcement. These challenges are influenced by factors such as cultural differences, state-level regulations, and the level of awareness: Helmet law enforcement can vary significantly from one state or region to another. Some states may have stricter enforcement, while others may be more lenient. In some regions, cultural factors and local customs may influence rider behavior. Helmet usage may be lower in areas where it is not considered a social norm. The lack of uniformity in helmet regulations and enforcement can be confusing for riders who travel across different states, leading to inconsistent compliance. The regional disparities and variations in enforcement can lead to a fragmented market, with different levels of helmet usage in various states. Manufacturers and retailers may have to navigate these disparities in

their marketing and distribution strategies.

## Key Market Trends

### Increasing Adoption of Safety Standards and Regulations

One of the prominent trends in the India two-wheeler helmet market is the increasing adoption of safety standards and regulations. The government and various regulatory bodies have become more stringent in enforcing helmet standards to improve road safety. This trend has several facets. Helmet use laws are now enforced more strictly in many parts of India. It is mandatory for both riders and pillion passengers to wear helmets, and violations are subject to fines. These regulations vary from state to state, but the trend is toward stricter enforcement. The Bureau of Indian Standards (BIS) certification for helmets has gained prominence. Helmets are required to meet specified safety standards, and the ISI mark (Indian Standards Institute) is seen as a symbol of quality assurance. The emphasis on road safety has led to greater awareness of the importance of wearing helmets. Various government initiatives and NGOs conduct campaigns to educate the public about the life-saving benefits of helmets. The trend of increased safety standards and regulations has had a direct and positive impact on the two-wheeler helmet market. Consumers are more likely to invest in certified, high-quality helmets, leading to growth in this segment of the market.

### Demand for Technologically Advanced Helmets

Advancements in technology have given rise to a trend in the demand for technologically advanced helmets. Helmet manufacturers are incorporating features that enhance not only safety but also convenience and comfort. Some helmets come equipped with built-in Bluetooth communication systems, allowing riders to connect to their smartphones, GPS, or other riders. This feature is particularly appealing to tech-savvy riders. Helmets now have advanced ventilation systems designed to improve airflow, reducing heat and humidity inside the helmet. Riders are increasingly looking for comfortable riding experiences, even in hot and humid climates. Anti-fog visors are a popular addition, especially in regions with varying weather conditions. These visors help improve visibility during fog or rain. The demand for technologically advanced helmets is growing, with riders willing to invest in products that offer enhanced features. Manufacturers are responding to this trend by introducing helmets with Bluetooth connectivity, improved ventilation, and other innovative elements.

### Growing Market for Customized and Stylish Helmets



A significant trend in the two-wheeler helmet market is the growing interest in customized and stylish helmets. Helmets are no longer seen as mere safety gear but have become fashion statements for many riders: Helmets with unique and eye-catching designs are gaining popularity. Custom paint jobs, graphics, and personalized themes allow riders to express their individuality. Helmets now come with a wide range of graphics and decals that cater to various tastes, including retro, sports, and pop culture designs. Customization doesn't stop at the design. Accessories like detachable visors, helmet locks, and additional padding are available for riders to personalize their helmets. The demand for customized and stylish helmets has led to the growth of a niche market segment. Helmet manufacturers and retailers are offering a wide variety of designs and customization options to meet this demand.

#### Increasing Preference for Full-Face Helmets

The trend of an increasing preference for full-face helmets is notable in the Indian market. Full-face helmets offer comprehensive protection and are becoming the choice of many riders: Riders are increasingly aware of the need for comprehensive head protection, and full-face helmets are seen as the safest option, especially during accidents. Full-face helmets provide better visibility as they have a wider field of vision compared to open-face helmets. This is crucial for safe riding. Full-face helmets offer protection from adverse weather conditions, such as rain, wind, and dust, making them practical for daily commuting. The preference for full-face helmets has led to a surge in demand for this category. Manufacturers are expanding their range of full-face helmet models to meet this trend.

#### Emergence of Lightweight and Composite Materials

The two-wheeler helmet market is witnessing a trend toward the use of lightweight materials and composite technologies to enhance safety and comfort: Carbon fiber is being used to construct helmets, resulting in lightweight yet strong options. These helmets provide high levels of impact protection and are preferred by performance-oriented riders. Fiberglass-reinforced helmets offer a balance between weight, strength, and affordability. They are known for their durability and impact resistance. Helmets made from advanced thermoplastic materials are lightweight and comfortable, making them suitable for daily commuting. Helmets made from lightweight and advanced materials are gaining traction in the market. Riders are looking for helmets that offer both safety and comfort, driving the adoption of these materials.

## Segmental Insights

### Helmet Type Insights

The majority of helmets sold were full-face models. Throughout the predicted period, it is anticipated to keep holding a dominant position. Modern materials like carbon fiber and fiberglass-reinforced plastic are being used by manufacturers to make full-face products lighter and safer. Vendors are also including cutting-edge communication technologies like Bluetooth in helmets, which is anticipated to create new business opportunities throughout the forecast period. Throughout the market's forecast period, the open-face segment is anticipated to increase at a profitable rate. This helmet weighs less overall than a full-face helmet because it doesn't have a chin. Demand for open/half-face helmets is anticipated to increase throughout the course of the forecast period.

### Regional Insights

As a result of the region's many prominent metropolises, including Mumbai, Pune, and Ahmedabad, with their dense populations and high levels of economic activity, West India continued to hold the greatest market share in the helmet market. Because large urban centers act as hubs for many different industries, the necessity for personal mobility is strongly influenced. West India is also a good place to use a two-wheeler because of the robust road system and relatively better connection. The population of western India is very diverse, with a sizable middle-class population that usually looks for practical and affordable solutions, which fits in well with the product offerings of the two-wheeler helmet market.

### Key Market Players

Aaron Helmets Pvt. Ltd

Aerostar Helmets Ltd

Ergo Helmets and Accessories Pvt. Ltd

Steelbird Hi-Tech India Ltd



Studds Accessories Ltd

TP. Industries (Gliders Helmet and NXT) Pvt. Ltd

Vega Auto Accessories Pvt. Ltd.

Wrangler Helmets

Report Scope:

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

India Two wheeler Helmet Market, By Helmet Type:

Full Face

Open Face

Half Face

Modular and Motocross

India Two wheeler Helmet Market, By Distribution Channel:

Offline

Online

India Two wheeler Helmet Market, By Region:

North

East

West

South

## Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies presents in the India Two wheeler Helmet Market.

## Available Customizations:

India Two wheeler Helmet 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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