

Motorcycle Airbag Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Components (Airbag, Crash Sensor, Airbag ECU, Others), By Coating (Neoprene Coated, Silicone Coated, Non-Coated), By Fabric Type (Nylon, Polyester, Others), By Region & Competition, 2021-2031F

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Abstracts

The Global Motorcycle Airbag Market is projected to grow from USD 444.20 Million in 2025 to USD 704.51 Million by 2031, registering a CAGR of 7.99%. These advanced protective systems, available in tethered or electronic vest and jacket formats, are designed to inflate rapidly upon impact to shield vital areas such as the spine, neck, and thorax. The market is primarily propelled by an escalating global focus on rider safety standards and the implementation of stringent government mandates regarding personal protective equipment. Furthermore, the rising incidence of severe road traffic accidents involving powered two-wheelers has significantly increased consumer demand for high-performance injury mitigation solutions that offer protection beyond traditional helmets.

Despite this positive growth trajectory, the substantial retail price of sophisticated electronic airbag systems remains a primary obstacle to widespread mass-market adoption, particularly in price-sensitive developing regions. This financial barrier is often compounded by the recurring costs associated with system maintenance and recharge cartridges. To illustrate the expanding addressable market, the Association of European Motorcycle Manufacturers reported that in 2024, new motorcycle registrations in the five largest European markets reached 885,500 units during the first nine months, reflecting resilient demand that underscores the potential for integrating such safety equipment.

Market Driver

The primary catalyst propelling the Global Motorcycle Airbag Market is the escalating rate of accidents and fatalities, which has intensified the urgency for advanced injury mitigation systems. As riders face higher risks on congested roadways, the limitations of traditional passive protection have shifted focus toward active safety solutions. This critical demand is underscored by alarming statistics; according to the National Highway Traffic Safety Administration, data from May 2025 revealed that 6,335 motorcyclists were killed in U.S. traffic crashes in 2023, representing a disproportionate 15% of total highway fatalities. Such high casualty figures are driving regulatory bodies and consumers to prioritize airbag vests and jackets that offer superior impact absorption for vital organs.

Concurrently, the market is significantly bolstered by the growth in disposable income and expanding motorcycle ownership in emerging economies. As discretionary spending rises, a burgeoning middle class is upgrading from basic necessities to premium safety apparel, expanding the addressable market for manufacturers. According to the Society of Indian Automobile Manufacturers, in January 2025, domestic two-wheeler sales in India reached 19.5 million units in 2024, reflecting a robust 14.5% annual increase that creates a massive potential user base. Furthermore, the Department for Transport reported in June 2025 that motorcyclist fatalities in Great Britain rose by 9% to 343 in 2024, reinforcing the universal need for effective safety innovations.

Market Challenge

The substantial retail price associated with electronic airbag systems acts as a significant constraint on the growth of the global market. This high entry cost limits the consumer base primarily to premium motorcycle owners in developed economies, effectively excluding a vast demographic of daily commuters who prioritize affordability. The financial burden is further aggravated by recurring operational expenses, including the purchase of replacement inflators and periodic system servicing, which creates a high total cost of ownership that deters price-sensitive buyers.

This pricing structure creates a notable disparity between the availability of safety technology and its practical accessibility in high-volume regions. According to the Society of Indian Automobile Manufacturers, domestic two-wheeler sales in India accounted for approximately 17.97 million units in the fiscal year ending March 2024.

This figure illustrates the immense scale of the potential market in developing regions that remains largely impenetrable for airbag manufacturers. Consequently, the gap between the cost of the safety equipment and the average price of the vehicle continues to restrict the technology from transitioning into a standard mass-market safety feature.

Market Trends

The Global Motorcycle Airbag Market is witnessing a decisive shift toward the widespread adoption of wireless electronic systems, fundamentally replacing traditional mechanical tether mechanisms with autonomous, AI-driven solutions. This technological evolution is powered by advanced algorithmic processing that analyzes sensor data in real-time to distinguish between normal riding dynamics and accident scenarios. The sophistication of these systems relies heavily on massive datasets to ensure deployment reliability; for instance, In&motion revealed in a January 2024 corporate update that its detection algorithm has been refined using over 200 million kilometers of collected riding data, enabling the system to cover 95% of fall scenarios with high precision.

Simultaneously, the market is experiencing a surge in direct integration strategies, where manufacturers are embedding airbag technology seamlessly into motorcycles and apparel rather than selling them as accessory add-ons. This trend is characterized by strategic alliances and internal R&D focused on making safety systems invisible yet intrinsic to the riding experience. A prime example of this embedded future is highlighted by Cycle World in March 2024, reporting that Honda filed detailed patents for a novel detachable airbag system housed directly within the motorcycle's fuel tank area to wrap around the rider upon impact, illustrating the industry's commitment to vehicle-integrated safety solutions.

Key Market Players

TROPHY SAS (Bering Moto)

Mugen Denko Co., Ltd.

Clover IT S.r.l.

Mandelli Srl (Tucano Urbano)

HELITE SAS

Spidi Sport Srl

Honda Motor Co., Ltd

Alpinestars USA Inc.

Ducati Motor Holding S.p.A

Airvest Ltd

Report Scope

In this report, the Global Motorcycle Airbag Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Motorcycle Airbag Market, By Components

Airbag

Crash Sensor

Airbag ECU

Others

Motorcycle Airbag Market, By Coating

Neoprene Coated

Silicone Coated

Non-Coated

Motorcycle Airbag Market, By Fabric Type

Nylon

Polyester

Others

Motorcycle Airbag Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Motorcycle Airbag Market.

Available Customizations:

Global Motorcycle Airbag Market report 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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