

# **North America Bike Helmet Market By Product Type (Sports, Non-Sports), By End User (Kids, Adults), By Distribution Channel (Online, Offline), By Country, Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

### **Market Overview**

The North America bike helmet market was valued at USD 305.66 million in 2024 and is projected to reach USD 419.34 million by 2030, growing at a CAGR of 5.41% during the forecast period. Market growth is being driven by increased awareness of cycling safety and the rising popularity of cycling for fitness, commuting, and recreational use. Consumers are increasingly investing in helmets due to concerns over head injuries and the influence of safety regulations. Additionally, advancements in helmet technology—including lighter materials, enhanced shock absorption, and improved ventilation—are attracting more users. Government initiatives promoting eco-friendly transport and the rising adoption of electric bicycles are also contributing to the market's expansion.

### **Market Drivers**

#### **Growing Awareness of Cycling Safety**

Heightened awareness around cycling safety is a key factor propelling the North America bike helmet market. Bicyclists account for a substantial portion of annual traffic fatalities, with approximately 1,000 cyclists losing their lives each year. As urban cycling continues to grow, more individuals recognize the importance of protective equipment to reduce the risk of head injuries. Helmet usage has been widely promoted through campaigns led by public health organizations, advocacy groups, and government

initiatives. Local laws in various regions also mandate helmet use, reinforcing safety practices. The adoption of cycling for fitness and commuting has further increased the relevance of helmets. As a result, the demand for protective headgear is rising, particularly among new and safety-conscious cyclists.

## **Key Market Challenges**

### **Increased Adoption of Smart Helmets**

A key trend shaping the North American bike helmet market is the growing popularity of smart helmets. As consumers increasingly seek multifunctional products, smart helmets integrate technology such as Bluetooth, built-in speakers, GPS, and crash detection systems to enhance both safety and convenience. These helmets often feature additional components like turn signals, rear-view cameras, and automatic emergency alerts, helping riders stay connected and visible on the road. Once reserved for professional cyclists, smart helmets are becoming more affordable and accessible, appealing to recreational and commuter cyclists alike. The integration of smart technology is reshaping user expectations, with innovation continuing to drive consumer interest and influence product offerings across the market.

## **Key Market Trends**

### **Integration of Advanced Safety Features**

A prominent trend in the North America bike helmet market is the adoption of advanced safety features that go beyond traditional impact protection. Modern helmets increasingly include Multi-directional Impact Protection System (MIPS) technology, which helps reduce rotational forces during an accident, offering enhanced brain protection. MIPS has quickly become a hallmark of high-performance helmets. Other innovations include integrated airbags, crash sensors, and automated alert systems that inform emergency contacts in the event of an accident. Manufacturers are also using lightweight, impact-resistant materials such as carbon fiber and advanced foams to improve helmet durability while maintaining comfort. These technological enhancements are gaining popularity among safety-conscious consumers and are influencing the evolution of premium helmet models across all user segments.

## **Key Market Players**

Fox Racing

Lazer

Kali Protectives

Louis Garneau

Trek Bicycle Corporation

Thompson Bicycle Company

Bolle

Sierra Designs

Bontrager

Mavic

## **Report Scope:**

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

North America Bike Helmet Market, By Product Type:

Sports

Non-Sports

North America Bike Helmet Market, By End User:

Kids

Adults

North America Bike Helmet Market, By Distribution Channel:

Online

Offline

North America Bike Helmet Market, By Country:

United States

Canada

Mexico

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies presents in the North America Bike Helmet Market.

## **Available Customizations:**

North America Bike Helmet 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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