

North America Motorcycle Connected Helmet Market Segmented By Helmet Type (Full Face, Half Face, Open Face), By Connectivity (Bluetooth, Wi-Fi), By Application (Personal Use, Commercial Use), By Country, Competition, Forecast & Opportunities, 2018-2028F

<https://marketpublishers.com/r/NBFBA7E6D522EN.html>

Date: October 2023

Pages: 130

Price: US\$ 4,400.00 (Single User License)

ID: NBFBA7E6D522EN

Abstracts

The North America Motorcycle Connected Helmet Market was valued at USD 15.4 million in 2022 and is expected to experience robust growth during the forecast period, projecting a Compound Annual Growth Rate (CAGR) of 7.2% through 2028. The market for motorcycle connected helmets in North America is rapidly expanding due to the increasing demand for technologically advanced helmets with additional features in the region. Motorcyclists typically wear helmets for safety during accidents, and connected helmets add an extra layer of protection by wirelessly connecting rider-to-rider or rider-to-mobile devices. These helmets provide benefits such as automatic alerts for incoming calls and navigational instructions. The introduction of electric motorcycles in the region is also anticipated to contribute to the growth of the connected helmet market. Manufacturers are continually enhancing technological features to expand their market presence, which is expected to further drive the demand for motorcycle connected helmets in North America.

Key Market Drivers

Rising Motorcycle Sales and Rider Safety: The North American motorcycle market is witnessing steady growth, indicating a higher demand for helmets. The Insurance Institute for Highway Safety (IIHS) reported a consistent increase in the number of registered on-road motorcycles in the United States, reaching 8.6 million last year.

California and Florida lead with the highest number of registered motorcycles compared to other states. Additionally, data from the Bureau of Transportation Statistics (BTS) shows a nearly 9% rise in motorcycle crashes in 2021 compared to the previous year, resulting in over 5,932 fatalities. This increasing awareness of rider safety reinforces the importance of safety measures, and connected helmets that provide communication and direction to riders contribute to overall safety and rider experience. Considering these factors, the North America Motorcycle Connected Helmet Market is expected to grow rapidly.

Safety Enhancement: Motorcycle connected helmets prioritize safety by incorporating features such as heads-up displays (HUDs), which provide real-time information without distracting the rider. These helmets also enable communication between riders, enhancing coordination during group rides. Safety remains a crucial concern for motorcyclists, and connected helmets address these concerns by offering features like built-in crash detection systems and emergency communication capabilities. These helmets automatically send alerts to emergency services and designated contacts in case of an accident, reducing response times and potentially saving lives.

Convenience and Connectivity: In an increasingly connected world, consumers expect seamless connectivity in various aspects of their lives. Connected helmets allow riders to access navigation, music, and phone calls through voice commands, reducing the need for manual interactions. This level of convenience appeals to riders who want to stay connected while riding, without compromising safety.

Rising Adoption of Electric Motorcycles: The adoption of electric motorcycles is growing in North America due to environmental benefits and lower operational costs. This shift has led to a changing rider demographic, with more tech-savvy and environmentally conscious individuals joining the motorcycle community. Connected helmets align with these riders' preferences for integrating technology into their riding experience.

Technological Advancements and Features: Augmented reality displays, integrated cameras, and sensors offer features like blind-spot detection, rearview displays, and collision alerts, enhancing situational awareness and minimizing hazards. Connected helmets, equipped with Bluetooth connectivity, GPS navigation, integrated cameras, and heads-up displays, provide riders with real-time information and entertainment, promoting safety by keeping their attention on the road.

Key Market Challenges

High Cost and Lack of Awareness Among Customers: One major challenge in the motorcycle connected helmet market is the lack of awareness and the high manufacturing cost. Due to the low market penetration of connected helmets, many riders are unaware of their advantages and features, hampering market growth. Moreover, these helmets often come with a high cost due to advanced technologies, limiting their affordability and market penetration, especially in the North America region.

Battery Life: Technology-packed helmets rely on batteries to power communication systems, displays, and other features. Balancing extended battery life with helmet weight and comfort remains a challenge.

Key Market Trends

Integration of Augmented Reality (AR): A prominent trend in the connected motorcycle helmet market is the increasing integration of augmented reality (AR) technology. AR could revolutionize how motorcyclists interact with their environment, providing real-time information without diverting attention from the road. AR-enabled helmets could overlay navigation directions, hazard warnings, and even weather updates onto the rider's field of view, enhancing situational awareness and safer decision-making.

Electrification and Connectivity Convergence: Electric motorcycles are gaining traction due to their environmental benefits and efficient power delivery. As these vehicles become more prevalent, manufacturers are integrating connectivity features, such as smartphone apps for monitoring battery levels, range estimation, and charging station locations, catering to sustainability-conscious riders.

Smart Navigation and Ride Planning: Connected motorcycles offer advanced navigation systems with real-time traffic updates, route optimization, and points of interest. Riders can plan rides, set waypoints, and receive turn-by-turn directions, enhancing convenience and safety.

Vehicle-to-Everything (V2X) Communication: V2X communication is transformative for connected motorcycles, enabling communication with other vehicles, infrastructure, pedestrians, and

traffic management systems. V2X technology can prevent collisions, optimize traffic flow, and provide early warnings about road conditions, significantly enhancing road safety.

Development of Advanced Technologies and Safety Features: Many motorcycle helmet manufacturers are incorporating high-end features in their helmets to enhance safety and connectivity. Technologically advanced products are gaining interest from startups and consumers alike, driving innovation and market growth.

Segmental Insights

Helmet Type Insights: The North America Motorcycle Connected Helmet Market offers customization and diversity based on helmet type. Full-face helmets integrate communication systems, augmented reality displays, and noise cancellation features while providing comprehensive protection. Half-face helmets balance protection and visibility, appealing to urban riders seeking a balance between technology and ventilation. Open face helmets prioritize visibility and style, integrating augmented reality displays and communication capabilities without full-face coverage. Each helmet type caters to specific preferences and needs, revolutionizing rider experiences and enhancing safety.

Demand Category Insights: The North America Motorcycle Connected Helmet Market, segmented by connectivity type, reflects riders' technological preferences. Bluetooth-connected helmets offer wireless communication for calls, music control, and navigation assistance, enhancing safety during group rides. Wi-Fi-connected helmets provide a broader range of services, including real-time traffic updates and social media integration, elevating the riding experience.

Country Insights: In North America, the United States leads the motorcycle connected helmet market due to its large motorcycle riding community and technological embrace. The U.S. motorcycle culture encourages the adoption of new technologies that enhance safety and riding experiences. The country's technological innovation, flexible regulations, and early adopter mindset contribute to the growth of connected motorcycle technologies. In Canada, the market is also growing due to a combination of technological curiosity and road safety awareness.

Key Market Players

Sena Technologies Inc.

Cardo System Inc.

Schuberth Helmet GmbH

Intelligent Cranium Helmets LLC

SHOEI Co. Ltd.

HJC Helmets

Nolan Helmets SpA

O'Neal USA

AGV Helmets

Bell Helmets

Report Scope:

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

North America Motorcycle Connected Helmet Market, By Helmet Type:

Full Face

Half Face

Open Face

North America Motorcycle Connected Helmet Market, By Connectivity:

Bluetooth

Wi-Fi

North America Motorcycle Connected Helmet Market, By Application:

Personal Use

Commercial Use

North America Motorcycle Connected Helmet Market, By Country:

United States

Canada

Mexico

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the North America Motorcycle Connected Helmet Market.

Available Customizations:

North America Motorcycle Connected 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).

Contents

1. Introduction
 - 1.1. Product Overview
 - 1.2. Key Highlights of the Report
 - 1.3. Market Coverage
 - 1.4. Market Segments Covered
 - 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Countries
- 3.4. Key Segments

4. IMPACT OF COVID-19 ON NORTH AMERICA MOTORCYCLE CONNECTED HELMET MARKET

- 4.1. Key Segments Impacted
- 4.2. Key Countries Impacted

5. NORTH AMERICA MOTORCYCLE CONNECTED HELMET MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Helmet Type Market Share Analysis (Full Face, Half Face, Open Face)
 - 5.2.2. By Connectivity Market Share Analysis (Bluetooth, Wi-Fi)

- 5.2.3. By Application Market Share Analysis (Personal Use, Commercial Use)
- 5.2.4. By Country Market Share Analysis
 - 5.2.4.1. United States Market Share Analysis
 - 5.2.4.2. Canada Market Share Analysis
 - 5.2.4.3. Mexico Market Share Analysis
- 5.2.5. By Company Market Share Analysis (Top 5 Companies, Others – By Value, 2022)
- 5.3. North America Motorcycle Connected Helmet Market Mapping & Opportunity Assessment
 - 5.3.1. By Helmet Type Market Mapping & Opportunity Assessment
 - 5.3.2. By Connectivity Market Mapping & Opportunity Assessment
 - 5.3.3. By Application Market Mapping & Opportunity Assessment
 - 5.3.4. By Country Market Mapping & Opportunity Assessment

6. UNITED STATES MOTORCYCLE CONNECTED HELMET MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Helmet Type Market Share Analysis
 - 6.2.2. By Connectivity Market Share Analysis
 - 6.2.3. By Application Market Share Analysis

7. CANADA MOTORCYCLE CONNECTED HELMET MARKET OUTLOOK

- 7.1. Market Size & Forecast
 - 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Helmet Type Market Share Analysis
 - 7.2.2. By Connectivity Market Share Analysis
 - 7.2.3. By Application Market Share Analysis

8. MEXICO MOTORCYCLE CONNECTED HELMET MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Helmet Type Market Share Analysis
 - 8.2.2. By Connectivity Market Share Analysis

8.2.3. By Application Market Share Analysis

9. MARKET DYNAMICS

9.1. Market Drivers

9.2. Market Challenges

10. MARKET TRENDS & DEVELOPMENTS

11. SWOT ANALYSIS

11.1. Strength

11.2. Weakness

11.3. Opportunities

11.4. Threats

12. PORTER'S FIVE FORCES MODEL

12.1. Competitive Rivalry

12.2. Bargaining Powers of Suppliers

12.3. Bargaining Powers of Buyers

12.4. Threat of New Entrants

12.5. Threat of Substitutes

13. COMPETITIVE LANDSCAPE

13.1. Company Profiles (Up to 10 Major Companies)

13.1.1. Sena Technologies Inc.

13.1.1.1. Company Details

13.1.1.2. Key Product Offered

13.1.1.3. Recent Developments

13.1.1.4. Key Management Personnel

13.1.2. Cardo System Inc.

13.1.2.1. Company Details

13.1.2.2. Key Product Offered

13.1.2.3. Recent Developments

13.1.2.4. Key Management Personnel

13.1.3. Schuberth Helmet GmbH

- 13.1.3.1. Company Details
- 13.1.3.2. Key Product Offered
- 13.1.3.3. Recent Developments
- 13.1.3.4. Key Management Personnel
- 13.1.4. Intelligent Cranium Helmets LLC
 - 13.1.4.1. Company Details
 - 13.1.4.2. Key Product Offered
 - 13.1.4.3. Recent Developments
 - 13.1.4.4. Key Management Personnel
- 13.1.5. AGV Helmets
 - 13.1.5.1. Company Details
 - 13.1.5.2. Key Product Offered
 - 13.1.5.3. Recent Developments
 - 13.1.5.4. Key Management Personnel
- 13.1.6. O'Neal USA
 - 13.1.6.1. Company Details
 - 13.1.6.2. Key Product Offered
 - 13.1.6.3. Recent Developments
 - 13.1.6.4. Key Management Personnel
- 13.1.7. Nolan Helmets SpA
 - 13.1.7.1. Company Details
 - 13.1.7.2. Key Product Offered
 - 13.1.7.3. Recent Developments
 - 13.1.7.4. Key Management Personnel
- 13.1.8. HJC Helmets
 - 13.1.8.1. Company Details
 - 13.1.8.2. Key Product Offered
 - 13.1.8.3. Recent Developments
 - 13.1.8.4. Key Management Personnel
- 13.1.9. Bell Helmets
 - 13.1.9.1. Company Details
 - 13.1.9.2. Key Product Offered
 - 13.1.9.3. Recent Developments
 - 13.1.9.4. Key Management Personnel
- 13.1.10. SHOEI Co. Ltd.
 - 13.1.10.1. Company Details
 - 13.1.10.2. Key Product Offered
 - 13.1.10.3. Recent Developments
 - 13.1.10.4. Key Management Personnel

14. STRATEGIC RECOMMENDATIONS

14.1. Key Focus Areas

14.1.1. Target Country

14.1.2. Target Helmet Type

15. ABOUT US & DISCLAIMER

I would like to order

Product name: North America Motorcycle Connected Helmet Market Segmented By Helmet Type (Full Face, Half Face, Open Face), By Connectivity (Bluetooth, Wi-Fi), By Application (Personal Use, Commercial Use), By Country, Competition, Forecast & Opportunities, 2018- 2028F

Product link: <https://marketpublishers.com/r/NBFBA7E6D522EN.html>

Price: US\$ 4,400.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/NBFBA7E6D522EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970