

# **Active Power Steering Market Size, Trends, Analysis, and Outlook by Type (Combined with Electric Steering Systems, Combined with Hydraulic Power Steering Systems), Application (Light Trucks, Medium Trucks, Heavy Trucks, Buses, Others), Sensor (Torque Sensor, Rotational Angle Sensor, Vehicle Speed Sensor), Vehicle (Light Commercial Vehicle (LCV), Medium Commercial Vehicles (MCV), Heavy Commercial Vehicle (HCV)), by Country, Segment, and Companies, 2024-2030**

<https://marketpublishers.com/r/AD8F0852A373EN.html>

Date: April 2024

Pages: 193

Price: US\$ 3,980.00 (Single User License)

ID: AD8F0852A373EN

## **Abstracts**

The global Adventure Motorcycles market size is poised to register 9.38% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The study analyzes the global Adventure Motorcycles market by Type (500cc to 1,000cc, Above 1,000cc), Application (Off-Road Market, Street Market).

The Adventure Motorcycles market is poised for robust growth and transformation leading up, driven by the increasing popularity of outdoor recreational activities and adventure tourism is fueling the demand for versatile and capable motorcycles suitable for both on-road and off-road adventures. Further, advancements in motorcycle technology, including lighter materials, more powerful engines, and advanced suspension systems, are enabling manufacturers to produce motorcycles that offer superior performance in diverse terrain conditions. In addition, the growing preference for adventure riding among younger demographics, coupled with rising disposable incomes in emerging markets, is expanding the consumer base for adventure motorcycles globally. Furthermore, the integration of connectivity features, such as GPS

navigation and smartphone integration, is enhancing the riding experience and attracting tech-savvy consumers to the adventure motorcycle segment. .

### Adventure Motorcycles Market Drivers, Trends, Opportunities, and Growth Opportunities

This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Adventure Motorcycles market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Adventure Motorcycles survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Adventure Motorcycles industry.

### Key market trends defining the global Adventure Motorcycles demand in 2024 and Beyond

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

### Adventure Motorcycles Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Adventure Motorcycles industry comprises a wide range of segments and sub-segments. The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support Adventure Motorcycles companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

Key strategies adopted by companies within the Adventure Motorcycles industry  
Leading Adventure Motorcycles companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions in key regions. Further, companies are leveraging advanced technologies to unlock opportunities and achieve operational excellence. The report provides key strategies opted for by the top 10 Adventure Motorcycles companies.

### Adventure Motorcycles Market Study- Strategic Analysis Review

The Adventure Motorcycles market research report dives deep into the qualitative

factors shaping the market, empowering you to make informed decisions-

**Industry Dynamics:** Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

**Strategic Insights:** Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

**Internal Strengths and Weaknesses:** Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

**Future Possibilities:** Prepare for diverse outcomes with in-depth scenario analysis.

Explore potential market disruptions, technology advancements, and economic changes.

### Adventure Motorcycles Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Adventure Motorcycles industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the report forecasts the market size outlook from 2024 to 2030 in three case scenarios- low case, reference case, and high case scenarios.

### Adventure Motorcycles Country Analysis and Revenue Outlook to 2030

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2030. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2030.

### North America Adventure Motorcycles Market Size Outlook- Companies plan for focused investments in a changing environment

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong end-user industry demand. Leading companies focus on new product launches in the changing environment. The US economy is expected to grow in 2024 (around 2.2% growth in 2024), potentially driving demand for various Adventure Motorcycles market segments. Similarly, Strong end-user demand is encouraging Canadian Adventure Motorcycles companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Adventure Motorcycles market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

### Europe Adventure Motorcycles Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Adventure Motorcycles industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of businesses in identifying and leveraging new growth prospects positions the European Adventure Motorcycles market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

**Asia Pacific Adventure Motorcycles Market Size Outlook-** an attractive hub for opportunities for both local and global companies

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Adventure Motorcycles in Asia Pacific. In particular, China, India, and South East Asian Adventure Motorcycles markets present a compelling outlook for 2030, acting as a magnet for both domestic and multinational manufacturers seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major markets in the region.

**Latin America Adventure Motorcycles Market Size Outlook-** Continued urbanization and rising income levels

Rising income levels contribute to greater purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

**Middle East and Africa Adventure Motorcycles Market Size Outlook-** continues its upward trajectory across segments

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Adventure Motorcycles market potential. Fueled by increasing consumption expenditure, growing population, and high demand across a few markets drives the demand for Adventure Motorcycles.

**Adventure Motorcycles Market Company Profiles**

The global Adventure Motorcycles market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. Leading companies included in the study are Aprilia, Benelli Q.J., BMW Group, Ducati Motor Holding SpA, Honda Motor Company, Kawasaki Motors Corp, KTM AG, Suzuki Motor Corp, Triumph Motorcycles Ltd, Yamaha Motor Co. Ltd.

#### Recent Adventure Motorcycles Market Developments

The global Adventure Motorcycles market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

#### Adventure Motorcycles Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2030 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

#### Market Segmentation:

Type

500cc to 1,000cc

Above 1,000cc

Application

Off-Road Market

Street Market

#### Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

#### Companies

Aprilia

Benelli Q.J.

BMW Group

Ducati Motor Holding SpA

Honda Motor Company

Kawasaki Motors Corp

KTM AG

Suzuki Motor Corp

Triumph Motorcycles Ltd

Yamaha Motor Co. Ltd.

Formats Available: Excel, PDF, and PPT

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Application  
Light Trucks  
Medium Trucks  
Heavy Trucks  
Buses  
Others  
Sensor  
Torque Sensor  
Rotational Angle Sensor  
Vehicle Speed Sensor  
Vehicle  
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