

Premium Motorcycle Helmets Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Market Report | 2023-07-05 | 143 pages | IMARC Group

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Report description:

Market Overview:

The global premium motorcycle helmets market size reached US\$ 1,027 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 1,441 Million by 2028, exhibiting a growth rate (CAGR) of 5.9% during 2023-2028.

A motorcycle helmets refers to a protective gear worn to protect riders from head injuries in case of an accident. Premium helmets are manufactured using superior-quality materials such as carbon fiber, fiberglass, plastics and synthetic fibers that provide high tensile strength and enhanced security. They are also lighter in weight, compact sized, have a streamlined design and are equipped with removable, washable and replaceable interior paddings that dissipate sweat faster than traditionally used alternatives. In comparison to budget helmets, they are equipped with various features such as Bluetooth connectivity and Global Positioning System (GPS) through which the rider can take calls and get navigation feedback while riding.

A thriving automotive industry and increasing user preference for high-quality safety gear are the key factors driving the growth of the market. Consumers are increasingly becoming aware of the enhanced comfort and safety provided by premium motorcycle helmets, which is providing a boost to their sales. Furthermore, there is a rising popularity of sports bikes among the youth along with the availability of wide customization options in the products. Moreover, the increasing number of bike commuters coupled with the rising trend of bike racing and superbikes is also contributing to the market growth. Racing events and various clubs and communities of bikers act as a platform for bike enthusiasts to showcase their riding skills and represent the fraternity by focusing on ethical riding and road safety. This aids in creating awareness regarding the importance of wearing helmets, thus creating a positive outlook for the market. Additionally, the integration of add on features such as health trackers and various connectivity features in premium helmets is also contributing to their burgeoning demand. Other factors such as rising disposable incomes and implementation of governmental policies mandating the use of helmet are also driving the market growth.

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Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global premium motorcycle helmets market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on type, material type, technology and end-user.

Breakup by Type:

- Full Face
- Open Face
- Flip-Up
- Others

Breakup by Material Type:

- Kevlar
- Fiber Glass
- Carbon Fiber
- Plastics
- Others

Breakup by Technology:

- Conventional Premium Helmets
- Smart Helmets

Breakup by End-User:

- Commuters
- Racers

Breakup by Region:

- North America
- Europe
- Asia Pacific
- Middle East and Africa
- Latin America

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being AGV (Dainese S.p.A), Bell Helmets, Shoei Co., Ltd., Schuberth GmbH, Arai Helmet, Inc., HJC Helmets, Lazer Helmets, SHARK Helmets, SAS, Nolan Helmets SpA, OGK Kabuto Co. Ltd., Suomy Motorsport srl, and Airoh (Locatelli S.p.a. Company).

Key Questions Answered in This Report:

- How has the global premium motorcycle helmets market performed so far and how will it perform in the coming years?
- What are the key regional markets in the global premium motorcycle helmets industry?
- What has been the impact of COVID-19 on the global premium motorcycle helmets market?

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What is the breakup of the market based on the type?
What is the breakup of the market based on the material type?
What is the breakup of the market based on the technology?
What is the breakup of the market based on the end-user?
What are the various stages in the value chain of the global premium motorcycle helmets industry?
What are the key driving factors and challenges in the global premium motorcycle helmets industry?
What is the structure of the global premium motorcycle helmets industry and who are the key players?
What is the degree of competition in the global premium motorcycle helmets industry?

Table of Contents:

- 1 Preface
- 2 Scope and Methodology
 - 2.1 Objectives of the Study
 - 2.2 Stakeholders
 - 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
 - 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
 - 2.5 Forecasting Methodology
- 3 Executive Summary
- 4 Introduction
 - 4.1 Overview
 - 4.2 Key Industry Trends
- 5 Global Premium Motorcycle Helmets Market
 - 5.1 Market Overview
 - 5.2 Market Performance
 - 5.3 Impact of COVID-19
 - 5.4 Market Breakup by Type
 - 5.5 Market Breakup by Material Type
 - 5.6 Market Breakup by Technology
 - 5.7 Market Breakup by End-User
 - 5.8 Market Breakup by Region
 - 5.9 Market Forecast
- 6 Market Breakup by Type
 - 6.1 Full Face
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
 - 6.2 Open Face
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
 - 6.3 Flip-Up
 - 6.3.1 Market Trends
 - 6.3.2 Market Forecast
 - 6.4 Others
 - 6.4.1 Market Trends

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- 6.4.2 Market Forecast
- 7 Market Breakup by Material Type
 - 7.1 Kevlar
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
 - 7.2 Fiber Glass
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
 - 7.3 Carbon Fiber
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast
 - 7.4 Plastics
 - 7.4.1 Market Trends
 - 7.4.2 Market Forecast
 - 7.5 Others
 - 7.5.1 Market Trends
 - 7.5.2 Market Forecast
- 8 Market Breakup by Technology
 - 8.1 Conventional Premium Helmets
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
 - 8.2 Smart Helmets
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
- 9 Market Breakup by End-User
 - 9.1 Commuters
 - 9.1.1 Market Trends
 - 9.1.2 Market Forecast
 - 9.2 Racers
 - 9.2.1 Market Trends
 - 9.2.2 Market Forecast
- 10 Market Breakup by Region
 - 10.1 North America
 - 10.1.1 Market Trends
 - 10.1.2 Market Forecast
 - 10.2 Europe
 - 10.2.1 Market Trends
 - 10.2.2 Market Forecast
 - 10.3 Asia Pacific
 - 10.3.1 Market Trends
 - 10.3.2 Market Forecast
 - 10.4 Middle East and Africa
 - 10.4.1 Market Trends
 - 10.4.2 Market Forecast
 - 10.5 Latin America
 - 10.5.1 Market Trends
 - 10.5.2 Market Forecast

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- 11 SWOT Analysis
 - 11.1 Overview
 - 11.2 Strengths
 - 11.3 Weaknesses
 - 11.4 Opportunities
 - 11.5 Threats
- 12 Value Chain Analysis
- 13 Porter's Five Forces Analysis
 - 13.1 Overview
 - 13.2 Bargaining Power of Buyers
 - 13.3 Bargaining Power of Suppliers
 - 13.4 Degree of Competition
 - 13.5 Threat of New Entrants
 - 13.6 Threat of Substitutes
- 14 Price Analysis
- 15 Competitive Landscape
 - 15.1 Market Structure
 - 15.2 Key Players
 - 15.3 Profiles of Key Players
 - 15.3.1 AGV
 - 15.3.2 Bell Helmets
 - 15.3.3 Shoei
 - 15.3.4 Schuberth
 - 15.3.5 Arai Helmet Ltd
 - 15.3.6 HJC Helmets
 - 15.3.7 Lazer Helmets
 - 15.3.8 Shark Helmets
 - 15.3.9 Nolan Helmets
 - 15.3.10 OGK Kabuto
 - 15.3.11 Suomy
 - 15.3.12 Airoh

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