

## **Adventure Motorcycle Wheels Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 to 2032**

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### **Report description:**

The Global Adventure Motorcycle Wheels Market was valued at USD 1.7 billion in 2023 and is projected to grow at a CAGR of over 7.5% from 2024 to 2032. Technological innovations in wheel design and manufacturing are propelling this market forward. Manufacturers are turning to lightweight materials, like carbon fiber and advanced alloys, which provide enhanced strength without adding weight. For example, in May 2023, KTM India unveiled its most feature-rich variant of the 390 Adventure in the Indian market. This new model boasts an adjustable suspension and wire-spoked wheels, upgrading from the basic alloy wheels to spoked ones with black anodized aluminum rims. Innovations like tubeless designs and reinforced rims are boosting durability and cutting maintenance costs for riders.

The overall adventure motorcycle wheels industry is classified based on wheel size, material, rim, distribution channel, end-use, sales mode, and region.

Sales modes categorize the market into online and offline channels. In 2023, offline sales captured roughly 60% of the market share. This dominance stems from the direct engagement offline channels offer. Physical stores and dealerships allow customers to inspect and test wheel models firsthand, ensuring quality and compatibility. Moreover, offline settings provide easier access to expert guidance and after-sales support, empowering customers to make informed decisions. The tangible experience of seeing, touching, and comparing products in real-time builds trust, especially for high-value purchases, solidifying the offline channel's lead in the market.

The market divides its distribution channels into OEM and aftermarket segments. In 2023, the OEM segment secured about 64% of the market share. Dominating the adventure motorcycle wheel market, OEMs provide wheels tailored to meet the stringent performance and safety standards of adventure motorcycles. These wheels undergo rigorous testing for durability and reliability, ensuring they can handle the demands of off-road riding. Furthermore, OEMs often back their products with warranties and support services, offering customers added peace of mind.

In 2023, the Asia Pacific region led the adventure motorcycle wheels market with a commanding share of over 45%. Nations like India, China, and Indonesia are witnessing rising disposable incomes, translating to increased spending on recreational pursuits, including adventure sports. The region's varied terrains, from mountains to deserts, amplify the demand for adventure

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motorcycles and their specialized wheels. Furthermore, the growth of the market in the APAC region is bolstered by the presence of local manufacturers and government initiatives promoting adventure tourism.

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