

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.

Table of Contents:

Report Content

Chapter 1 Methodology & Scope

1.1 Research design

1.1.1 Research approach

1.1.2 Data collection methods

1.2 Base estimates & calculations

1.2.1 Base year calculation

1.2.2 Key trends for market estimation

1.3 Forecast model

1.4 Primary research and validation

1.4.1 Primary sources

1.4.2 Data mining sources

1.5 Market scope & definition

Chapter 2 Executive Summary

2.1 Industry 360 synopsis, 2021 - 2032

Chapter 3 Industry Insights

3.1 Industry ecosystem analysis

3.2 Supplier landscape

3.2.1 Raw material supplier

3.2.2 Component supplier

3.2.3 Manufacturer

3.2.4 Distributor

3.2.5 End user

3.3 Profit margin analysis

3.4 Pricing analysis

3.5 Cost breakdown analysis

3.6 Technology and innovation landscape

3.7 Patent analysis

3.8 Key news and initiatives

3.9 Regulatory landscape

3.10 Impact forces

3.10.1 Growth drivers

3.10.1.1 Increasing popularity of off-road motorcycling

3.10.1.2 Rising demand for customized wheel designs

3.10.1.3 Expansion of aftermarket and customization services

3.10.1.4 Increasing participation in adventure motorcycle events and rallies

3.10.2 Industry pitfalls & challenges

3.10.2.1 High costs of advanced wheel materials

3.11 Growth potential analysis

3.12 Porter's analysis

3.13 PESTEL analysis

Chapter 4 Competitive Landscape, 2023

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4.1	Introduction
4.2	Company market share analysis
4.3	Competitive positioning matrix
4.4	Strategic outlook matrix
Chapter 5 Market Estimates & Forecast, By Wheel Size, 2021-2032, (\$Mn, Units)	
5.1	Key trends
5.2	17-18 inches
5.3	19-21 inches
5.4	22-23 inches
Chapter 6 Market Estimates & Forecast, By Rim, 2021-2032, (\$Mn, Units)	
6.1	Key trends
6.2	Spoked
6.3	Cast
6.4	Tubeless
Chapter 7 Market Estimates & Forecast, By Material, 2021-2032, (\$Mn, Units)	
7.1	Key trends
7.2	Aluminum alloy
7.3	Magnesium alloy
7.4	Carbon fiber
Chapter 8 Market Estimates & Forecast, By Distribution Channel, 2021-2032, (\$Mn, Units)	
8.1	Key trends
8.2	OEM
8.3	Aftermarket
Chapter 9 Market Estimates & Forecast, By Sales Channel, 2021-2032, (\$Mn, Units)	
9.1	Key trends
9.2	Online
9.3	Offline
Chapter 10 Market Estimates & Forecast, By End-Use, 2021-2032, (\$Mn, Units)	
10.1	Key trends
10.2	Professional riders
10.3	Recreational riders
10.4	Commercial users
Chapter 11 Market Estimates & Forecast, By Region, 2021-2032, (\$Mn)	
11.1	Key trends, by region
11.2	North America
11.2.1	U.S.
11.2.2	Canada
11.3	Europe
11.3.1	UK
11.3.2	Germany
11.3.3	France
11.3.4	Italy
11.3.5	Spain
11.3.6	Netherlands
11.3.7	Rest of Europe
11.4	Asia Pacific
11.4.1	China

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- 11.4.2 India
- 11.4.3 Japan
- 11.4.4 South Korea
- 11.4.5 ANZ
- 11.4.6 Southeast Asia
- 11.4.7 Rest of Asia Pacific
- 11.5 Latin America
 - 11.5.1 Brazil
 - 11.5.2 Mexico
 - 11.5.3 Argentina
 - 11.5.4 Rest of Latin America
- 11.6 MEA
 - 11.6.1 South Africa
 - 11.6.2 Saudi Arabia
 - 11.6.3 UAE
 - 11.6.4 Rest of MEA
- Chapter 12 Company Profiles
 - 12.1 Alpina Raggi
 - 12.2 Behr Wheels
 - 12.3 Borrani Wheels
 - 12.4 BST (Blackstone Tek)
 - 12.5 Buchanan's Spoke & Rim, Inc.
 - 12.6 Carrozzeria Wheels
 - 12.7 DID Motorcycle Chain and Rims
 - 12.8 Excel Rims
 - 12.9 Excel Takasago
 - 12.10 Haan Wheels
 - 12.11 Kineo Wheels
 - 12.12 Marchesini Wheels
 - 12.13 PVM Wheels
 - 12.14 RK Excel America
 - 12.15 Rotobox Wheels
 - 12.16 SM Pro Rims
 - 12.17 Talon Engineering
 - 12.18 Warp 9 Racing
 - 12.19 Woody's Wheel Works
 - 12.20 Zipp Wheels

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