

**Two-Wheeler Helmet Market Assessment, By Product Type [Full Face Helmet, Open Face Helmet, Half Face Helmet, Flip-up Helmet, Off-Road Helmet], By Price Range [Low, Medium, High], By Helmet Type [Conventional Helmet, Smart Helmet], By Distribution Channel [Online, Offline], By Region, Opportunities and Forecast, 2018-2032F**

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**Report description:**

Global two-wheeler helmet market is projected to witness a CAGR of 7.18% during the forecast period 2025-2032, growing from USD 3.58 billion in 2024 to USD 6.23 billion in 2032. The market has experienced significant growth in recent years and is expected to maintain a strong pace of expansion in the coming years.

Two-wheeler helmets are essential for the safety of riders. They decrease the possibility of head injuries during accidents to a great extent. They provide necessary protection against impacts, preventing traumatic brain injuries and fatalities. Helmets also improve road visibility, making it easier to ride safely. The use of helmets is sometimes mandated by government laws, indicating their importance in public health and safety. Besides, helmets are made comfortable and fashionable, thus urging riders to use them continually. Generally, helmets form part of safe two-wheeler use. Furthermore, organizations in different parts of the world are making relentless efforts to produce motorcycle helmets that are safe and affordable to provide complete protection to two-wheeler riders and to prevent accidents.

For instance, in November 2023, The Global Alliance for Road Safety and Uber jointly declared a new collaboration that will lead to the introduction of safe and affordable two-wheeler helmets. Fatalities due to motorcycles cover nearly 28% of the fatalities worldwide, and it is increasing day by day. The Global Alliance of NGOs for Road Safety (the Alliance) and Uber announced a new partnership that will mobilize a global effort to make safe, affordable motorcycle helmets to be more accessible.

Advent of Highly Upgraded Two-Wheeler Helmets are Significantly Augments Market Growth

The technological upgradation of two-wheeler helmets is necessary as they enhance the rider's safety and experience. Some

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advanced features of smart helmets are collision detection, impact sensors, and alerts that necessitate emergency services in the case of an accident. Most of the smart helmets come with augmented reality displays to provide riders with necessary information regarding direction and speed, thus not creating any distractions. Other innovative features comprise rearview cameras and noise cancellation technology, hence increasing comfort and situational awareness. These upgrades enhance safety and create a better riding culture among motorcycle enthusiasts, making a helmet a necessary part of the gear for any ride.

For instance, in July 2024, VATA7 Inc. introduced The Vata 7 X1 Smart LED Helmet, which will enhance rider visibility with wireless integration to the motorcycle or snowmobile lighting system, echoing tail lights, brake lights, and turn signals. There are many LED sequence modes available in these helmets, including Ghost, and Stealth, that operate via a Vata7 mobile app. Constructed using 100% 3D carbon fiber with patented aeronautical technology, this helmet is lightweight while adhering to US and European safety standards. It will provide excellent ventilation and is capable of operating even for up to 12 hours on a single charge.

#### A Significant Rise in Investment for the Two-Wheeler Helmets is Expediting the Market Growth

Increased investment in two-wheeler helmets worldwide is being driven by the rise in awareness of road safety and strict regulations that mandate helmet use. Other factors driving investment include increased motorbike ownership, technological advancements in helmet design, and government initiatives aimed at reducing traffic injuries. This highlights the critical role helmets play in enhancing rider safety worldwide, which in turn is significantly augmenting the market growth.

For instance, in August 2023, Mips AB invested USD 7.3 million in Quin Design (Quintessential Design Inc), taking over 25% of the innovative helmet technology firm. Quin Design specializes in smart helmets, which integrate sensor-powered crash detection technology, automatically alerting emergency services in case of a crash. The partnership intends to enhance the safety provided in helmets by incorporating Quin's advanced technology and the experience of Mips' safety systems for helmets. Both companies share a common vision of enhancing rider safety through data-driven solutions. Quin is set for growth, especially with the backing of Mips, which will help it expand its market presence and technological capabilities.

#### A Steep Increase in Demand for Full Face Helmets are Expediting the Market Growth

Full-face helmets are essential for motorcycle safety since they offer all-around protection for the head, face, and chin, which are the most vulnerable parts of the motorcycle in the case of accidents. These have an outer shell of great strength to absorb shock impact and a chin bar to protect against serious damage from frontal impacts. Moreover, full-face helmets significantly reduce the risk of head and neck injuries compared to other helmets. They also come with ventilation systems and visors to provide comfort and better visibility and are, therefore, favored by riders who value their safety.

For instance, in November 2024, KLIM (a brand under Klim Industries Inc.), unveiled two full face helmet designs known as the X1 Alpha adventure helmet and the GT1 Expedition modular touring helmet. The X1 Alpha is made of high safety materials like Koroyd and Expanded Polystyrene (EPS), thus optimizing the absorption capacity during impacts while still increasing comfort and ventilation for extended ride conditions. This helmet is meant to be coupled with the GT1 Expedition for an improved modular touring experience. Both helmets are designed to promote rider safety and comfort, which reflects KLIM's dedication to innovative motorcycle gear technology.

#### Asia-Pacific Comprehensively Led the Market in All Aspects

Asia-Pacific is the leader in the two-wheeler helmet market mainly because of the increasing middle-class incomes and rapid urbanization in emerging nations. India and China are the biggest contributors to the market, led by high adoption rates of two-wheelers and government regulations mandating helmet use. The growth in this region is further fueled by increasing consumer awareness of road safety and the popularity of electric vehicles. Further, the growing manufacturing sector and infrastructure development are increasing the demand for helmets, thereby positioning Asia-Pacific as a key player in the market. For instance, in September 2024, The State Administration for Market Regulation announced that the two-wheeler helmets must carry China's Compulsory Certification (CCC) to import and sell them. This regulation ensures both motorcycle and electric bicycle helmets must obtain CCC certification. The updated implementation rules that will replace the previous one will also be applied to existing helmets, which can upgrade to the new standards after their expiration. Companies with voluntary certifications for electric bicycle helmets will have to switch to CCC certification without paying extra fees if no changes in requirements occur.

#### Future Market Scenario (2025 - 2032F)

-□Future helmets will become even more high-tech with advanced technologies like smart features, such as built-in communication systems, navigation aids, and collision detection sensors. All these innovations will contribute to a higher level of rider safety

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through enhanced situational awareness and real-time data delivery. Manufacturers will focus on creating products that combine safety with modern technology to keep up with increasing consumer demand for smart helmets.

-□ In the upcoming years, the governments are expected to introduce tighter legislation related to helmet safety and use requirements. These strict rules and regulations will contribute to increasing the demand for certified helmets meeting new safety standards. Thus, companies manufacturing helmets must conform to these changes to sell products in this competitive marketplace.

-□ Increasing environmental concerns will also affect the future of two-wheeler helmets. The manufacturer is going to take steps towards sustainability by adopting environment-friendly materials and processes in their production. They would adopt sustainable practices by recycling the material used for making helmets and minimizing waste. In such a scenario, consumer demand for eco-friendly helmets will be on the rise.

#### Key Players Landscape and Outlook

Market leaders in the global two-wheeler helmet industry are implementing key strategies to enhance competitiveness and market penetration. These strategies include product development focused on innovative designs that meet stringent consumer safety requirements. Additionally, mergers and acquisitions are being pursued to expand market reach. Companies are diversifying their activities to enter new markets, thereby increasing revenue streams. This proactive approach not only addresses evolving consumer needs but also positions firms for sustained growth in a competitive landscape, ensuring they remain relevant and responsive in the dynamic global market for two-wheeler helmets.

In October 2023, Vista Outdoor Inc. announced that it is expanding its helmet product line with the new visorless Crossframe Pro Helmet for endurance mountain biking and gravel riding. This latest version features premium safety components in the form of Multidirectional Impact Protection System (MIPS), a BOA Fit System for comfort adjustments, and an optimized ventilation design to keep riders cool under conditions of high stress while providing style. The launch falls in line with Vista Outdoor's commitment to innovation in outdoor gear, celebrating Fox Racing's heritage in cycling safety. The helmet is meant to cater to the needs of serious riders around the world.

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\*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work.

20. Strategic Recommendations

21. About Us and Disclaimer

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