

India Bike Helmet Market By Bike Helmet (Full Face, Open Face, Half Face, Modular and Motocross), By Sales Channel (Offline (Dealers/Retailers, Two-Wheeler Manufacturers, Institutional) and Online), By End User (Commuters, Enthusiasts, Commercial Users), By Region, Competition, Opportunities & Forecast, 2021-2031F

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Report description:**Market Overview**

India Bike Helmet Market was valued at USD 373.25 million in 2025 and is projected to reach USD 612.32 million by 2031, growing at a CAGR of 8.60% during the forecast period. The surge in two-wheeler ownership across Indian cities, coupled with increasing urbanization and disposable income, has accelerated the demand for bike helmets. Enforcement of stricter helmet usage laws and heightened safety awareness have encouraged consumers, particularly in both urban and rural settings, to opt for certified helmets. The market is witnessing a notable shift toward branded, ISI-certified helmets, driven largely by younger consumers and professionals. Additionally, the rise of electric scooters and app-based bike taxi services is contributing to sustained demand, with lightweight, trendy, and feature-rich helmet designs gaining popularity among short-distance commuters and gig economy riders.

Key Market Drivers**Growing Two-Wheeler Ownership**

The rising penetration of two-wheelers in urban and semi-urban areas is a major catalyst for the helmet market. As per SIAM, over 15.9 million two-wheelers were sold in FY 2023-24, underscoring a strong demand trajectory. Every two-wheeler sold typically prompts the purchase of at least one helmet. This demand is supported by daily commuters, delivery riders, and younger consumers who increasingly prefer motorcycles and scooters for their affordability and ease of use. Additionally, electric scooters are broadening the customer base. Improved road networks and cost-effective transport options continue to support this trend, making helmets a necessary safety accessory.

Key Market Challenges**Presence of Unorganized and Non-Certified Products**

A key challenge in the India bike helmet market is the dominance of low-cost, non-certified helmets produced by unorganized manufacturers. These products, although widely available and economically attractive, often fail to meet essential safety standards. This compromises rider safety and undermines the market for compliant, premium helmets. Despite initiatives to raise public awareness, many consumers in semi-urban and rural areas still choose affordability over certified protection, posing hurdles for legitimate brands aiming to build trust and ensure road safety compliance.

Key Market Trends

Adoption of Smart Bike Helmets with Connectivity Features

A growing segment of consumers is showing interest in technologically advanced helmets equipped with features such as Bluetooth connectivity, navigation integration, hands-free communication, and voice control. These smart helmets are particularly popular among urban riders seeking seamless connectivity while commuting. By enhancing rider safety and convenience, these innovations appeal strongly to tech-savvy customers. Consequently, manufacturers are increasingly investing in R&D to develop digital and connected helmets that align with modern mobility preferences and enrich the riding experience.

Key Market Players

- Aaron Bike Helmets Pvt. Ltd.
- Aerostar Bike Helmets
- Autofy (Cleanse Solutions Pvt. Ltd.)
- Axor Bike Helmets (under Vega group)
- Gliders India Ltd.
- Royal Enfield (Eicher Motors Ltd.)
- Steelbird Hi-Tech India Ltd.
- Studds Accessories Ltd.
- Vega Auto Accessories Pvt. Ltd.
- Wrangler Bike Helmets

Report Scope:

In this report, the India Bike Helmet Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

- India Bike Helmet Market, By Bike Helmet:

- o Full Face
- o Half Face
- o Modular
- o Motocross
- o Open face

- India Bike Helmet Market, By Sales Channel:

- o Offline (Dealers/Retailers, Two-Wheeler Manufacturers, Institutional)
- o Online

- India Bike Helmet Market, By End User:

- o Commuters
- o Enthusiasts
- o Commercial Users

- India Bike Helmet Market, By Region:

- o North
- o South
- o West
- o East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the India Bike Helmet Market.

Available Customizations:

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India Bike Helmet Market report with the given market data, TechSci Research, offers customizations according to the company's specific needs. The following customization options are available for the report:

Company Information

- Detailed analysis and profiling of additional market players (up to five).

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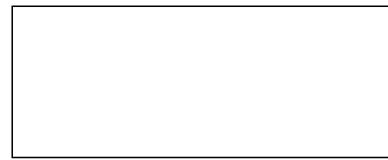
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