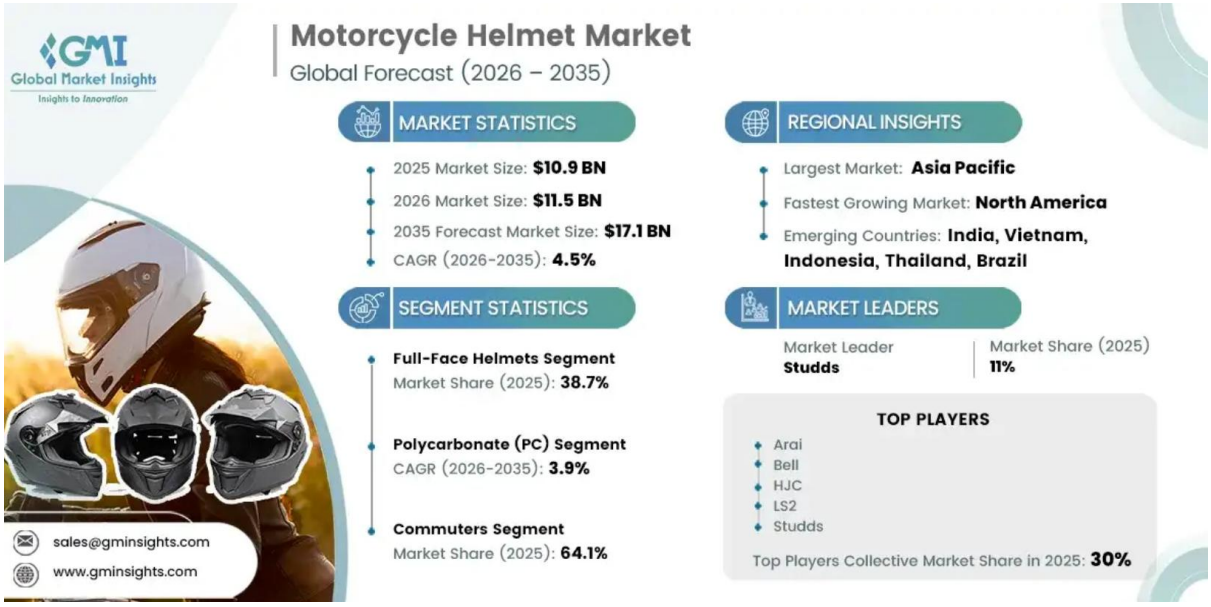
Motorcycle Helmet Market: Key Companies, Growth Opportunities and Future Outlook 2035

The global motorcycle helmet market was valued at USD 10.9 billion in 2025 and is projected to reach USD 17.1 billion by 2035, expanding at a 4.5% CAGR from 2026 to 2035. Revenue is expected to reach USD 11.5 billion in 2026, supported by rising two-wheeler ownership, mandatory safety regulations, rider safety awareness, replacement demand, and the growing adoption of connected helmet technologies.

The market is shifting from a transactional safety purchase toward a broader decision based on certification, fit, comfort, ventilation, weight, visibility, communications, and riding style. Demand remains concentrated in high-volume emerging two-wheeler markets, while mature markets are experiencing premium replacement activity driven by advanced composites, ECE 22.06 compliance, smart features, and adventure-oriented riding.



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Full-face helmets remain the leading product category across commuting, sport, touring, and premium applications. Polycarbonate continues to provide the broadest accessible material base, while fiberglass composite is projected to record the fastest material growth by bridging affordable products and premium carbon-fiber helmets. Mid-range helmets represent the largest and fastest-growing price pool as riders seek better comfort, lighter shells, improved ventilation, and stronger certification without luxury-level prices.

Commuters provide the largest end-use demand base, supported by recurring replacement cycles in India, Vietnam, Indonesia, and the Philippines. Professional and racing riders are expected to grow rapidly through FIM-homologated products, while touring and adventure riders are increasing demand for modular designs, low-noise shells, sun visors, navigation, and communication systems. Offline retail remains dominant because helmet fitting is product-critical, while online channels are expanding through broader assortment and virtual-fit tools.

Asia Pacific dominated the motorcycle helmet market in 2025, supported by its large two-wheeler population, high commuter volumes, recurring replacement demand, and expanding certified-

helmet adoption. North America is projected to be the fastest-growing region as DOT and premium certification requirements, advanced composites, smart helmets, and replacement upgrades gain momentum.

Studds led the global motorcycle helmet market with more than an 11% share in 2025. Its position is supported by a broad economy and mid-range product portfolio, strong distribution coverage, extensive retail reach, and established access to high-volume Indian and other Asian commuter markets.

Some of the major players in this market are Arai, Bell, HJC, LS2, Shoei, Schuberth, Shark, Airoh, Sena, Cardo, Steelbird, SMK, and Vega. The top five companies collectively held approximately 30% of the global market in 2025.

Table of Contents

Chapter 1. Methodology and Scope

1.1 Market scope and definition
1.2 Research design
1.2.1 Research approach
1.2.2 Data collection methods
1.3 Data mining sources
1.3.1 Global
1.3.2 Regional/Country
1.4 Base estimates and calculations
1.4.1 Base year calculation
1.4.2 Key trends for market estimation
1.5 Primary research and validation
1.5.1 Primary sources
1.6 Forecast model
1.7 Research assumptions and limitations

Chapter 2. Executive Summary

2.1 Industry 360° synopsis
2.2 Key market trends
2.2.1 Motorcycle ownership and replacement demand
2.2.2 ECE 22.06 and global safety compliance
2.2.3 Premiumization and composite-shell adoption
2.2.4 Smart and connected helmet technologies
2.2.5 Adventure, touring, and dual-sport riding growth
2.3 TAM analysis, 2022–2035
2.4 CXO perspectives: Strategic imperatives
2.4.1 Executive decision points
2.4.2 Critical success factors
2.5 Future outlook and strategic recommendations

Chapter 3. Industry Insights

3.1 Industry ecosystem analysis
3.1.1 Shell-material suppliers
3.1.2 EPS liner and impact-protection suppliers

3.1.3 Visor, ventilation, and communication-component suppliers
3.1.4 Helmet manufacturers
3.1.5 Motorcycle OEMs and branded accessory providers
3.1.6 Specialty retailers and dealerships
3.1.7 E-commerce and direct-to-consumer channels
3.1.8 Certification, testing, and safety organizations
3.1.9 Profit margin analysis
3.1.10 Value addition at each stage
3.1.11 Factors affecting the value chain
3.2 Industry impact forces
3.2.1 Growth drivers
3.2.2 Industry pitfalls and challenges
3.2.3 Market opportunities
3.3 Growth potential analysis
3.4 Technology and innovation landscape
3.5 Pricing analysis
3.6 Regulatory landscape
3.7 Porter's analysis
3.8 PESTEL analysis
3.9 Impact of AI and generative AI on the market
3.9.1 AI-enabled helmet fit and sizing tools
3.9.2 Smart impact detection and emergency communication
3.9.3 AI-supported aerodynamics and ventilation design
3.9.4 Predictive product quality and certification analytics
3.9.5 Risks, limitations, and regulatory considerations

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