Rally Sport Riding Gear Market: Emerging Trends, Regional Outlook and Forecast 2035

The global rally sport riding gear market was valued at USD 1.6 billion in 2025 and is projected to reach USD 3.3 billion by 2035, expanding at a 7.8% CAGR from 2026 to 2035. Revenue is expected to reach USD 1.7 billion in 2026, supported by rising rally participation, stricter FIM and FIA safety requirements, higher rider-safety awareness, and advances in protective materials.

Rally riding gear is evolving from a niche competition-equipment category into a performance and protection market serving professional teams, privateers, adventure-rally clubs, experience-day participants, and recreational riders. Certified helmets, active airbag systems, CE-rated armor, lightweight composites, technical textiles, and connected protection systems are raising the value of each participant's equipment basket.



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Motorcycle gear generated USD 925.8 million in 2025, representing 58.6% of market revenue, and is projected to reach USD 2.17 billion by 2035 at an 8.98% CAGR. Car gear generated USD 571.8 million in 2025 and is expected to reach USD 984.9 million by 2035 at a 5.68% CAGR. Helmets remained the largest product category at USD 384.7 million, accounting for 24.3% of 2025 revenue.

Amateur and recreational enthusiasts generated USD 1.01 billion in 2025, representing 63.7% of market revenue, while professional and competitive teams accounted for USD 572.8 million. Specialty offline retail remained the largest distribution channel at USD 708.7 million, or 44.9% of market revenue, while online and e-commerce sales generated USD 449 million.

Europe dominated the rally sport riding gear market in 2025, supported by established rally events, motorsport infrastructure, professional teams, certification requirements, and premium product adoption. Asia Pacific is projected to be the fastest-growing region as rally participation, organized off-road events, adventure motorcycling, digital distribution, and certified equipment adoption expand across China, India, Japan, Australia, Thailand, Indonesia, and Vietnam.

Alpinestars led the market with more than an 8.1% share in 2025. Its competitive position is supported by broad motorcycle-protection portfolios, advanced airbag systems, certified helmets and armor, professional-team relationships, technical innovation, and strong distribution across specialist and digital channels.

Some of the major players in this market are Sparco, Fox Racing, OMP Racing, Acerbis, Dainese, Leatt Corporation, Bell Racing, Arai, Shoei, HJC, Schuberth, Sidi Sport, Gaerne, Helite, and In&Motion. The top five companies collectively held approximately 17.5% of the market in 2025.

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