
Description: The Global Premium Motorcycle Helmet Market is expected to grow at a CAGR of 7.04% and reach size of $X.XX billion by the year 2020. The average motorcycle buyer is very different in the developed markets of North America and Europe and in the emerging markets like India, Indonesia. In the developed markets, a high percentage of sales are of the high capacity performance bikes, which are bought majorly by enthusiasts and not by daily commuters. Whereas in the emerging markets like India, commuter and entry level bikes starting from a 100cc engine comprise the maximum sales. Commuter bikers do not generally prefer premium Motorcycle helmets, due to their higher costs. In the emerging markets, which constitute the bulk of the motorcycle sales, the trend is slowly changing. The entry of affordable bigger capacity bikes in the last decade has changed the market. Now, the consumers in emerging markets can buy 300-400 cc bikes at relatively affordable prices. The entry of iconic bike brand such as Harley Davidson, Ducati, Aprilia in these markets has helped the market grow. Harley Davidson opened its only manufacturing plant outside of North America in India, and has started rolling out locally manufactured bikes at relatively affordable prices. BMW motorcycles has also tied up with TVS Motors of India to locally manufacture and export bikes. These trends will change the market landscape and the premium motorcycle helmet market will boom. The Asia Pacific region on the back of a widening consumer base will lead the growth in the market in the premium motorcycle helmet segment, although the base will be very low as the current market is very small.

Bike safety has become one of the most important concerns for riders in recent times, and the helmet forms the most important part of that. Recent studies have found a direct correlation between the price of the helmet and the safety it provides. This can be a potential driver for the Global Premium Motorcycle Helmets Market. Contemporary premium bike helmets are increasingly being made of carbon fiber, which provides a higher tensile strength, a fact that gives the rider much more safety. In addition, these helmets are more comfortable than the regular helmets and come equipped with Bluetooth and GPS devices that are making them increasingly popular in the market.

Arai Helmet, Bell Motor Company, Shoii and Nolan are some of the important players in the Global premium motorcycle helmets market. The market is segmented by material type (Kevlar, Carbon Fiber, Fiber Glass, Plastics), and by Geography (North America, Europe, Asia Pacific, Latin America, Africa & Middle-East).

The Report Offers:
- Market analysis for Global Premium Motorcycle Helmet Market Trends specific assessments and competition analysis on global and regional scales
- Market definition along with the identification of key drivers and restraints
- Identification of factors instrumental in changing the market scenarios, rising prospective opportunities, and identification of key companies that can influence this market on a global and regional scale
- Extensively researched competitive landscape section with profiles of major companies along with their market shares
- Identification and analysis of the macro and micro factors that affect the Global Premium Motorcycle Helmet Market on both global and regional scales
- A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information
- A wide-ranging knowledge and insights about the major players in this industry and the key strategies adopted by them to sustain and grow in the studied market
- Insights on the major countries in which this industry is blooming and to also identify the regions that are still untapped

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