

What Australian riders are buying - and how to build a better S1 wall

A practical read of Australian S1 helmet sales from 1 July 2025 to 30 June 2026. Use the evidence to protect dependable demand, then make more colours, graphics and models visible so more customers find a helmet that feels right for them.

77% of reported helmet sales are Lifer	30% of Lifer sales are Medium	37% of Lifer sales are Black Matte
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THE DATA SAYS: KEEP THE ANCHOR, WIDEN THE CHOICE

Lifer is the anchor at 77.1% of reported helmet sales. But within Lifer, Black Matte is 37.2% - so 62.8% of Lifer sales are other colours and graphics. The opportunity sits around the proven core.

Protect the 77% anchor

Keep Lifer visible and replenished, especially Medium and Large, which together represent 52% of Lifer sales.

Use the 63% choice layer

Make colours and graphics easy to see. They are already the majority of Lifer sales outside Black Matte.

WHAT TO DO WITH THE DATA

1. Make the anchor obvious

Lifer and Black Matte are the easiest entry point for a customer and the safest replenishment signal.

2. Make fit feel simple

Use the size break and liner colours to make M and L easy to find without hiding the wider range.

3. Give customers a reason to browse

Show colour, graphics and model variety as the next choice - not as leftovers.

Build the core, then build the reasons to browse

Choose an opening range size. The colour mix uses the full model mix; the size break uses Lifer as the core-wall reference. These are evidence-led starting points, not fixed orders.

Opening range	Black Matte	Colours + graphics	M	L	XL	S	XS	2XL	3XL
12	5	7	4	3	1	2	1	1	0
24	9	15	7	5	3	4	2	2	1
36	14	22	11	8	5	5	3	3	1
48	19	29	15	10	6	7	4	4	2
60	24	36	18	13	8	8	6	5	2
72	28	44	22	16	9	10	6	6	3
84	33	51	25	18	11	12	8	7	3
96	38	58	29	21	12	13	9	9	3

Reading the planner

At 48 helmets

19 Black Matte + 29 colours and graphics. The Lifer size reference is 15 M, 10 L, 6 XL, 7 S, 4 XS, 4 2XL and 2 3XL.

Why this mix works

Black Matte provides dependable depth. The majority colour and graphics layer creates more visible choice. M and L remain the largest fitting conversations.

SIZE BREAK: START WITH THE FIT CONVERSATION

Medium is 30.2% of Lifer sales and Large is 21.7%. Keep those sizes easy to find, then use the compatible liner system to support the rest of the range.

Fit first

Measure the head, select the correct shell, fit the compatible liner, then open up the colour and model choice.

Keep the wall useful

A measuring tape, liner colour key and visible size story help staff turn data into a confident customer conversation.

MODEL OPPORTUNITIES

The core is strong. The next models make the wall more useful.

Use model share as the first signal, then use colour and size stories to decide how much space each model deserves.

Model	Share	Stockist reading
Lifer	77%	Anchor depth; protect availability and make the wall easy to enter.
Mega	9%	9.0%: the clearest larger-fit expansion signal.
Mini	9%	8.8%: the clearest smaller-fit expansion signal.
Brim	2%	1.9%: adds a distinct use and visual story.
Retro	2%	1.6%: adds a recognisable retro shape.
Retro E-Helmet	1%	1.3%: focused specialist conversation.
Visor	0.3%	0.3%: small sample; treat as directional.

COLOUR IS NOT A SIDE STORY

Black Matte leads Lifer at 37.2%, but the other 62.8% of Lifer sales are colours and graphics. Make at least three alternatives visible beside the anchor so the data becomes a browsing experience, not just a replenishment list.

Anchor

Black Matte with Black Straps - dependable depth and an easy first choice.

Established choice

White Gloss, Black Gloss, Cotton Candy and Rainbow Swirl are early colour signals in the Lifer story.

Conversation starters

Graphics, statements and specialist models create stopping power and help customers find something personal.

Make the core pay for the variety

The best S1 wall is easy to enter, easy to fit and interesting enough to explore.

01 / Give the anchor the best position

Lifer is 77.1% of reported sales. Make it easy to find and keep the proven sizes replenished.

02 / Make fit feel simple

M and L together represent 51.9% of Lifer sales. Use the liner colour key and a clear process to make fitting fast.

03 / Sell the reason to choose

Black Matte is 37.2%, but 62.8% of Lifer sales are other colours and graphics. Put the alternatives in the conversation.

FIT FIRST. THEN OPEN UP THE CHOICE

1. Measure the head

Start with an accurate head measurement.

2. Select the correct shell

Mini Lifer, Lifer and Mega Lifer use different shell systems.

3. Fit the compatible liner

Use the liner system to refine the fit inside the correct shell.

4. Open up the range

Once fit is right, show colour, graphics and models that give the customer a reason to choose.

STOCKIST ADVANTAGE

Support the wall with compatible liners, a measuring tape and a simple fitting process - then make the full range easy to explore.

Give customers more ways to say yes

Use the evidence as a conversation starter with your team. The goal is not to replace the core; it is to make the full strength of S1 visible.

Anchor colours

Make Black Matte easy to find, then show clear alternatives beside it.

Established colours

Use proven colour stories to make choice feel safe and familiar.

Graphics and statements

Create stopping power, personality and conversation.

Different models

Mini and Mega together represent 17.8% of sales; use them to broaden fit coverage.

BEFORE THE NEXT ORDER

CHECK THE WALL	ASK THE TEAM
Do we have enough Lifer depth in Black Matte with Black Straps? Can customers see at least three colour or graphics options? Are M and L easy to find, with compatible liners close by? Do we have Mini or Mega represented? Is there a visible sizing or fitting aid near the wall?	Can staff explain shell choice and liner fitting? Which model, colour or size is the next obvious addition? Are customers being shown alternatives after fit is established? What does our own local sales history add to this guide?

REQUEST A RANGE REVIEW

Bring your current range, wall space or recent sales and use this report as the starting point for a stronger S1 wall.

METHODOLOGY

How to read this report

This report is a buying guide built from Australian S1 helmet sales during the 2026 financial year.

REPORTING PERIOD AND METRIC

Reporting period: 1 July 2025 to 30 June 2026. **Metric:** helmet sales, not revenue. The report includes 9,331 reported helmet sales across the listed S1 models.

Included

Helmet model, colour/graphics and size mix for the listed S1 models.

Excluded

Accessories, helmet bags, visor hardware and replacement liners are excluded from helmet model share. Liners are treated separately as fit-system education.

LIMITATIONS

Results reflect Australian S1 sales during the reporting period and are a buying guide, not a guarantee of future local sales. Low-volume models, local customer mix, product availability and stockouts may materially affect an individual store. Use the planner as a starting point and adjust it using your own wall space, customer profile and sales history.

THE TAKEAWAY

Lifer gives the wall confidence. Colour, graphics and model variety give customers more ways to find the right helmet.

Keep the anchor strong, then make the wider S1 range visible.