

Global Atv And Utv Market Forecast 2025-2032?

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Report description:

KEY FINDINGS

The global ATV and UTV market is anticipated to reach \$13114.59 million by 2032, growing at a CAGR of 4.80% during the forecast period, 2025-2032. The base year considered for the study is 2024, and the estimated period is between 2025 and 2032.

The ATV and UTV market is experiencing significant growth, driven by the rising popularity of off-road vehicles for recreational, commercial, and military applications. All-terrain vehicles (ATVs) are designed for single riders and are commonly used for trail riding, adventure sports, and agricultural tasks, while utility terrain vehicles (UTVs), also known as side-by-sides, offer seating for multiple passengers and greater cargo capacity. The increasing demand for ATV and UTV trails across popular outdoor destinations, such as Hatfield-McCoy Trails in West Virginia and Moab in Utah, is further fueling market expansion.

Technological advancements are transforming the industry, with manufacturers focusing on developing high-performance ATV and UTV accessories and autonomous driving features. The demand for electric ATV and UTV powertrain solutions is also reshaping the market as eco-conscious consumers seek quieter, more sustainable alternatives. Leading brands like Polaris, Honda, and Can-Am have introduced electric models, such as the Can-Am Defender Electric, which offers both environmental benefits and superior performance.

The adoption of ATV and UTV in military activities is another key factor propelling market growth. These vehicles are extensively used for reconnaissance, personnel transport, and cargo movement across rugged terrains. ATV and UTV in the defense sector are favored for their maneuverability and adaptability, with governments worldwide investing in advanced models tailored for military operations. Additionally, the difference between ATV and UTV in terms of design, capacity, and functionality allows for diverse applications across agriculture, forestry, and construction.

As the market expands, investments in ATV and UTV infrastructure are rising, including dedicated trails, service centers, and rental facilities. The increasing use of ATV and UTV for outdoor tourism, coupled with government initiatives promoting recreational and utility vehicles, is expected to sustain market growth. While challenges such as high upfront costs and

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maintenance expenses persist, ongoing innovations and the expansion of electric and autonomous models are set to further accelerate the growth of the ATV and UTV market.

MARKET INSIGHTS

Key enablers of the global ATV and UTV market growth:

Increasing recreational activities and adventure tourism worldwide

The growing popularity of recreational activities and adventure tourism is a major driving force behind the all-terrain vehicle (ATV) and utility task vehicle (UTV) market.

As outdoor enthusiasts seek new experiences, the demand for vehicles that enhance these activities continues to rise.

This trend is particularly evident in the surge of outdoor activities like trail riding, camping, and adventure sports, which have become widely popular among various demographics.

Rising adoption of ATVs and UTVs in agricultural and forestry applications

Technological advancements, including electric-powered models and enhanced safety features

Key growth restraining factors of the global ATV and UTV market:

High initial costs and maintenance expenses limit affordability

Stringent government regulations on vehicle emissions and off-road usage

Stringent government regulations regarding vehicle emissions and off-road usage present a significant challenge for the global ATV and UTV market.

These regulations are primarily designed to minimize environmental impacts, especially in sensitive ecological areas where off-road vehicles can cause harm to local flora and fauna.

For instance, the US Environmental Protection Agency (EPA) has implemented strict emission standards for all-terrain vehicles operating on public lands, requiring manufacturers to ensure compliance with the latest emissions guidelines to legally sell and use their vehicles.

Safety concerns associated with the use of ATVs and UTVs in extreme terrains

Global ATV and UTV Industry | Top Trends

Growing popularity of electric and hybrid ATVs and UTVs driven by sustainability goals

Expansion of rental services for recreational off-road vehicles in tourist destinations

Development of autonomous and semi-autonomous ATV and UTV models

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The development of autonomous and semi-autonomous ATV and UTV models is emerging as a transformative trend in the off-road vehicle market, driven by advancements in technology and the increasing demand for enhanced operational efficiency and safety.

This trend aligns with broader movements in the automotive industry, where companies are exploring automation to improve productivity and reduce human error.

Increased partnerships between manufacturers and local dealers for market penetration in emerging regions

SEGMENTATION ANALYSIS

Market Segmentation - Vehicle Type, Fuel Type, Displacement, and End-User -

Market by Vehicle Type:

UTV

ATV

Market by Fuel Type:

Gasoline Powered

Electric Powered

Diesel Powered

Diesel-powered vehicles are increasingly gaining traction in the all-terrain vehicle (ATV) and utility task vehicle (UTV) market, primarily due to their advantages in fuel efficiency, torque delivery, and overall durability.

Diesel engines are renowned for their ability to provide higher torque at lower RPMs, which translates to better performance in heavy-duty applications.

Recent models showcase the advancements and growing popularity of diesel engines in this segment. For instance, the 2024 Polaris Ranger Diesel offers a robust 1,000cc engine specifically designed to handle tough jobs with ease while providing excellent fuel efficiency.

Solar Powered

Market by Displacement:

400-800 (CC)

?400 (CC)

?800 (CC)

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Market by End-User:

Agriculture & Utility

ATVs and UTVs are being used in farms and other agricultural activities. Although tractors are still the go-to vehicles, they are being replaced by ATVs and UTVs in some applications.

Other agricultural practices where these vehicles can be used include raking and harrowing fields, plowing snow to prevent damage, mowing grass, and spreading new seeds.

Recreational

Military & Defense

Sports

Other End-Users

REGIONAL ANALYSIS

Geographical Study Based on Four Major Regions:

North America: The United States and Canada

North America has a higher share globally owing to the presence of major industry players such as Polaris Inc, Deere and Company, Textron Inc, and others.

The market growth is attributed to the expanding applications of ATVs and UTVs in sectors such as military and defense, as well as agriculture and utilities.

Europe: The United Kingdom, Germany, France, Italy, Spain, Poland, Belgium, and Rest of Europe

Asia-Pacific: China, India, South Korea, Thailand, Indonesia, Vietnam, Japan, Australia & New Zealand, and Rest of Asia-Pacific

Rest of World: Latin America, Middle East & Africa

Our market research reports offer an in-depth analysis of individual country-level market size and growth statistics. We cover the segmentation analysis, key growth factors, and macro-economic trends within the ATV and UTV market, providing detailed insights into -

India ATV and UTV Market

Japan ATV and UTV Market

United States ATV and UTV Market

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The major players in the global ATV and UTV market:

BRP Inc

CF Moto

Kawasaki Heavy Industries Ltd

Deere and Company

Honda Motor Company Ltd

Key strategies adopted by some of these companies:

In 2024, Suzuki Motor USA, LLC announced that Suzuki Manufacturing of America Corp (SMAC) will be its 100% subsidiary effective January 1, 2024. This strategic move aims to strengthen Suzuki's operational efficiency and enhance its manufacturing capabilities in the United States.

In 2024, Hisun Motors Corp partnered with Remington to launch the Remington Pursuit 750, a revolutionary UTV designed for outdoor enthusiasts. This model features a 750cc V-twin engine, advanced suspension, and a sleek design, combining power, performance, and style to enhance the off-road experience.

Table of Contents:

RESEARCH SCOPE & METHODOLOGY

STUDY OBJECTIVES

METHODOLOGY

ASSUMPTIONS & LIMITATIONS

EXECUTIVE SUMMARY

MARKET SIZE & ESTIMATES

MARKET OVERVIEW

SCOPE OF STUDY

MAJOR MARKET FINDINGS

NORTH AMERICA DOMINATES THE MARKET DUE TO HIGH RECREATIONAL USAGE AND AGRICULTURAL ADOPTION

ASIA-PACIFIC IS WITNESSING SIGNIFICANT GROWTH, DRIVEN BY INCREASING UTILITY APPLICATIONS IN AGRICULTURE AND CONSTRUCTION

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EUROPE IS FOCUSING ON ECO-FRIENDLY ATVS AND UTVS TO COMPLY WITH STRICT EMISSION NORMS

LATIN AMERICA SHOWS POTENTIAL GROWTH, SUPPORTED BY EXPANDING OFF-ROAD SPORTS AND ADVENTURE TOURISM

MARKET DYNAMICS

KEY DRIVERS

INCREASING RECREATIONAL ACTIVITIES AND ADVENTURE TOURISM WORLDWIDE

RISING ADOPTION OF ATVS AND UTVS IN AGRICULTURAL AND FORESTRY APPLICATIONS

TECHNOLOGICAL ADVANCEMENTS, INCLUDING ELECTRIC-POWERED MODELS AND ENHANCED SAFETY FEATURES

KEY RESTRAINTS

HIGH INITIAL COSTS AND MAINTENANCE EXPENSES LIMIT AFFORDABILITY

STRINGENT GOVERNMENT REGULATIONS ON VEHICLE EMISSIONS AND OFF-ROAD USAGE

SAFETY CONCERNS ASSOCIATED WITH THE USE OF ATVS AND UTVS IN EXTREME TERRAINS

KEY ANALYTICS

KEY MARKET TRENDS

GROWING POPULARITY OF ELECTRIC AND HYBRID ATVS AND UTVS DRIVEN BY SUSTAINABILITY GOALS

EXPANSION OF RENTAL SERVICES FOR RECREATIONAL OFF-ROAD VEHICLES IN TOURIST DESTINATIONS

DEVELOPMENT OF AUTONOMOUS AND SEMI-AUTONOMOUS ATV AND UTV MODELS

INCREASED PARTNERSHIPS BETWEEN MANUFACTURERS AND LOCAL DEALERS FOR MARKET PENETRATION IN EMERGING REGIONS

PORTER'S FIVE FORCES ANALYSIS

BUYERS POWER

SUPPLIERS POWER

SUBSTITUTION

NEW ENTRANTS

INDUSTRY RIVALRY

GROWTH PROSPECT MAPPING

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GROWTH PROSPECT MAPPING FOR NORTH AMERICA

GROWTH PROSPECT MAPPING FOR EUROPE

GROWTH PROSPECT MAPPING FOR ASIA-PACIFIC

GROWTH PROSPECT MAPPING FOR REST OF WORLD

MARKET MATURITY ANALYSIS

MARKET CONCENTRATION ANALYSIS

VALUE CHAIN ANALYSIS

RAW MATERIAL PROCUREMENT

COMPONENT MANUFACTURING

ASSEMBLY AND PRODUCTION

DISTRIBUTION CHANNELS

AFTER-SALES SERVICES

KEY BUYING CRITERIA

PERFORMANCE AND DURABILITY

SAFETY FEATURES

COST EFFICIENCY AND MAINTENANCE

BRAND REPUTATION AND CUSTOMER SUPPORT

MARKET BY VEHICLE TYPE

UTV

MARKET FORECAST FIGURE

SEGMENT ANALYSIS

ATV

MARKET FORECAST FIGURE

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SEGMENT ANALYSIS

MARKET BY FUEL TYPE

GASOLINE POWERED

MARKET FORECAST FIGURE

SEGMENT ANALYSIS

DIESEL POWERED

MARKET FORECAST FIGURE

SEGMENT ANALYSIS

ELECTRIC POWERED

MARKET FORECAST FIGURE

SEGMENT ANALYSIS

SOLAR POWERED

MARKET FORECAST FIGURE

SEGMENT ANALYSIS

MARKET BY DISPLACEMENT

?400 (CC)

MARKET FORECAST FIGURE

SEGMENT ANALYSIS

400-800 (CC)

MARKET FORECAST FIGURE

SEGMENT ANALYSIS

?800 (CC)

MARKET FORECAST FIGURE

SEGMENT ANALYSIS

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MARKET BY END-USER

RECREATIONAL

MARKET FORECAST FIGURE

SEGMENT ANALYSIS

AGRICULTURE & UTILITY

MARKET FORECAST FIGURE

SEGMENT ANALYSIS

SPORTS

MARKET FORECAST FIGURE

SEGMENT ANALYSIS

MILITARY & DEFENSE

MARKET FORECAST FIGURE

SEGMENT ANALYSIS

OTHER END-USERS

MARKET FORECAST FIGURE

SEGMENT ANALYSIS

GEOGRAPHICAL ANALYSIS

NORTH AMERICA

NORTH AMERICA ATV AND UTV MARKET SIZE & ESTIMATES

COUNTRY ANALYSIS

UNITED STATES

UNITED STATES ATV AND UTV MARKET SIZE & OPPORTUNITIES

CANADA

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CANADA ATV AND UTV MARKET SIZE & OPPORTUNITIES

EUROPE

EUROPE ATV AND UTV MARKET SIZE & ESTIMATES

COUNTRY ANALYSIS

GERMANY

GERMANY ATV AND UTV MARKET SIZE & OPPORTUNITIES

UNITED KINGDOM

UNITED KINGDOM ATV AND UTV MARKET SIZE & OPPORTUNITIES

FRANCE

FRANCE ATV AND UTV MARKET SIZE & OPPORTUNITIES

ITALY

ITALY ATV AND UTV MARKET SIZE & OPPORTUNITIES

SPAIN

SPAIN ATV AND UTV MARKET SIZE & OPPORTUNITIES

POLAND

POLAND ATV AND UTV MARKET SIZE & OPPORTUNITIES

BELGIUM

BELGIUM ATV AND UTV MARKET SIZE & OPPORTUNITIES

REST OF EUROPE

REST OF EUROPE ATV AND UTV MARKET SIZE & OPPORTUNITIES

ASIA-PACIFIC

ASIA-PACIFIC ATV AND UTV MARKET SIZE & ESTIMATES

COUNTRY ANALYSIS

CHINA

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CHINA ATV AND UTV MARKET SIZE & OPPORTUNITIES

JAPAN

JAPAN ATV AND UTV MARKET SIZE & OPPORTUNITIES

INDIA

INDIA ATV AND UTV MARKET SIZE & OPPORTUNITIES

SOUTH KOREA

SOUTH KOREA ATV AND UTV MARKET SIZE & OPPORTUNITIES

INDONESIA

INDONESIA ATV AND UTV MARKET SIZE & OPPORTUNITIES

THAILAND

THAILAND ATV AND UTV MARKET SIZE & OPPORTUNITIES

VIETNAM

VIETNAM ATV AND UTV MARKET SIZE & OPPORTUNITIES

AUSTRALIA & NEW ZEALAND

AUSTRALIA & NEW ZEALAND ATV AND UTV MARKET SIZE & OPPORTUNITIES

REST OF ASIA-PACIFIC

REST OF ASIA-PACIFIC ATV AND UTV MARKET SIZE & OPPORTUNITIES

REST OF WORLD

REST OF WORLD ATV AND UTV MARKET SIZE & ESTIMATES

REGIONAL ANALYSIS

LATIN AMERICA

LATIN AMERICA ATV AND UTV MARKET SIZE & OPPORTUNITIES

MIDDLE EAST & AFRICA

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MIDDLE EAST & AFRICA ATV AND UTV MARKET SIZE & OPPORTUNITIES

COMPETITIVE LANDSCAPE

KEY STRATEGIC DEVELOPMENTS

MERGERS & ACQUISITIONS

PRODUCT LAUNCHES & DEVELOPMENTS

PARTNERSHIPS & AGREEMENTS

BUSINESS EXPANSIONS & DIVESTITURES

COMPANY PROFILES

BRP INC

COMPANY OVERVIEW

PRODUCTS

STRENGTHS & CHALLENGES

CF MOTO

COMPANY OVERVIEW

PRODUCTS

STRENGTHS & CHALLENGES

DEERE AND COMPANY

COMPANY OVERVIEW

PRODUCTS

STRENGTHS & CHALLENGES

HISUN MOTORS CORPORATION

COMPANY OVERVIEW

PRODUCTS

STRENGTHS & CHALLENGES

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HONDA MOTOR COMPANY LTD

COMPANY OVERVIEW

PRODUCTS

STRENGTHS & CHALLENGES

KAWASAKI HEAVY INDUSTRIES LTD

COMPANY OVERVIEW

PRODUCTS

STRENGTHS & CHALLENGES

KUBOTA CORPORATION

COMPANY OVERVIEW

PRODUCTS

STRENGTHS & CHALLENGES

KWANG YANG MOTOR CO LTD

COMPANY OVERVIEW

PRODUCTS

STRENGTHS & CHALLENGES

POLARIS INC

COMPANY OVERVIEW

PRODUCTS

STRENGTHS & CHALLENGES

SUZUKI MOTORS CORPORATION

COMPANY OVERVIEW

PRODUCTS

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STRENGTHS & CHALLENGES

TEXTRON INC (ARCTIC CAT)

COMPANY OVERVIEW

PRODUCTS

STRENGTHS & CHALLENGES

YAMAHA MOTOR CO LTD

COMPANY OVERVIEW

PRODUCTS

STRENGTHS & CHALLENGES

LIST OF TABLES

TABLE 1: MARKET SNAPSHOT - ATV AND UTV

TABLE 2: GLOBAL ATV AND UTV MARKET, BY VEHICLE TYPE, HISTORICAL YEARS, 2018-2023 (IN \$ MILLION)

TABLE 3: GLOBAL ATV AND UTV MARKET, BY VEHICLE TYPE, FORECAST YEARS, 2024-2032 (IN \$ MILLION)

TABLE 4: GLOBAL UTV MARKET, BY REGION, HISTORICAL YEARS, 2018-2023 (IN \$ MILLION)

TABLE 5: GLOBAL UTV MARKET, BY REGION, FORECAST YEARS, 2024-2032 (IN \$ MILLION)

TABLE 6: GLOBAL ATV MARKET, BY REGION, HISTORICAL YEARS, 2018-2023 (IN \$ MILLION)

TABLE 7: GLOBAL ATV MARKET, BY REGION, FORECAST YEARS, 2024-2032 (IN \$ MILLION)

TABLE 8: GLOBAL ATV AND UTV MARKET, BY FUEL TYPE, HISTORICAL YEARS, 2018-2022 (IN \$ MILLION)

TABLE 9: GLOBAL ATV AND UTV MARKET, BY FUEL TYPE, FORECAST YEARS, 2024-2032 (IN \$ MILLION)

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TABLE 10: GLOBAL GASOLINE POWERED MARKET, BY REGION, HISTORICAL YEARS, 2018-2022 (IN \$ MILLION)

TABLE 11: GLOBAL GASOLINE POWERED MARKET, BY REGION, FORECAST YEARS, 2024-2032 (IN \$ MILLION)

TABLE 12: GLOBAL DIESEL POWERED MARKET, BY REGION, HISTORICAL YEARS, 2018-2022 (IN \$ MILLION)

TABLE 13: GLOBAL DIESEL POWERED MARKET, BY REGION, FORECAST YEARS, 2024-2032 (IN \$ MILLION)

TABLE 14: GLOBAL ELECTRIC POWERED MARKET, BY REGION, HISTORICAL YEARS, 2018-2022 (IN \$ MILLION)

TABLE 15: GLOBAL ELECTRIC POWERED MARKET, BY REGION, FORECAST YEARS, 2024-2032 (IN \$ MILLION)

TABLE 16: GLOBAL SOLAR POWERED MARKET, BY REGION, HISTORICAL YEARS, 2018-2022 (IN \$ MILLION)

TABLE 17: GLOBAL SOLAR POWERED MARKET, BY REGION, FORECAST YEARS, 2024-2032 (IN \$ MILLION)

TABLE 18: GLOBAL ATV AND UTV MARKET, BY DISPLACEMENT, HISTORICAL YEARS, 2018-2023 (IN \$ MILLION)

TABLE 19: GLOBAL ATV AND UTV MARKET, BY DISPLACEMENT, FORECAST YEARS, 2024-2032 (IN \$ MILLION)

TABLE 20: GLOBAL ?400 (CC) MARKET, BY REGION, HISTORICAL YEARS, 2018-2023 (IN \$ MILLION)

TABLE 21: GLOBAL ?400 (CC) MARKET, BY REGION, FORECAST YEARS, 2024-2032 (IN \$ MILLION)

TABLE 22: GLOBAL 400-800 (CC) MARKET, BY REGION, HISTORICAL YEARS, 2018-2023 (IN \$ MILLION)

TABLE 23: GLOBAL 400-800 (CC) MARKET, BY REGION, FORECAST YEARS, 2024-2032 (IN \$ MILLION)

TABLE 24: GLOBAL ?800 (CC) MARKET, BY REGION, HISTORICAL YEARS, 2018-2023 (IN \$ MILLION)

TABLE 25: GLOBAL ?800 (CC) MARKET, BY REGION, FORECAST YEARS, 2024-2032 (IN \$ MILLION)

TABLE 26: GLOBAL ATV AND UTV MARKET, BY END-USER, HISTORICAL YEARS, 2018-2022 (IN \$ MILLION)

TABLE 27: GLOBAL ATV AND UTV MARKET, BY END-USER, FORECAST YEARS, 2024-2032 (IN \$ MILLION)

TABLE 28: GLOBAL RECREATIONAL MARKET, BY REGION, HISTORICAL YEARS, 2018-2022 (IN \$ MILLION)

TABLE 29: GLOBAL RECREATIONAL MARKET, BY REGION, FORECAST YEARS, 2024-2032 (IN \$ MILLION)

TABLE 30: GLOBAL AGRICULTURE & UTILITY MARKET, BY REGION, HISTORICAL YEARS, 2018-2022 (IN \$ MILLION)

TABLE 31: GLOBAL AGRICULTURE & UTILITY MARKET, BY REGION, FORECAST YEARS, 2024-2032 (IN \$ MILLION)

TABLE 32: GLOBAL SPORTS MARKET, BY REGION, HISTORICAL YEARS, 2018-2022 (IN \$ MILLION)

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TABLE 33: GLOBAL SPORTS MARKET, BY REGION, FORECAST YEARS, 2024-2032 (IN \$ MILLION)

TABLE 34: GLOBAL MILITARY & DEFENSE MARKET, BY REGION, HISTORICAL YEARS, 2018-2022 (IN \$ MILLION)

TABLE 35: GLOBAL MILITARY & DEFENSE MARKET, BY REGION, FORECAST YEARS, 2024-2032 (IN \$ MILLION)

TABLE 36: GLOBAL OTHER END-USERS MARKET, BY REGION, HISTORICAL YEARS, 2018-2022 (IN \$ MILLION)

TABLE 37: GLOBAL OTHER END-USERS MARKET, BY REGION, FORECAST YEARS, 2024-2032 (IN \$ MILLION)

TABLE 38: GLOBAL ATV AND UTV MARKET, BY GEOGRAPHY, HISTORICAL YEARS, 2018-2023 (IN \$ MILLION)

TABLE 39: GLOBAL ATV AND UTV MARKET, BY GEOGRAPHY, FORECAST YEARS, 2025-2032 (IN \$ MILLION)

TABLE 40: NORTH AMERICA ATV AND UTV MARKET, BY COUNTRY, HISTORICAL YEARS, 2018-2023 (IN \$ MILLION)

TABLE 41: NORTH AMERICA ATV AND UTV MARKET, BY COUNTRY, FORECAST YEARS, 2025-2032 (IN \$ MILLION)

TABLE 42: KEY PLAYERS OPERATING IN NORTH AMERICA ATV AND UTV MARKET

TABLE 43: EUROPE ATV AND UTV MARKET, BY COUNTRY, HISTORICAL YEARS, 2018-2023 (IN \$ MILLION)

TABLE 44: EUROPE ATV AND UTV MARKET, BY COUNTRY, FORECAST YEARS, 2025-2032 (IN \$ MILLION)

TABLE 45: KEY PLAYERS OPERATING IN EUROPE ATV AND UTV MARKET

TABLE 46: ASIA-PACIFIC ATV AND UTV MARKET, BY COUNTRY, HISTORICAL YEARS, 2018-2023 (IN \$ MILLION)

TABLE 47: ASIA-PACIFIC ATV AND UTV MARKET, BY COUNTRY, FORECAST YEARS, 2025-2032 (IN \$ MILLION)

TABLE 48: KEY PLAYERS OPERATING IN THE ASIA-PACIFIC ATV AND UTV MARKET

TABLE 49: REST OF WORLD ATV AND UTV MARKET, BY COUNTRY, HISTORICAL YEARS, 2018-2023 (IN \$ MILLION)

TABLE 50: REST OF WORLD ATV AND UTV MARKET, BY COUNTRY, FORECAST YEARS, 2025-2032 (IN \$ MILLION)

TABLE 51: KEY PLAYERS OPERATING IN REST OF WORLD ATV AND UTV MARKET

TABLE 52: LIST OF MERGERS & ACQUISITIONS

TABLE 53: LIST OF NEW PRODUCT LAUNCHES & DEVELOPMENTS

TABLE 54: LIST OF PARTNERSHIPS & AGREEMENTS

TABLE 55: LIST OF BUSINESS EXPANSIONS & DIVESTITURES

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LIST OF FIGURES

FIGURE 1: KEY MARKET TRENDS

FIGURE 2: PORTER'S FIVE FORCES ANALYSIS

FIGURE 3: GROWTH PROSPECT MAPPING FOR NORTH AMERICA

FIGURE 4: GROWTH PROSPECT MAPPING FOR EUROPE

FIGURE 5: GROWTH PROSPECT MAPPING FOR ASIA-PACIFIC

FIGURE 6: GROWTH PROSPECT MAPPING FOR REST OF WORLD

FIGURE 7: MARKET MATURITY ANALYSIS

FIGURE 8: MARKET CONCENTRATION ANALYSIS

FIGURE 9: VALUE CHAIN ANALYSIS

FIGURE 10: KEY BUYING CRITERIA

FIGURE 11: GLOBAL ATV AND UTV MARKET, GROWTH POTENTIAL, BY VEHICLE TYPE, IN 2024

FIGURE 12: GLOBAL ATV AND UTV MARKET, BY UTV, 2024-2032 (IN \$ MILLION)

FIGURE 13: GLOBAL ATV AND UTV MARKET, BY ATV, 2024-2032 (IN \$ MILLION)

FIGURE 14: GLOBAL ATV AND UTV MARKET, GROWTH POTENTIAL, BY FUEL TYPE, IN 2024

FIGURE 15: GLOBAL ATV AND UTV MARKET, BY GASOLINE POWERED, 2024-2032 (IN \$ MILLION)

FIGURE 16: GLOBAL ATV AND UTV MARKET, BY DIESEL POWERED, 2024-2032 (IN \$ MILLION)

FIGURE 17: GLOBAL ATV AND UTV MARKET, BY ELECTRIC POWERED, 2024-2032 (IN \$ MILLION)

FIGURE 18: GLOBAL ATV AND UTV MARKET, BY SOLAR POWERED, 2024-2032 (IN \$ MILLION)

FIGURE 19: GLOBAL ATV AND UTV MARKET, GROWTH POTENTIAL, BY DISPLACEMENT, IN 2024

FIGURE 20: GLOBAL ATV AND UTV MARKET, BY >400 (CC), 2024-2032 (IN \$ MILLION)

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FIGURE 21: GLOBAL ATV AND UTV MARKET, BY 400-800 (CC), 2024-2032 (IN \$ MILLION)

FIGURE 22: GLOBAL ATV AND UTV MARKET, BY ?800 (CC), 2024-2032 (IN \$ MILLION)

FIGURE 23: GLOBAL ATV AND UTV MARKET, GROWTH POTENTIAL, BY END-USER, IN 2024

FIGURE 24: GLOBAL ATV AND UTV MARKET, BY RECREATIONAL, 2024-2032 (IN \$ MILLION)

FIGURE 25: GLOBAL ATV AND UTV MARKET, BY AGRICULTURE & UTILITY, 2024-2032 (IN \$ MILLION)

FIGURE 26: GLOBAL ATV AND UTV MARKET, BY SPORTS, 2024-2032 (IN \$ MILLION)

FIGURE 27: GLOBAL ATV AND UTV MARKET, BY MILITARY & DEFENSE, 2024-2032 (IN \$ MILLION)

FIGURE 28: GLOBAL ATV AND UTV MARKET, BY OTHER END-USERS, 2024-2032 (IN \$ MILLION)

FIGURE 29: NORTH AMERICA ATV AND UTV MARKET, COUNTRY OUTLOOK, 2024 & 2032 (IN %)

FIGURE 30: UNITED STATES ATV AND UTV MARKET, 2025-2032 (IN \$ MILLION)

FIGURE 31: CANADA ATV AND UTV MARKET, 2025-2032 (IN \$ MILLION)

FIGURE 32: EUROPE ATV AND UTV MARKET, COUNTRY OUTLOOK, 2024 & 2032 (IN %)

FIGURE 33: GERMANY ATV AND UTV MARKET, 2025-2032 (IN \$ MILLION)

FIGURE 34: UNITED KINGDOM ATV AND UTV MARKET, 2025-2032 (IN \$ MILLION)

FIGURE 35: FRANCE ATV AND UTV MARKET, 2025-2032 (IN \$ MILLION)

FIGURE 36: ITALY ATV AND UTV MARKET, 2025-2032 (IN \$ MILLION)

FIGURE 37: SPAIN ATV AND UTV MARKET, 2025-2032 (IN \$ MILLION)

FIGURE 38: POLAND ATV AND UTV MARKET, 2025-2032 (IN \$ MILLION)

FIGURE 39: BELGIUM ATV AND UTV MARKET, 2025-2032 (IN \$ MILLION)

FIGURE 40: REST OF EUROPE ATV AND UTV MARKET, 2025-2032 (IN \$ MILLION)

FIGURE 41: ASIA-PACIFIC ATV AND UTV MARKET, REGIONAL OUTLOOK, 2024 & 2032 (IN %)

FIGURE 42: CHINA ATV AND UTV MARKET, 2025-2032 (IN \$ MILLION)

FIGURE 43: JAPAN ATV AND UTV MARKET, 2025-2032 (IN \$ MILLION)

FIGURE 44: INDIA ATV AND UTV MARKET, 2025-2032 (IN \$ MILLION)

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FIGURE 45: SOUTH KOREA ATV AND UTV MARKET, 2025-2032 (IN \$ MILLION)

FIGURE 46: INDONESIA ATV AND UTV MARKET, 2025-2032 (IN \$ MILLION)

FIGURE 47: THAILAND ATV AND UTV MARKET, 2025-2032 (IN \$ MILLION)

FIGURE 48: VIETNAM ATV AND UTV MARKET, 2025-2032 (IN \$ MILLION)

FIGURE 49: AUSTRALIA & NEW ZEALAND ATV AND UTV MARKET, 2025-2032 (IN \$ MILLION)

FIGURE 50: REST OF ASIA-PACIFIC ATV AND UTV MARKET, 2025-2032 (IN \$ MILLION)

FIGURE 51: REST OF WORLD ATV AND UTV MARKET, REGIONAL OUTLOOK, 2024 & 2032 (IN %)

FIGURE 52: LATIN AMERICA ATV AND UTV MARKET, 2025-2032 (IN \$ MILLION)

FIGURE 53: MIDDLE EAST & AFRICA ATV AND UTV MARKET, 2025-2032 (IN \$ MILLION)

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