

North America ATV and UTV Market Report and Forecast 2025-2034

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Report description:

The North America ATV and UTV market size reached nearly USD 9.34 Billion in 2024. The market is projected to grow at a CAGR of 6.70% between 2025 and 2034, reaching almost USD 17.86 Billion by 2034.

Safety and comfort have become the topmost consumer priorities in the North America ATV and UTV market. This is prompting manufacturers to integrate smart technologies (such as augmented reality) and autonomous safety features (such as collision detection) into ATVs and UTVs. Moreover, the development of lightweight chassis designs is improving vehicle manoeuvrability and advanced adaptive suspension systems are enabling real-time adjustment of shock absorbers (depending on the type of terrain) to cater to consumer comfort and enhance the riding experience. Advanced technological features enable consumers to connect with their counterparts in remote trailing sites, enhancing user safety and experience. This is expected to drive the North America ATV and UTV market expansion over the forecast period.

An increasing number of North America ATV and UTV market players are focusing on appealing to youth riders by upgrading existing vehicle designs and features. With an increase in the number of off-road trips taken by American families, the demand for electric ATVs is soaring rapidly. This is because they are environmentally friendly and have a significantly lower carbon footprint. This is prompting companies to invest in developing advanced battery systems for electric ATVs/UTVs that provide a long mileage on a single charge and can accommodate small emergency provisions.

Market Segmentation

North America ATV and UTV Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments:

Market Breakup by Vehicle

- ATV

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- UTV

Market Breakup by Displacement

- Less Than 400 CC
- 400 CC to 800 CC
- More Than 800 CC

Market Breakup by Power Output

- Less Than 50 KW
- 50 KW to 100 KW
- Above 100 KW

Market Breakup by Fuel Type

- Gasoline Powered
- Diesel Powered
- Electric Powered

Market Breakup by End Use

- Agriculture
- Sports
- Others

Market Breakup by Country

- United States of America
- Canada

The key North America ATV and UTV market players market players are Yamaha Motor Co., Ltd., Honda Motor Co., Ltd., Kawasaki Heavy Industries Ltd., Suzuki Motor Corporation, Arctic Cat, Inc., Polaris Inc., Deere & Company, Bombardier Recreational Products Inc., Kubota Corporation, and Hisun Motors Corp., among others.

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