

Australia and New Zealand Side-By-Side UTVs Market Size and Share - Outlook Report, Forecast Trends and Growth Analysis (2025-2034)

Market Report | 2025-07-14 | 114 pages | EMR Inc.

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Report description:

The Australia and New Zealand side-by-side UTVs market size reached nearly USD 101.01 Million in 2024. The market is projected to grow at a CAGR of 7.20% between 2025 and 2034 to reach a value of around USD 202.45 Million by 2034.

Key Trends in the Market

Side-by-side UTVs refer to an off-road vehicle capable of accommodating two to four persons. They are used in various recreational activities, as well as for tasks involving challenging terrains, such as hauling in the military sector. They are designed in such a way that they can reach a speed of 50 miles per hour.

- Surge in recreational activities, such as hunting, racing, trail riding, mudding, and winter riding, among others, is fuelling the demand for off-road vehicles, hence propelling the growth of the Australia and New Zealand side-by-side UTVs market.
- There is an increasing demand for side-by-side UTVs from the military sector across Australia and New Zealand to carry out tactical and combat operations, search and rescue missions, security and patrol drills, and on-base duties.
- Rapid shift from traditional ATVs or quadbikes to side-by-side UTVs owing to their enhanced safety technology and greater fuel efficiency is favouring the market demand.
- Growing innovations by leading market players to manufacture smaller and more compact side-by-side UTVs are expected to provide impetus to the Australia and New Zealand side-by-side UTVs market in the forecast period.

Market Segmentation

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The EMR's report titled "Australia and New Zealand Side-By-Side UTVs Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Market Breakup by Displacement

- Less than 400 cc
- 400-800 cc
- More than 800 cc

Market Breakup by Fuel Type

- Gasoline powered
- Diesel powered
- Electric powered
- Solar powered
- Others

Market Breakup by End-User

- Agriculture
- Military
- Mountaineering
- Others

Market Breakup by Country

- Australia
- New Zealand

Market Share by Fuel Type

The diesel powered segment, based on fuel type, accounts for a healthy share of the Australia and New Zealand side-by-side UTVs market. This can be attributed to the higher efficiency of diesel-powered side-by-side UTVs as compared to their counterparts.

In addition, such UTVs are easier to maintain and boast excellent mowing abilities. Moreover, the strong foothold of leading diesel motor vehicle manufacturers across Australia is supporting the overall Australia and New Zealand market for side-by-side UTVs.

Market Share by End-User

Based on end-user in the Australia and New Zealand side-by-side UTVs market, the agriculture segment is likely to grow at a healthy pace over the forecast period. The product is used to carry out various farming activities such as livestock feeding, ploughing and harrowing, spreading seeds and fertilisers, and performing clean-up duties.

In addition, surging rural farming activities across hills and countryside areas of Australia and New Zealand are expected to increase the adoption of side-by-side UTVs to improve the production output of farms.

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Competitive Landscape

The comprehensive EMR report provides an in-depth assessment of the market based on the Porter's five forces model along with giving a SWOT analysis. The report gives a detailed analysis of the key players in the Australia and New Zealand side-by-side UTVs market, covering their competitive landscape and latest developments like mergers, acquisitions, investments and expansion plans.

Suzuki Motor Corporation

Suzuki Motor Corporation is a multinational corporation which manufactures and sells small, fuel-efficient cars, powerful motorcycles, and sport-utility vehicles. It was founded in 1909 and is headquartered in Shizuoka, Japan.

LANDBOSS

LANDBOSS is a leading Australian manufacturer of high quality and high-powered vehicles which cater to the demands of farmers, miners, government, and recreational users. Its products are durable and undergo stringent testing to ensure their suitability in the rough and challenging terrains of Australia and New Zealand.

KYMCO

KYMCO is a global powersport group which designs and produces scooters, motorcycles, ATVs, and utility vehicles. It was founded in 1963 and is headquartered in Kaohsiung, Taiwan.

Other market players include Polaris Inc., Yamaha Motor Co., Ltd., Can-Am Motorcycles, Kawasaki Heavy Industries Ltd., Honda Motor Co., Ltd., CFMOTO, and Kubota Australia, among others.

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