

Global UTV Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global UTV market size will reach Million USD in 2025 and is projected to reach Million USD by 2032, with a CAGR of % (2025-2032). Notably, the China UTV market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

A UTV, or Utility Task Vehicle, is a versatile, off-road vehicle designed for work and recreational use. Unlike ATVs (All-Terrain Vehicles), UTVs typically have side-by-side seating for two to six passengers, a steering wheel, seat belts, and a robust cargo area. These vehicles are equipped with roll cages for safety and often feature four-wheel drive, making them capable of navigating rugged terrain. UTVs are widely used in agriculture, construction, landscaping, and outdoor activities such as hunting, trail riding, and off-road racing. They are valued for their ability to carry heavy loads, tow equipment, and transport personnel across challenging environments efficiently. Accessories like winches, plows, and various attachments further enhance their utility, making UTVs a popular choice for both commercial and recreational users.

The major global manufacturers of UTV include Polaris Industries, Honda Motors, amaha Motor Corporation, Kawasaki MotorsCorporation, BRP, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate

significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of UTV. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global UTV market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the UTV market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of UTV industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of UTV Include:

Polaris Industries

Honda Motors

amaha Motor Corporation

Kawasaki Motors Corporation

BRP

UTV Product Segment Include:

Below 400cc

400cc-800cc

Above 800cc

UTV Product Application Include:

Utility

Sports

Recreation

Military

Chapter Scope

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

Chapter 2: Global UTV Industry PESTEL Analysis

Chapter 3: Global UTV Industry Porter's Five Forces Analysis

Chapter 4: Global UTV Major Regional Market Size (Revenue, Sales, Price) and Forecast Analysis

Chapter 5: Global UTV Market Size and Forecast by Type and Application Analysis

Chapter 6: North America UTV Competitive Analysis (Market Size, Key Players and

Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 7: Europe UTV Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 8: China UTV Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 9: APAC (Excl. China) UTV Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 10: Latin America UTV Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 11: Middle East and Africa UTV Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 12: Global UTV Competitive Analysis of Key Manufacturers (Sales, Revenue, Market Share, Price, Regional Distribution and Industry Concentration)

Chapter 13: Key Company Profiles (Product Portfolio, Sales, Revenue, Price and Gross Margin)

Chapter 14: Industrial Chain Analysis, Include Raw Material Suppliers, Distributors and Customers

Chapter 15: Research Findings and Conclusion

Chapter 16: Methodology and Data Sources

Contents

1 UTV MARKET OVERVIEW

- 1.1 Product Definition and Statistical Scope
- 1.2 UTV Product by Type
 - 1.2.1 Below 400cc
 - 1.2.2 400cc-800cc
 - 1.2.3 Above 800cc
- 1.3 UTV Product by Application
 - 1.3.1 Utility
 - 1.3.2 Sports
 - 1.3.3 Recreation
 - 1.3.4 Military
- 1.4 Global UTV Market Revenue and Sales Analysis
 - 1.4.1 Global UTV Revenue Market Size Analysis (2020-2032)
 - 1.4.2 Global UTV Sales Market Size Analysis (2020-2032)
 - 1.4.3 Global UTV Market Sales Price Trend Analysis (2020-2032)
- 1.5 UTV Industry Trends and Innovation
 - 1.5.1 UTV Industry Trends and Innovation
 - 1.5.2 UTV Market Drivers and Challenges

2 UTV MARKET PESTEL ANALYSIS

- 2.1 Political Factors Analysis
- 2.2 Economic Factors Analysis
- 2.3 Social Factors Analysis
- 2.4 Technological Factors Analysis
- 2.5 Environmental Factors Analysis
- 2.6 Legal Factors Analysis

3 UTV MARKET PORTER'S FIVE FORCES ANALYSIS

- 3.1 Competitive Rivalry
- 3.2 Threat of New Entrants
- 3.3 Bargaining Power of Suppliers
- 3.4 Bargaining Power of Buyers
- 3.5 Threat of Substitutes

4 GLOBAL UTV MARKET ANALYSIS BY REGIONS

- 4.1 Global UTV Overall Market: 2024 VS 2025 VS 2032
- 4.2 Global UTV Revenue and Forecast Analysis (2020-2032)
 - 4.2.1 Global UTV Revenue and Market Share by Region (2020-2025)
 - 4.2.2 Global UTV Revenue and Market Share Forecast by Region (2026-2032)
- 4.3 Global UTV Sales and Forecast Analysis (2020-2032)
 - 4.3.1 Global UTV Sales and Market Share by Region (2020-2025)
 - 4.3.2 Global UTV Sales and Market Share Forecast by Region (2026-2032)
- 4.4 Global UTV Sales Price Trend Analysis (2020-2032)

5 GLOBAL UTV MARKET SIZE BY TYPE AND APPLICATION

- 5.1 Global UTV Market Size by Type
 - 5.1.1 Global UTV Revenue and Forecast Analysis by Type (2020-2032)
 - 5.1.2 Global UTV Sales and Forecast Analysis by Type (2020-2032)
- 5.2 Global UTV Market Size by Application
 - 5.2.1 Global UTV Revenue and Forecast Analysis by Application (2020-2032)
 - 5.2.2 Global UTV Sales and Forecast Analysis by Application (2020-2032)

6 NORTH AMERICA

- 6.1 North America UTV Market Size and Growth Rate Analysis (2020-2032)
- 6.2 North America Key Manufacturers Analysis
- 6.3 North America UTV Market Size by Type
 - 6.3.1 North America UTV Sales by Type (2020-2032)
 - 6.3.2 North America UTV Revenue by Type (2020-2032)
- 6.4 North America UTV Market Size by Application
 - 6.4.1 North America UTV Sales by Application (2020-2032)
 - 6.4.2 North America UTV Revenue by Application (2020-2032)
- 6.5 North America UTV Market Size by Country
 - 6.5.1 US
 - 6.5.2 Canada

7 EUROPE

- 7.1 Europe UTV Market Size and Growth Rate Analysis (2020-2032)
- 7.2 Europe Key Manufacturers Analysis
- 7.3 Europe UTV Market Size by Type

- 7.3.1 Europe UTV Sales by Type (2020-2032)
- 7.3.2 Europe UTV Revenue by Type (2020-2032)
- 7.4 Europe UTV Market Size by Application
 - 7.4.1 Europe UTV Sales by Application (2020-2032)
 - 7.4.2 Europe UTV Revenue by Application (2020-2032)
- 7.5 Europe UTV Market Size by Country
 - 7.5.1 Germany
 - 7.5.2 France
 - 7.5.3 United Kingdom
 - 7.5.4 Italy
 - 7.5.5 Spain
 - 7.5.6 Benelux

8 CHINA

- 8.1 China UTV Market Size and Growth Rate Analysis (2020-2032)
- 8.2 China Key Manufacturers Analysis
- 8.3 China UTV Market Size by Type
 - 8.3.1 China UTV Sales by Type (2020-2032)
 - 8.3.2 China UTV Revenue by Type (2020-2032)
- 8.4 China UTV Market Size by Application
 - 8.4.1 China UTV Sales by Application (2020-2032)
 - 8.4.2 China UTV Revenue by Application (2020-2032)

9 APAC (EXCL. CHINA)

- 9.1 APAC (excl. China) UTV Market Size and Growth Rate Analysis (2020-2032)
- 9.2 APAC (excl. China) Key Manufacturers Analysis
- 9.3 APAC (excl. China) UTV Market Size by Type
 - 9.3.1 APAC (excl. China) UTV Sales by Type (2020-2032)
 - 9.3.2 APAC (excl. China) UTV Revenue by Type (2020-2032)
- 9.4 APAC (excl. China) UTV Market Size by Application
 - 9.4.1 APAC (excl. China) UTV Sales by Application (2020-2032)
 - 9.4.2 APAC (excl. China) UTV Revenue by Application (2020-2032)
- 9.5 APAC (excl. China) UTV Market Size by Country
 - 9.5.1 Japan
 - 9.5.2 South Korea
 - 9.5.3 India
 - 9.5.4 Australia

9.5.5 Southeast Asia

10 LATIN AMERICA

10.1 Latin America UTV Market Size and Growth Rate Analysis (2020-2032)

10.2 Latin America Key Manufacturers Analysis

10.3 Latin America UTV Market Size by Type

10.3.1 Latin America UTV Sales by Type (2020-2032)

10.3.2 Latin America UTV Revenue by Type (2020-2032)

10.4 Latin America UTV Market Size by Application

10.4.1 Latin America UTV Sales by Application (2020-2032)

10.4.2 Latin America UTV Revenue by Application (2020-2032)

10.5 Latin America UTV Market Size by Country

10.6 Latin America UTV Market Size by Country

10.6.1 Mexico

10.6.2 Brazil

11 MIDDLE EAST & AFRICA

11.1 Middle East & Africa UTV Market Size and Growth Rate Analysis (2020-2032)

11.2 Middle East & Africa Key Manufacturers Analysis

11.3 Middle East & Africa UTV Market Size by Type

11.3.1 Middle East & Africa UTV Sales by Type (2020-2032)

11.3.2 Middle East & Africa UTV Revenue by Type (2020-2032)

11.4 Middle East & Africa UTV Market Size by Application

11.4.1 Middle East & Africa UTV Sales by Application (2020-2032)

11.4.2 Middle East & Africa UTV Revenue by Application (2020-2032)

11.5 Middle East UTV Market Size by Country

11.5.1 Saudi Arabia

11.5.2 South Africa

12 COMPETITION BY MANUFACTURERS

12.1 Global UTV Market Sales, Revenue and Price by Key Manufacturers (2021-2025)

12.1.1 Global UTV Market Sales by Key Manufacturers (2021-2025)

12.1.2 Global UTV Market Revenue by Key Manufacturers (2021-2025)

12.1.3 Global UTV Average Sales Price by Manufacturers (2021-2025)

12.2 UTV Competitive Landscape Analysis and Market Dynamic

12.2.1 UTV Competitive Landscape Analysis

- 12.2.2 Global Key Manufacturers Headquarter Location and Key Area Sales
- 12.2.3 Market Dynamic

13 KEY COMPANIES ANALYSIS

13.1 Polaris Industries

13.1.1 Polaris Industries Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.1.2 Polaris Industries UTV Product Portfolio

13.1.3 Polaris Industries UTV Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.2 Honda Motors

13.2.1 Honda Motors Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.2.2 Honda Motors UTV Product Portfolio

13.2.3 Honda Motors UTV Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.3 amaha Motor Corporation

13.3.1 amaha Motor Corporation Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.3.2 amaha Motor Corporation UTV Product Portfolio

13.3.3 amaha Motor Corporation UTV Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.4 Kawasaki MotorsCorporation

13.4.1 Kawasaki MotorsCorporation Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.4.2 Kawasaki MotorsCorporation UTV Product Portfolio

13.4.3 Kawasaki MotorsCorporation UTV Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.5 BRP

13.5.1 BRP Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.5.2 BRP UTV Product Portfolio

13.5.3 BRP UTV Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

14 INDUSTRY CHAIN ANALYSIS

14.1 UTV Industry Chain Analysis

14.2 UTV Industry Raw Material and Suppliers Analysis

14.2.1 UTV Key Raw Material Supply Analysis

14.2.2 Raw Material Suppliers and Contact Information

14.3 UTV Typical Downstream Customers

14.4 UTV Sales Channel Analysis

15 RESEARCH FINDINGS AND CONCLUSION

16 METHODOLOGY AND DATA SOURCE

16.1 Methodology/Research Approach

16.2 Research Scope

16.3 Benchmarks and Assumptions

16.4 Data Source

16.4.1 Primary Sources

16.4.2 Secondary Sources

16.5 Data Cross Validation

16.6 Disclaimer

List Of Tables

LIST OF TABLES

Table 1: Global UTV Market Size Growth Rate by Type, 2024 VS 2025 VS 2032 (US\$ Million)

Table 2: Global UTV Market Size Growth Rate by Application, 2024 VS 2025 VS 2032 (US\$ Million)

Table 3: UTV Industry Development Status

Table 4: UTV Industry Development Trends

Table 5: Global UTV Market Size by Region in US\$ Million: 2024 VS 2025 VS 2032

Table 6: Global UTV Revenue by Region (2020-2025) & (US\$ Million)

Table 7: Global UTV Revenue Market Share by Region (2020-2025)

Table 8: Global UTV Revenue Forecast by Region (2026-2032) & (US\$ Million)

Table 9: Global UTV Revenue Market Share Forecast by Region (2026-2032)

Table 10: Global UTV Sales by Region (2020-2025) & (Units)

Table 11: Global UTV Sales Market Share by Region (2020-2025)

Table 12: Global UTV Sales Forecast by Region (2026-2032) & (Units)

Table 13: Global UTV Sales Market Share Forecast by Region (2026-2032)

Table 14: Global UTV Revenue Analysis by Type (2020-2025) & (US\$ Million)

Table 15: Global UTV Revenue Analysis Forecast by Type (2026-2032) & (US\$ Million)

Table 16: Global UTV Sales Analysis by Type (2020-2025) & (Units)

Table 17: Global UTV Sales Analysis Forecast by Type (2026-2032) & (Units)

Table 18: Global UTV Revenue Analysis by Application (2020-2025) & (US\$ Million)

Table 19: Global UTV Revenue Analysis Forecast by Application (2026-2032) & (US\$ Million)

Table 20: Global UTV Sales Analysis by Application (2020-2025) & (Units)

Table 21: Global UTV Sales Analysis Forecast by Application (2026-2032) & (Units)

Table 22: Key UTV Players in North America

Table 23: North America UTV Sales by Type (2020-2025) & (Units)

Table 24: North America UTV Sales by Type (2026-2032) & (Units)

Table 25: North America UTV Revenue by Type (2020-2025) & (US\$ Million)

Table 26: North America UTV Revenue by Type (2026-2032) & (US\$ Million)

Table 27: North America UTV Sales by Application (2020-2025) & (Units)

Table 28: North America UTV Sales by Application (2026-2032) & (Units)

Table 29: North America UTV Revenue by Application (2020-2025) & (US\$ Million)

Table 30: North America UTV Revenue by Application (2026-2032) & (US\$ Million)

Table 31: North America UTV Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 32: North America UTV Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 33: North America UTV Sales Market Size by Country (2020-2025) & (Units)

Table 34: North America UTV Sales Market Size by Country (2026-2032) & (Units)

Table 35: Key UTV Players in Europe

Table 36: Europe UTV Sales by Type (2020-2025) & (Units)

Table 37: Europe UTV Sales by Type (2026-2032) & (Units)

Table 38: Europe UTV Revenue by Type (2020-2025) & (US\$ Million)

Table 39: Europe UTV Revenue by Type (2026-2032) & (US\$ Million)

Table 40: Europe UTV Sales by Application (2020-2025) & (Units)

Table 41: Europe UTV Sales by Application (2026-2032) & (Units)

Table 42: Europe UTV Revenue by Application (2020-2025) & (US\$ Million)

Table 43: Europe UTV Revenue by Application (2026-2032) & (US\$ Million)

Table 44: Europe UTV Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 45: Europe UTV Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 46: Europe UTV Sales Market Size by Country (2020-2025) & (Units)

Table 47: Europe UTV Sales Market Size Forecast by Country (2026-2032) & (Units)

Table 48: Key UTV Players in China

Table 49: China UTV Sales by Type (2020-2025) & (Units)

Table 50: China UTV Sales by Type (2026-2032) & (Units)

Table 51: China UTV Revenue by Type (2020-2025) & (US\$ Million)

Table 52: China UTV Revenue by Type (2026-2032) & (US\$ Million)

Table 53: China UTV Sales by Application (2020-2025) & (Units)

Table 54: China UTV Sales by Application (2026-2032) & (Units)

Table 55: China UTV Revenue by Application (2020-2025) & (US\$ Million)

Table 56: China UTV Revenue by Application (2026-2032) & (US\$ Million)

Table 57: Key UTV Players in APAC (excl. China)

Table 58: APAC (excl. China) UTV Sales by Type (2020-2025) & (Units)

Table 59: APAC (excl. China) UTV Sales by Type (2026-2032) & (Units)

Table 60: APAC (excl. China) UTV Revenue by Type (2020-2025) & (US\$ Million)

Table 61: APAC (excl. China) UTV Revenue by Type (2026-2032) & (US\$ Million)

Table 62: APAC (excl. China) UTV Sales by Application (2020-2025) & (Units)

Table 63: APAC (excl. China) UTV Sales by Application (2026-2032) & (Units)

Table 64: APAC (excl. China) UTV Revenue by Application (2020-2025) & (US\$ Million)

Table 65: APAC (excl. China) UTV Revenue by Application (2026-2032) & (US\$ Million)

Table 66: APAC (excl. China) UTV Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 67: APAC (excl. China) UTV Revenue Market Size Forecast by Country

(2026-2032) & (US\$ Million)

Table 68: APAC (excl. China) UTV Sales Market Size by Country (2020-2025) & (Units)

Table 69: APAC (excl. China) UTV Sales Market Size Forecast by Country (2026-2032) & (Units)

Table 70: Key UTV Players in Latin America

Table 71: Latin America UTV Sales by Type (2020-2025) & (Units)

Table 72: Latin America UTV Sales by Type (2026-2032) & (Units)

Table 73: Latin America UTV Revenue by Type (2020-2025) & (US\$ Million)

Table 74: Latin America UTV Revenue by Type (2026-2032) & (US\$ Million)

Table 75: Latin America UTV Sales by Application (2020-2025) & (Units)

Table 76: Latin America UTV Sales by Application (2026-2032) & (Units)

Table 77: Latin America UTV Revenue by Application (2020-2025) & (US\$ Million)

Table 78: Latin America UTV Revenue by Application (2026-2032) & (US\$ Million)

Table 79: Latin America UTV Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 80: Latin America UTV Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 81: Latin America UTV Sales Market Size by Country (2020-2025) & (Units)

Table 82: Latin America UTV Sales Market Size Forecast by Country (2026-2032) & (Units)

Table 83: Key UTV Players in Middle East & Africa

Table 84: Middle East & Africa UTV Sales by Type (2020-2025) & (Units)

Table 85: Middle East & Africa UTV Sales by Type (2026-2032) & (Units)

Table 86: Middle East & Africa UTV Revenue by Type (2020-2025) & (US\$ Million)

Table 87: Middle East & Africa UTV Revenue by Type (2026-2032) & (US\$ Million)

Table 88: Middle East & Africa UTV Sales by Application (2020-2025) & (Units)

Table 89: Middle East & Africa UTV Sales by Application (2026-2032) & (Units)

Table 90: Middle East & Africa UTV Revenue by Application (2020-2025) & (US\$ Million)

Table 91: Middle East & Africa UTV Revenue by Application (2026-2032) & (US\$ Million)

Table 92: Middle East & Africa UTV Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 93: Middle East & Africa UTV Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 94: Middle East & Africa UTV Sales Market Size by Country (2020-2025) & (Units)

Table 95: Middle East & Africa UTV Sales Market Size Forecast by Country (2026-2032) & (Units)

Table 96: Global UTV Market Sales by Key Manufacturers (2021-2025) & (Units)

Table 97: Global UTV Sales Market Share by Key Manufacturers (2021-2025)

Table 98: Global UTV Market Revenue by Key Manufacturers (2021-2025) & (US\$ Million)

Table 99: Global UTV Revenue Market Share by Key Manufacturers (2021-2025)

Table 100: Global Average Sales Price by Manufacturers (2021-2025) & (USD/Unit)

Table 101: Global Key Manufacturers Headquarter Location and Key Area Sales

Table 102: Market Mergers & Acquisitions, Expansion

Table 103: Polaris Industries Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 104: Polaris Industries UTV Product Portfolio

Table 105: Polaris Industries UTV Revenue (US\$ Million), Sales (Units), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 106: Honda Motors Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 107: Honda Motors UTV Product Portfolio

Table 108: Honda Motors UTV Revenue (US\$ Million), Sales (Units), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 109: amaha Motor Corporation Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 110: amaha Motor Corporation UTV Product Portfolio

Table 111: amaha Motor Corporation UTV Revenue (US\$ Million), Sales (Units), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 112: Kawasaki MotorsCorporation Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 113: Kawasaki MotorsCorporation UTV Product Portfolio

Table 114: Kawasaki MotorsCorporation UTV Revenue (US\$ Million), Sales (Units), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 115: BRP Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 116: BRP UTV Product Portfolio

Table 117: BRP UTV Revenue (US\$ Million), Sales (Units), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 118: Upstream Key Raw Material Price List

Table 119: UTV Raw Material Suppliers and Contact Information

Table 120: UTV Typical Customer List

Table 121: UTV Distributors List

List Of Figures

LIST OF FIGURES

Figure 1: UTV Product Pictures

Figure 2: Below 400cc Picture Scope

Figure 3: 400cc-800cc Picture Scope

Figure 4: Above 800cc Picture Scope

Figure 5: Utility Picture Scope

Figure 6: Sports Picture Scope

Figure 7: Recreation Picture Scope

Figure 8: Military Picture Scope

Figure 9: Global UTV Market Size Analysis: 2024 VS 2025 VS 2032 (US\$ Million)

Figure 10: Global UTV Market Revenue and Growth Rate Analysis: (2020-2032) & (US\$ Million)

Figure 11: Global UTV Market Sales and Growth Rate Analysis (2020-2032) & (Units)

Figure 12: Global UTV Market Price Trend Analysis (2020-2032) & (USD/Unit)

Figure 13: Global UTV Market Size by Region (2020-2032) & (US\$ Million)

Figure 14: Global UTV Market Share Scenario by Region in Percentage: 2025 Versus 2032

Figure 15: Global UTV Sales Price by Region (2020-2032) & (Units)

Figure 16: North America UTV Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 17: North America UTV Revenue Market Share by Players in 2024

Figure 18: North America UTV Sales Market Share by Type (2020-2032)

Figure 19: North America UTV Revenue Market Share by Type (2020-2032)

Figure 20: North America UTV Sales Market Share by Application (2020-2032)

Figure 21: North America UTV Revenue Market Share by Application (2020-2032)

Figure 22: US UTV Revenue (2020-2032) & (US\$ Million)

Figure 23: Canada UTV Revenue (2020-2032) & (US\$ Million)

Figure 24: Europe UTV Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 25: Europe UTV Revenue Market Share by Players in 2024

Figure 26: Europe UTV Sales Market Share by Type (2020-2032)

Figure 27: Europe UTV Revenue Market Share by Type (2020-2032)

Figure 28: Europe UTV Sales Market Share by Application (2020-2032)

Figure 29: Europe UTV Revenue Market Share by Application (2020-2032)

Figure 30: Germany UTV Revenue (2020-2032) & (US\$ Million)

Figure 31: France UTV Revenue (2020-2032) & (US\$ Million)

Figure 32: United Kingdom UTV Revenue (2020-2032) & (US\$ Million)

- Figure 33:Italy UTV Revenue (2020-2032) & (US\$ Million)
- Figure 34:Spain UTV Revenue (2020-2032) & (US\$ Million)
- Figure 35:Benelux UTV Revenue (2020-2032) & (US\$ Million)
- Figure 36:China UTV Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 37:China UTV Revenue Market Share by Players in 2024
- Figure 38:China UTV Sales Market Share by Type (2020-2032)
- Figure 39:China UTV Revenue Market Share by Type (2020-2032)
- Figure 40:China UTV Sales Market Share by Application (2020-2032)
- Figure 41:China UTV Revenue Market Share by Application (2020-2032)
- Figure 42:APAC (excl. China) UTV Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 43:APAC (excl. China) UTV Revenue Market Share by Players in 2024
- Figure 44:APAC (excl. China) UTV Sales Market Share by Type (2020-2032)
- Figure 45:APAC (excl. China) UTV Revenue Market Share by Type (2020-2032)
- Figure 46:APAC (excl. China) UTV Sales Market Share by Application (2020-2032)
- Figure 47:APAC (excl. China) UTV Revenue Market Share by Application (2020-2032)
- Figure 48:Japan UTV Revenue (2020-2032) & (US\$ Million)
- Figure 49:South Korea UTV Revenue (2020-2032) & (US\$ Million)
- Figure 50:India UTV Revenue (2020-2032) & (US\$ Million)
- Figure 51:Australia UTV Revenue (2020-2032) & (US\$ Million)
- Figure 52:Southeast Asia UTV Revenue (2020-2032) & (US\$ Million)
- Figure 53:Latin America UTV Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 54:Latin America UTV Revenue Market Share by Players in 2024
- Figure 55:Latin America UTV Sales Market Share by Type (2020-2032)
- Figure 56:Latin America UTV Revenue Market Share by Type (2020-2032)
- Figure 57:Latin America UTV Sales Market Share by Application (2020-2032)
- Figure 58:Latin America UTV Revenue Market Share by Application (2020-2032)
- Figure 59:Mexico UTV Revenue (2020-2032) & (US\$ Million)
- Figure 60:Brazil UTV Revenue (2020-2032) & (US\$ Million)
- Figure 61:Middle East & Africa UTV Market Size and Growth Rate (2020-2032) & (US\$ Million)
- Figure 62:Middle East & Africa UTV Revenue Market Share by Players in 2024
- Figure 63:Middle East & Africa UTV Sales Market Share by Type (2020-2032)
- Figure 64:Middle East & Africa UTV Revenue Market Share by Type (2020-2032)
- Figure 65:Middle East & Africa UTV Sales Market Share by Application (2020-2032)
- Figure 66:Middle East & Africa UTV Revenue Market Share by Application (2020-2032)
- Figure 67:Saudi Arabia UTV Revenue (2020-2032) & (US\$ Million)
- Figure 68:South Africa UTV Revenue (2020-2032) & (US\$ Million)
- Figure 69:Global UTV Sales Market Share by Key Manufacturers in 2024

Figure 70:Global UTV Revenue Market Share by Key Manufacturers in 2024

Figure 71:Global UTV Industry Competition Landscape

Figure 72:UTV Industry Chain Analysis

Figure 73:Bottom-Up and Top-Down Research Methods

Figure 74:Key Interview Objectives

Figure 75:Data Cross Validation

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