

Global Agricultural Utility Terrain Vehicle (UTV) Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G8EEE6C58F45EN.html>

Date: April 2026

Pages: 125

Price: US\$ 4,480.00 (Single User License)

ID: G8EEE6C58F45EN

Abstracts

The global Agricultural Utility Terrain Vehicle (UTV) market size is expected to reach \$ 600 million by 2032, rising at a market growth of 5.2% CAGR during the forecast period (2026-2032).

Agricultural UTVs are small off-road vehicles suitable for farm operations, material transport, and light field work. They combine off-road mobility, cargo capacity, and versatility, and can be used for agricultural tasks such as spraying, towing, and harvesting assistance. The upstream of the industry chain includes engines, transmission systems, tires, hydraulic systems, chassis, and electronic control components; the midstream involves vehicle assembly, powertrain integration, and quality testing; and the downstream mainly uses them in farms, agricultural cooperatives, agricultural product processing enterprises, and rural logistics, with supporting after-sales service, maintenance, and spare parts supply. In 2025, global agricultural UTV production was approximately 22,800 units, with a global average market price of approximately US\$18,000 per unit. The gross profit margin of major companies in the industry is between 25% and 40%. Global production capacity in 2025 was approximately 30,000 units.

The agricultural UTV market is driven by increasing mechanization of farms and the need for versatile, off-road capable vehicles. These vehicles improve productivity, reduce labor, and support diverse agricultural tasks. Adoption is growing in small to medium farms, cooperatives, and agro-processing enterprises. Technological trends include electric and hybrid models, GPS navigation, and telematics integration for fleet management. As precision agriculture and smart farming expand, demand for agricultural UTVs is expected to grow steadily, supported by maintenance services and equipment financing solutions.

This report studies the global Agricultural Utility Terrain Vehicle (UTV) production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Agricultural Utility Terrain Vehicle (UTV) and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Agricultural Utility Terrain Vehicle (UTV) that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Agricultural Utility Terrain Vehicle (UTV) total production and demand, 2021-2032, (K Units)

Global Agricultural Utility Terrain Vehicle (UTV) total production value, 2021-2032, (USD Million)

Global Agricultural Utility Terrain Vehicle (UTV) production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Agricultural Utility Terrain Vehicle (UTV) consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Agricultural Utility Terrain Vehicle (UTV) domestic production, consumption, key domestic manufacturers and share

Global Agricultural Utility Terrain Vehicle (UTV) production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Agricultural Utility Terrain Vehicle (UTV) production by Displacement (CC), production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Agricultural Utility Terrain Vehicle (UTV) production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Agricultural Utility Terrain Vehicle (UTV) market based on the following parameters - company overview, production, value, price,

gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include John Deere, Kubota, Polaris, Honda, Yamaha, Kawasaki, Arctic Cat, BRP, KYMCO, Linhai Group, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Agricultural Utility Terrain Vehicle (UTV) market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Displacement (CC), and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Agricultural Utility Terrain Vehicle (UTV) Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Agricultural Utility Terrain Vehicle (UTV) Market, Segmentation by Displacement (CC):

Below 400CC

400-800CC

Above 800CC

Global Agricultural Utility Terrain Vehicle (UTV) Market, Segmentation by Payload & Capacity:

Light Duty (1500 kg)

Global Agricultural Utility Terrain Vehicle (UTV) Market, Segmentation by Drive Type:

2WD Agricultural UTV

4WD Agricultural UTV

Global Agricultural Utility Terrain Vehicle (UTV) Market, Segmentation by Application:

Agricultural

Forestry

Others

Companies Profiled:

John Deere

Kubota

Polaris

Honda

Yamaha

Kawasaki

Arctic Cat

BRP

KYMCO

Linhai Group

CFMOTO

Argo UTV

Key Questions Answered:

1. How big is the global Agricultural Utility Terrain Vehicle (UTV) market?
2. What is the demand of the global Agricultural Utility Terrain Vehicle (UTV) market?
3. What is the year over year growth of the global Agricultural Utility Terrain Vehicle (UTV) market?
4. What is the production and production value of the global Agricultural Utility Terrain Vehicle (UTV) market?
5. Who are the key producers in the global Agricultural Utility Terrain Vehicle (UTV) market?
6. What are the growth factors driving the market demand?

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