

# Global ATV Insurance Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global ATV Insurance market size is expected to reach \$ 777 million by 2032, rising at a market growth of 6.2% CAGR during the forecast period (2026-2032).

ATV Insurance is a specialized insurance product designed to cover risks associated with owning and operating all-terrain vehicles (ATVs). It typically includes protection for third-party liability, bodily injury, property damage, vehicle damage, theft, and optional coverage for accessories and medical payments. ATV insurance is widely used by recreational riders, agricultural users, and commercial operators who rely on ATVs for off-road transportation and utility work. As outdoor recreation, rural mobility, and adventure tourism continue to expand, ATV insurance plays a critical role in managing operational risks, meeting regulatory requirements, and protecting both vehicle owners and operators. The average gross margin in this industry reached 30.25%.

In the upstream supply chain, ATV insurance relies on actuarial data, risk assessment models, telematics data, and insurance software platforms. Key upstream suppliers include LexisNexis Risk Solutions for claims and risk databases, Verisk for underwriting and pricing models, and Guidewire for policy administration and claims management systems. These inputs enable accurate pricing, fraud detection, and efficient claims handling. Midstream insurance carriers and brokers focus on policy design, underwriting, distribution, and customer service. Downstream, ATV insurance products are purchased by customers such as Polaris (via dealer-linked insurance programs), BRP, and Yamaha Motor, as well as individual riders, farms, and recreational vehicle rental operators. Growth in off-road vehicle usage and outdoor recreation continues to support steady demand for ATV insurance.

This report studies the global ATV Insurance demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for ATV Insurance, 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 ATV Insurance that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global ATV Insurance total market, 2021-2032, (USD Million)

Global ATV Insurance total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: ATV Insurance total market, key domestic companies, and share, (USD Million)

Global ATV Insurance revenue by player, revenue and market share 2021-2026, (USD Million)

Global ATV Insurance total market by Type, CAGR, 2021-2032, (USD Million)

Global ATV Insurance total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global ATV Insurance market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include GEICO, Allstate, Progressive, Nationwide, Farmers, TD Insurance, Liberty Mutual, Acuity, Dairyland, RBC Insurance Services, 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 ATV Insurance market

### **Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, 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 ATV Insurance Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global ATV Insurance Market, Segmentation by Type:

Third-party Liability

Comprehensive Liability

Global ATV Insurance Market, Segmentation by Damage Coverage:

Collision Damage

Theft Protection

Others

Global ATV Insurance Market, Segmentation by Regulatory Compliance:

Mandatory Insurance

Optional Insurance

## Global ATV Insurance Market, Segmentation by Application:

Individual

Commercial

## Companies Profiled:

GEICO

Allstate

Progressive

Nationwide

Farmers

TD Insurance

Liberty Mutual

Acuity

Dairyland

RBC Insurance Services

Polaris

Shelter Insurance

## Key Questions Answered

1. How big is the global ATV Insurance market?
2. What is the demand of the global ATV Insurance market?
3. What is the year over year growth of the global ATV Insurance market?
4. What is the total value of the global ATV Insurance market?

5. Who are the Major Players in the global ATV Insurance market?
6. What are the growth factors driving the market demand?

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