

Global Crossover Sport Utility Vehicle (CUV) Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Crossover Sport Utility Vehicle (CUV) market size was valued at US\$ 1631 million in 2025 and is forecast to a readjusted size of US\$ 2374 million by 2032 with a CAGR of 5.6% during review period.

In 2024, global Crossover Sport Utility Vehicle (CUV) production reached approximately 340 k units with an average global market price of around k US\$46 per unit. Single-line annual production capacity averages 712 units with a gross margin of approximately 15-17%. The supply chain analysis of the Crossover Sport Utility Vehicle (CUV) indicates that the upstream primarily consists of the production of components such as chassis, engines, and electronic equipment, concentrated in the automotive manufacturing sector. Downstream applications show that personal consumption accounts for approximately 70%, while commercial consumption accounts for approximately 30%. Market demand and business opportunity analysis suggest that the growth momentum of CUVs is driven by the acceleration of urbanization, the increase in consumers' purchasing power, and the diversification of consumption needs, particularly the growing demand for electric CUVs driven by new energy vehicle policies, as well as the trend towards intelligent and personalized configurations.

A Crossover Sport Utility Vehicle (CUV) represents a harmonious fusion of the performance and agility of a sports car with the practicality and spaciousness of a traditional Sport Utility Vehicle (SUV). It is designed to cater to drivers who desire a vehicle that can seamlessly transition from daily commutes to weekend excursions, offering a balance of sporty handling and robust capability. The CUV's elevated driving position provides an excellent view of the road, while its versatile interior layout accommodates both passengers and cargo with ease. With its blend of advanced safety

features and modern infotainment systems, the CUV ensures a comfortable and connected driving experience, appealing to a broad spectrum of consumers who value both style and substance in their vehicle choice.

This report is a detailed and comprehensive analysis for global Crossover Sport Utility Vehicle (CUV) market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Crossover Sport Utility Vehicle (CUV) market size and forecasts, in consumption value (\$ Million), sales quantity (Units), and average selling prices (k US\$/Unit), 2021-2032

Global Crossover Sport Utility Vehicle (CUV) market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Units), and average selling prices (k US\$/Unit), 2021-2032

Global Crossover Sport Utility Vehicle (CUV) market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Units), and average selling prices (k US\$/Unit), 2021-2032

Global Crossover Sport Utility Vehicle (CUV) market shares of main players, shipments in revenue (\$ Million), sales quantity (Units), and ASP (k US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Crossover Sport Utility Vehicle (CUV)

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Crossover Sport Utility Vehicle (CUV) market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Porsche, BMW, Mercedes Benz, Audi, Land Rover, Subaru, Toyota, Volkswagen AG, Ford, General Motors, etc.

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

Market Segmentation

Crossover Sport Utility Vehicle (CUV) market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Oil-fueled Automotive

All Electric Automotive

PHEV Automotive

Market segment by Size

Full-Size SUVs

Med-Size SUVs

Compact-Size SUVs

Market segment by Application

Personal Use

Commercial Use

Major players covered

Porsche

BMW

Mercedes Benz

Audi

Land Rover

Subaru

Toyota

Volkswagen AG

Ford

General Motors

Mazada

Geely Automobile

Tata Motor

Hyundai

Honda

Renault

Nissan

Kia

Dongfeng Motor

SAIC Motor

Changan Automobile

GAC Group

Great Wall Motor

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Crossover Sport Utility Vehicle (CUV) product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Crossover Sport Utility Vehicle (CUV), with price, sales quantity, revenue, and global market share of Crossover Sport Utility Vehicle (CUV) from 2021 to 2026.

Chapter 3, the Crossover Sport Utility Vehicle (CUV) competitive situation, sales

quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Crossover Sport Utility Vehicle (CUV) breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Crossover Sport Utility Vehicle (CUV) market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Crossover Sport Utility Vehicle (CUV).

Chapter 14 and 15, to describe Crossover Sport Utility Vehicle (CUV) sales channel, distributors, customers, research findings and conclusion.

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