

# **All-Terrain Vehicle Market Report by Type (Utility ATV, Sport ATV, Recreational ATV, and Others), Application (Sports, Entertainment, Agriculture, Military & Defence, and Others), Engine Type (Below 400 cc, 400 – 800 cc, Above 800 cc), No. of Wheels (Three Wheels, Four Wheels, >Four Wheels), Drive Type (2WD, 4WD, AWD), Fuel Type (Electric ATV, Gasoline ATV), Seating Capacity (One Seat, Two or More Seats), and Region 2024-2032**

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## **Abstracts**

The global all-terrain vehicle (ATV) market size reached US\$ 4.4 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 5.7 Billion by 2032, exhibiting a growth rate (CAGR) of 3% during 2024-2032.

An all-terrain vehicle (ATV) refers to a motorized single-seated tri or quadricycle bike and buggy that is designed for off-road travel and activities. The vehicle consists of handlebars and low-pressure tires that have deep-threaded structures, which assist in driving over muddy, rocky, wetlands and dune topologies. In comparison to other utility vehicles (UTVs), ATVs offer excellent off-road capabilities and can carry heavy equipment over long distances and narrow access points. They can also be customized for high-performance riding, owing to which they find extensive applications across various industries, including sports, entertainment, agriculture, military and defence.

Increasing consumer preference for off-road recreational activities and adventure sports is one of the key factors driving the growth of the market. With the advancements in automotive infotainment systems, vendors are offering ATVs with GPS tracking and

Bluetooth connectivity systems, thereby enhancing the overall driving experience. Furthermore, widespread product adoption by the agriculture industry is also providing a boost to the market growth. ATVs are widely utilized for conducting farm-related activities, such as field ploughing, weed control, animal handling and transportation of materials. Additionally, various technological advancements, including the development of electric quad bikes and the installation of improved steering systems, hydraulic pump connections, joystick controls and graphic displays in ATVs, are also contributing to the market growth. Other factors creating a positive impact on the market include a significant increase in the tourism industry, rapid urbanization and rising expenditure capacities of the consumers.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global all-terrain vehicle market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on type, application, engine type, no. of wheels, drive type, fuel type and seating capacity.

#### Breakup by Type:

- Utility ATV
- Sport ATV
- Recreational ATV
- Others

#### Breakup by Application:

- Sports
- Entertainment
- Agriculture
- Military & Defence
- Others

#### Breakup by Engine Type:

- Below 400 cc
- 400 – 800 cc
- Above 800 cc

#### Breakup by No. of Wheels:

Three Wheels  
Four Wheels  
>Four Wheels

Breakup by Drive Type:

2WD  
4WD  
AWD

Breakup by Fuel Type:

Electric ATV  
Gasoline ATV

Breakup by Seating Capacity:

One Seat  
Two or More Seats

Breakup by Region:

North America  
United States  
Canada  
Asia Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy

Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

#### Competitive Landscape:

The competitive landscape of the industry has also been examined with some of the key players being Polaris Industries Inc. ,Honda Motor Co. Ltd. ,Kawasaki Heavy Industries ,Yamaha Motor Corporation ,Suzuki Motor Corporation , KYMCO , Deere & Company (John Deere) ,Arctic Cat Inc. ,Bombardier Recreational Products (BRP) , CFMOTO , CECTEK ,HiSun Motors , Linhai and Taiwan Golden Bee.

#### Key Questions Answered in This Report:

How has the global all-terrain vehicle market performed so far and how will it perform in the coming years?

What are the key regional markets?

What has been the impact of COVID-19 on the global all-terrain vehicle market?

What is the breakup of the market based on the type?

What is the breakup of the market based on the application?

What is the breakup of the market based on the engine type?

What is the breakup of the market based on the number of wheels?

What is the breakup of the market based on the drive type?

What is the breakup of the market based on the fuel type?

What is the breakup of the market based on the seating capacity?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global all-terrain vehicle market and who are the key players?

What is the degree of competition in the industry?

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