

Canada Utility Terrain Vehicle (UTV) Market by Displacement (Below 400 cc, 400-800 cc, and Above 800 cc), by Propulsion Type (Gasoline, Diesel, and Electric), by Application (Utility, Sports, Recreation, Military, Construction, and Others), and by End User (Individual Consumers, Commercial Users, and Government and Defense Agencies) – Global Opportunity Analysis and Industry Forecast 2025-2030

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Abstracts

The Canada 4WD UTV Market size was valued at USD 401.7 million in 2024, and is predicted to reach USD 560.3 million by 2030, at a CAGR of 5.0% from 2025 to 2030. Addition to that, it had a market volume of 27 thousand units in 2024, and is predicted to reach 46 thousand units by 2030 at a CAGR of 8.8% from 2025 to 2030.

The fast-growing infrastructure sector in Canada boosts the growth of the 4WD UTV market as there is rise in demand for reliable and efficient vehicles to comply with various construction and development projects. These vehicles are crucial for navigating challenging terrains, transporting heavy materials, and enhancing operational efficiency on ranging construction sites. An initiative announced by the Government of Canada named Canada Infrastructure Program that aims to invest USD 23.02 billion in public infrastructure, highlighting significant opportunities for the deployment of advanced vehicles including 4WD UTVs to meet the sector's evolving demands to cater the ranging market needs.

Growth in the investment towards the sports industry further accelerates the growth of the 4WD UTV market in the country as the demand rises for high-performance vehicles

for off-road sports and recreational activities. The increasing popularity of activities such as off-road racing, motocross, and outdoor adventures led to a rise in the use of 4WD UTVs that offers superior handling, durability, and off-road capabilities. In the budget of the government of Canada in 2024 invested USD 24.4 million for five years with an additional USD 4.8 million annually and moving forward. This investment in sports boosts recreational use and further drives the adoption of 4WD UTVs for outdoor and competitive activities.

With the increase in environmental problems, strict environmental regulations regarding emissions slows down the growth of the market in the region due to the increasing pressure exerted on manufacturers by various government agencies to meet emissions standards and sustainability targets to be relevant in the ever-changing market.

The integration of electric powertrains creates future growth opportunities for the market as manufacturers increasingly venture into eco-friendly alternatives to meet strict environmental regulations and cater to the growing demand for sustainable solutions. For example, Volcon Inc., launched HF1 Electric UTV, designed as a high-powered utility task vehicle that accommodates three passengers in a single row, combining advanced technology with rugged performance for off-road enthusiasts. Electric 4WD UTVs offer benefits in key areas such as reduced emissions, lower operational costs, and quieter operation, making them highly appealing for use in industries including agriculture, construction, and recreational activities.

Segment Overview

The Canada 4WD UTV market is segmented on the basis of displacement, propulsion type, application and end-user.

By displacement, the market is classified into below 400cc, 400cc-800cc and above 800cc.

By propulsion type, the market is divided into gasoline, diesel and electric.

By application, the market is divided into utility, sports, recreation, military, construction and others.

By end-user, the market is classified into individual consumer, commercial users, government agencies and defence agencies.

Key Benefits

The Canada 4WD UTV market report provides a quantitative analysis of the current market and estimations from 2025 to 2030. This analysis assists in identifying the prevailing market opportunities.

The study comprises a comprehensive analysis of the trends, including current and future trends for depicting prevalent investment pockets in the market.

The information related to key drivers, restraints, and opportunities and their impact on the Canada 4WD UTV market is provided in the report.

The competitive analysis of the market players along with their market share in the Canada 4WD UTV market is provided in the report.

The SWOT analysis and Porter's Five Forces model are elaborated in the study.

The value chain analysis in the market study provides a clear picture of the role of stakeholders.

Contents

1 INTRODUCTION

- 1.1 REPORT DESCRIPTION
- 1.2 RESEARCH METHODOLOGY
 - 1.2.1 SECONDARY RESEARCH
 - 1.2.2 DATA ANALYSIS FRAMEWORK
 - 1.2.3 MARKET SIZE ESTIMATION
 - 1.2.4 FORECASTING
 - 1.2.5 PRIMARY RESEARCH AND DATA VALIDATION

2 CANADA 4WD UTV MARKET BY DISPLACEMENT

- 2.1 OVERVIEW
- 2.2 BELOW 400 CC MARKET
- 2.3 400-800 CC MARKET
- 2.4 ABOVE 800 CC MARKET

3 CANADA 4WD UTV MARKET BY PROPULSION TYPE

- 3.1 OVERVIEW
- 3.2 GASOLINE MARKET
- 3.3 DIESEL MARKET
- 3.4 ELECTRIC MARKET

4 CANADA 4WD UTV MARKET BY APPLICATION

- 4.1 OVERVIEW
- 4.2 UTILITY MARKET
- 4.3 SPORTS MARKET
- 4.4 RECREATION MARKET
- 4.5 MILITARY MARKET
- 4.6 CONSTRUCTION MARKET
- 4.7 OTHER APPLICATION MARKET

5 CANADA 4WD UTV MARKET BY END USER

- 5.1 OVERVIEW

5.2 INDIVIDUAL CONSUMERS MARKET

5.3 COMMERCIAL USERS MARKET

5.4 GOVERNMENT AND DEFENSE AGENCIES MARKET

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