

South Korea 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 South Korea 4WD UTV Market size was valued at USD 192.1 million in 2024, and is predicted to reach USD 325.9 million by 2030, at a CAGR of 8.5% from 2025 to 2030. Addition to that, it had a market volume of 17 thousand units in 2024, and is predicted to reach 36 thousand units by 2030 at a CAGR of 12.6% from 2025 to 2030.

The expanding sports industry fuels the growth of the market in South Korea due to the increasing popularity of outdoor recreational activities and competitive sports such as off-road racing and adventure challenges. The rising participation in these activities drives the demand for high-performance utility vehicles capable of navigating rugged terrains and delivering superior durability and adaptability. For example, South Korean sports industry earned a revenue of USD 563 billion in 2023, showcasing the sector's significant contribution to driving market dynamics.

Furthermore, the expansion of the tourism sector in the country accelerates market growth, driven by rising interest in outdoor and adventure activities among both local and international tourists. This necessitates the need for 4WD UTVs that are well-suited for off-road expeditions, sightseeing in rugged terrains, and other recreational pursuits.

The World Travel & Tourism Council (WTTC) latest report states that, South Korea's tourism sector witnessing year on year growth rate of 13.6%. This underscores the significant role of the tourism sector in driving demand for versatile and durable utility vehicles, contributing to the market's steady growth trajectory.

However, safety concerns and the risk of accidents hinder the growth of the market as these vehicles are associated with potential hazards, especially during high-speed operations or in challenging terrains.

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 South Korea 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 South Korea 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 South Korea 4WD UTV market is provided in the report.

The competitive analysis of the market players along with their market share in the South Korea 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.

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