

# **All-terrain Vehicle Market Forecasts to 2030 – Global Analysis By Product Type (Sport/Recreational ATV and Utility ATV), Engine Type (Below 400cc, 400-800cc and Above 800cc), Drive Type, Fuel Type, Price Range, Distribution Channel, Application and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global All-terrain Vehicle Market is accounted for \$2.9 billion in 2024 and is expected to reach \$3.4 billion by 2030 growing at a CAGR of 2.9% during the forecast period. Often referred to as a quad bike or light utility vehicle (LUV), an all-terrain vehicle (ATV) is a vehicle that rides on low-pressure tires, has a seat that the operator can straddle, and steers with handlebars, just like a motorcycle. As the name suggests, it is made to handle a variety of rough or unpaved terrain, such as mountain trails, grasslands, and sandy areas.

According to the Motorcycles Data, during 2024 the global sales of ATV and SSV vehicles stood at 783,000 units.

Market Dynamics:

Driver:

Growing popularity of outdoor recreational activities

The rising popularity of outdoor recreational activities like trail riding, off-roading, and camping is a major driver for the all-terrain vehicle (ATV) market. ATVs cater to adventure enthusiasts seeking rugged, versatile vehicles for exploring natural

landscapes. Additionally, their utility in hunting and fishing further boosts demand. The increasing preference for outdoor tourism and recreational sports globally has led manufacturers to innovate with advanced features, enhancing user experience and safety. This trend significantly contributes to the market's expansion.

Restraint:

#### Safety concerns

ATV vehicles often operate on challenging terrains, increasing the risk of mishandling or accidents. Regulatory authorities worldwide have implemented stringent safety standards and awareness campaigns to mitigate these risks. However, the perception of ATVs as unsafe vehicles limits their adoption among cautious consumers, particularly in regions where safety regulations are less enforced or awareness is low.

Opportunity:

#### Electric ATV development

The development of electric ATVs presents a promising opportunity for market growth. These vehicles offer eco-friendly alternatives with lower emissions, reduced noise levels, and minimal maintenance requirements. Advancements in battery technology, such as higher energy density and faster charging capabilities, enhance their appeal to environmentally conscious consumers. Governments promoting green mobility through subsidies and incentives further drive adoption. Electric ATVs also open new avenues in sectors like agriculture and forestry due to their efficiency and sustainability.

Threat:

#### Competition from other vehicles

Competition from alternative off-road vehicles such as utility task vehicles (UTVs) and dirt bikes poses a threat to the ATV market. These vehicles often offer similar functionalities with added benefits like higher passenger capacity or specialized features for specific tasks. The growing popularity of UTVs in agricultural and industrial applications diverts demand away from ATVs. Additionally, advancements in electric dirt bikes further intensify competition, challenging the ATV market's growth potential across various segments.

### Covid-19 Impact:

The COVID-19 pandemic initially disrupted the ATV market due to supply chain interruptions and reduced manufacturing activities. However, as restrictions eased, demand surged owing to increased interest in outdoor recreational activities during lockdowns. Consumers sought safe ways to explore nature while maintaining social distancing, boosting ATV sales for personal use. Despite initial setbacks, the pandemic highlighted the versatility of ATVs across various applications, positioning the market for steady recovery and growth post-pandemic.

The utility ATV segment is expected to be the largest during the forecast period

The utility ATV segment is expected to account for the largest market share during the forecast period due to its extensive use in agriculture, forestry, and construction sectors. These vehicles are valued for their versatility in hauling equipment, towing loads, and navigating rugged terrains. Enhanced safety features and technological advancements further boost their adoption across industries. Manufacturers are focusing on introducing durable models with improved performance capabilities tailored to utility applications, ensuring this segment maintains its leadership.

The four-wheel drive (4WD) segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the four-wheel drive (4WD) segment is predicted to witness the highest growth rate due to its superior off-roading capabilities and enhanced stability on challenging terrains. These vehicles distribute engine power evenly across all wheels, improving traction and control. Their growing adoption in farming, military operations, and recreational activities drives demand further. Technological advancements like electric 4WD systems add value by enhancing efficiency and performance makes this segment a key growth driver.

### Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share due to its well-established ATV infrastructure and high consumer demand for recreational activities. The region's abundant natural landscapes support off-roading sports and tourism industries. Additionally, strong presence of leading manufacturers like Polaris Inc., coupled with government investments in defense applications using ATVs, reinforces its dominance in the global market.

### Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR owing to rapid industrialization and increasing disposable incomes in countries like China and India. The region's growing interest in adventure sports fuels demand for recreational ATVs. Additionally, expanding agricultural applications of ATVs in rural areas drive adoption further. Government initiatives promoting electric mobility also contribute significantly by encouraging investments in eco-friendly ATV technologies across Asia Pacific markets.

### Key players in the market

Some of the key players in All-terrain Vehicle Market include Polaris Inc., Honda Motor Company Ltd., Yamaha Motor Corporation, BRP Inc., Arctic Cat Inc., Kawasaki Heavy Industries, Suzuki Motor Corporation, CFMOTO, Textron Inc., Deere & Company, KTM AG, Linhai, Hisun Motors, KYMCO (Kwang Yang Motor Co.), American LandMaster, TGB (Taiwan Golden Bee), CECTEK and Mitsubishi Heavy Industries Ltd.

### Key Developments:

In January 2025, Polaris off Road, the world leader in powersports and off-road innovation announced six new 2025 purpose-built ATV models, highlighted by the 850 and XP 1000 Mud Edition, Scrambler 850, Scrambler XP 1000 S, and Sportsman Touring 850 and Touring XP 1000. The new models feature upgrades that give riders the confidence to explore the outdoors and enable all-day comfort, while elevating the off-road mudding and sport experience. Whether riders are powering through mud pits, or tackling challenging trails, the new offerings take riders further for smooth, strong and versatile performance.

In October 2024, Kawasaki Motors inaugurated a new US \$200 million factory in the northern Mexican state of Nuevo Leon where it will produce all-terrain vehicles and personal watercraft. The new factory is located in Salinas Victoria, about 7 km north of Monterrey, the state capital. The plant, which began operations in April and is expected to generate 1,500 jobs by 2026, will have an annual production capacity of up to 30,000 off-road four-wheelers.

In August 2024, Yamaha Motor Corp., USA, sets a new Proven Off-Road standard with its 2025 ATV models. From conquering the toughest terrain to embarking on epic

adventures, the 2025 collection of ATV models showcases Yamaha's commitment to providing optimal capability, comfort, and confidence during work or play for every off-road enthusiast and family wanting reliable performance.

#### Product Types Covered:

Sport/Recreational ATV

Utility ATV

#### Engine Types Covered:

Below 400cc

400-800cc

Above 800cc

#### Drive Types Covered:

Two-Wheel Drive (2WD)

Four-Wheel Drive (4WD)

#### Fuel Types Covered:

Electric ATV

Gasoline ATV

#### Price Ranges Covered:

Budget

Mid-Range

Premium

Distribution Channels Covered:

Offline

Online

Applications Covered:

Recreation and Sports

Agriculture

Military and Defense

Commercial Work

Other Applications

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

#### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

#### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

#### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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