

Global All-Terrain Vehicle (ATV) Market by Vehicle Type (Utility, Recreational, Sports, Touring, and Other), by Displacement (High CC, Mid CC, and Low CC), by Application (Sports, Entertainment, Agriculture, Military, Hunting, and Others), and by Region (North America, Europe, Asia-Pacific, and Rest of the World), Trend, Forecast, Competitive Analysis, and Growth Opportunity: 2016-2021

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Abstracts

This is the ONGOING report. If ordered it could be delivered in 2-3 weeks timeframe.

This report, from Stratview Research, studies the global all-terrain vehicles market over the period 2010 to 2021. The report provides detailed insights on the market dynamics to enable informed business decision making and growth strategy formulation based on the opportunities present in the market.

The Global All-Terrain Vehicles (ATV) Market: Highlights

ATVs were introduced to the North American market in 1971 by Honda Motors. Other Japanese major motorcycle manufacturers (Yamaha, Kawasaki, and Suzuki) entered the North American ATV market in the late 1970's and early 1980's. The growth in ATV market attracted North American companies like Polaris Industries, Arctic Cat and BRP Inc., which entered the ATV market in 1985, 1995, and 1998 respectively. In addition to major global players, there are a number of other Chinese and Taiwanese manufacturers who produce low combustion chamber engine based ATVs for local market.

The global All-terrain vehicles market offers a healthy growth opportunity and is likely to witness 5.8% CAGR during the forecast period of 2016 to 2021. Recovery of the global economy and increasing disposable income are the major drivers of the all-terrain vehicles market. Increasing use of the ATV in the sports, agriculture, and entertainment purpose is likely to drive the demand during the forecast period. The US is the largest market for ATVs due to presence of large stretches of natural terrain, unpaved roads, and large ranches and farms across the country.

Side by Side is another off-road vehicle type and offers many advantages over ATVs, such as better riding experience, rollover protection bars, and ease of mobility. Over the last ten years, Off-road industry has noticed a continuous shift from ATVs to Side by Side vehicles.

ATVs are used in many applications, such as sports, entertainment, hunting, agriculture, military, and others. More than 50% of the ATV sales come from sports and entertainment applications. These applications are expected to remain the largest types in the next five years as well.

North America is expected to remain the largest market for ATVs in the next five years. The US is the growth engine of the North American and the global ATVs market. The US accounted for more than 50% of the global ATVs market in 2015. Asia-Pacific is a very small market but is likely to witness the fastest growth during the forecast period, driven by the high demand of power sports.

The supply chain of this market comprises raw material suppliers, component manufacturers, ATV manufacturers, and distributors. The global ATV market is a consolidated market with the presence of global as well as regional players. The key ATV manufacturers are Polaris Industries, Honda Motors, Yamaha Motors, Arctic Cat Inc, BRP Inc, and Kawasaki Motors. New product development, vast product portfolio, in-house key component manufacturing, and presence in the key markets are the key strategies adopted by the key players to gain competitive edge in the market.

RESEARCH METHODOLOGY

This report offers high quality insights and is the outcome of detailed research methodology comprising extensive secondary research, rigorous primary interviews with industry stakeholders and validation and triangulation with Stratview Research's internal database and statistical tools. More than 1,000 authenticated secondary

sources, such as company annual reports, fact book, press release, journals, investor presentation, white papers, patents, and articles have been leveraged to gather the data. More than 10 detailed primary interviews with the market players across the value chain in the all four regions and industry experts have been executed to obtain both the qualitative and quantitative insights.

REPORT FEATURES

This report provides market intelligence in the most comprehensive way. The report structure has been kept such that it offers maximum business value. It provides critical insights on the market dynamics and will enable strategic decision making for the existing market players as well as those willing to enter the market. The following are the key features of the report:

Market structure: Overview, industry life cycle analysis, supply chain analysis

Market environment analysis: Growth drivers and constraints, Porter's five forces analysis, SWOT analysis

Market trend and forecast analysis

Market segment trend and forecast

Competitive landscape and dynamics: Market share, product portfolio, product launches, etc.

Attractive market segments and associated growth opportunities

Emerging trends of the carbon brakes market

Strategic growth opportunities for the existing and new players

Key success factors

The global all-terrain vehicles market is segmented into the following categories.

Global All-Terrain Vehicles Market by Vehicle Type:

Utility Vehicle

Recreational Vehicle

Sports Vehicle

Touring Vehicle

Others

Global All-Terrain Vehicles Market by Displacement Type:

High CC

Mid CC

Low CC

Global All-Terrain Vehicles Market by Application Type:

Agriculture

Entertainment

Hunting

Military

Sports

Others

Global All-Terrain Vehicles Market by Region:

North America

Europe

Asia-Pacific

Rest of the World

REPORT CUSTOMIZATION OPTIONS

With this detailed report, Stratview Research offers one of the following free customization options to our respectable clients:

Company Profiling

Detailed profiling of additional market players (up to 3)

SWOT analysis of key players (up to 3)

Regional Segmentation

Current market segmentation of any one of the regions by vehicle type

Competitive Benchmarking

Benchmarking of key players on the following parameters: Product portfolio, geographical reach, regional presence, and strategic alliances

Custom Research: Stratview research offers custom research services across the sectors. In case of any custom research requirement related to market assessment, competitive benchmarking, sourcing and procurement, target screening, and others, please send your enquiry at sales@stratviewresearch.com.

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