

Global Power Sports Market by Vehicle Type (ATV, SSV, Personal Watercraft, Snowmobile, Heavyweight Motorcycle, 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 power sports 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 Power Sports Market: Highlights

The global power sports market promises a healthy growth opportunity and is likely to witness 5.5% CAGR during the forecast period of 2016 to 2021. Recovery of the global economy and increasing disposable income are the major drivers of the power sports market.

Global Power Sports market is segmented on the basis of vehicle types; All-Terrain Vehicles (ATV), Side by Side Vehicles (SSV), Personal Watercrafts (PWC), Snowmobiles, Heavyweight Motorcycles (Above 600CC), and Others. Side by Side vehicles offer many advantages over ATVs, such as better riding experience, rollover protection bars, and ease of mobility. In the last ten years, off-road industry has noticed a continuous shift in demand from ATVs to Side by Side vehicles.

The market of all the major power sports vehicle types, such as ATVs, SSVs, PWCs, snowmobiles, and heavyweight motorcycles (>600CC) is heavily dependent on the performance of the North American region. This region is expected to remain the largest market for power sports in the next five years. The US is the growth engine of the North American as well as the global power sports market. The US alone accounted for more than 50% of the global power sports market. Asia-Pacific is a very small market but is likely to witness the fastest growth during the forecast period, driven by the high demand for power sports.

The supply chain of this market comprises raw material suppliers, component manufacturers, power sports vehicle manufacturers, and distributors. The key power sports vehicle manufacturers are Polaris Industries, Honda Motors, Yamaha Motors, John Deere, Kubota Corporation, Harley Davidson, 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 3,000 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 20 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 Power Sports market is segmented into the following categories.

Global Power Sports Market by Vehicle Type:

All-Terrain Vehicle

By Product Type

Utility All-Terrain Vehicle

Recreational All-Terrain Vehicle

Sports All-Terrain Vehicle

Touring All-Terrain Vehicle

Other All-Terrain Vehicles

Side by Side Vehicle

By Product Type

Utility Side by Side Vehicle

Recreational Side by Side Vehicle

Sports Side by Side Vehicle

Touring Side by Side Vehicle

Other Side by Side Vehicles

Personal Watercraft

By Product type

Recreational Watercraft

Muscle Watercraft

Luxury Watercraft

Performance Watercraft

Sports Watercraft

Heavyweight Motorcycle (Above 600 CC)

By Product Type

Touring Motorcycle

Cruiser Motorcycle

Other Motorcycles

Snowmobile

By Product Type

Mountain Snowmobile

Crossover Snowmobile

Cross Country Snowmobile

Utility Snowmobile

Touring Snowmobile

Other Snowmobiles

Other Power Sports

Global Power Sports Market by Region:

North America

By Vehicle Type

All-Terrain Vehicle

Side by Side Vehicle

Personal Watercrafts

Snowmobile

Heavyweight Motorcycle (above 600CC)

Other Power Sports

Europe

By Vehicle Type

All-Terrain Vehicle

Side by Side Vehicle

Personal Watercrafts

Snowmobile

Heavyweight Motorcycle (above 600CC)

Other Power Sports

Asia-Pacific

By Vehicle Type

All-Terrain Vehicle

Side by Side Vehicle

Personal Watercrafts

Snowmobile

Heavyweight Motorcycle (above 600CC)

Other Power Sports

Rest of the World

By Vehicle Type

All-Terrain Vehicle

Side by Side Vehicle

Personal Watercrafts

Snowmobile

Heavyweight Motorcycle (above 600CC)

Other Power Sports

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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