

# **Australia All Terrain Vehicle Market By Product Type (Utility ATV, Sports ATV & Youth ATV), By Engine Displacement (Low, Medium & High), By Application (Entertainment, Sports, Agriculture & Others), By Region, By Company, Competition, Forecast & Opportunities, 2024**

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## **Abstracts**

Australia All Terrain Vehicle market is projected to cross \$ 200 million by 2024 on account of growing usage of ATVs in entertainment, agriculture and sports activities. Increasing prevalence of off-road recreational activities backed by growing disposable income and surging per capita spending of individual is driving the growth of the market. All Terrain Vehicles have large tires with deep suspension and can be driven on off-road or rugged conditions. Technological advancements with enhanced fuel efficiency and upgraded performance are expected to aid the ATV market in the coming years.

Australia All Terrain Vehicle market can be segmented based on product type, engine displacement, application and regional analysis. On the product type, the market can be segmented into utility ATV, sports ATV and youth ATV. Utility ATV segment dominated the market and the product segment is likely grow at an impressive rate in the forthcoming years as well due to high load carrying capacity, easy maintenance and versatility in usage. All Terrain Vehicles find application in entertainment, sports and agriculture, among others. Agriculture segment dominated the market in 2018 and is anticipated to continue its leading share in the coming years as ATVs are being increasingly preferred by Australian farmers as they combine the advantages of trucks and tractors.

The major players operating in the All Terrain Vehicle market of Australia include Polaris

Sales Australia Pty Ltd, Honda Australia, Yamaha Motor Australia, Brp Australia Pty Ltd, Suzuki Australia Pty Limited, E-Ton Australia, Kawasaki Motors Pty. Ltd., etc. Major companies are developing advanced technologies and launching new products in order to stay competitive in the market. Other competitive strategies include mergers & acquisitions and new product developments.

Years considered for this report:

Historical Years: 2014-2017

Base Year: 2018

Estimated Year: 2019

Forecast Period: 2020–2024

Objective of the Study:

To analyze and forecast the market size of Australia All Terrain Vehicle market.

To classify and forecast Australia All Terrain Vehicle market based on product type, engine displacement, application and regional distribution.

To identify drivers and challenges for Australia All Terrain Vehicle market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in Australia All Terrain Vehicle market.

To conduct the pricing analysis for Australia All Terrain Vehicle market.

To identify and analyze the profile of leading players operating in the Australia All Terrain Vehicle market.

Some of the leading players in the Australia All Terrain Vehicle market include Polaris Sales Australia Pty Ltd, Honda Australia, Yamaha Motor Australia, Brp Australia Pty Ltd, Suzuki Australia Pty Limited, E-Ton Australia, Kawasaki Motors Pty. Ltd., etc.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of service providers across the globe. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the service providers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the service offerings, distribution channels and presence of all major service providers across the globe.

TechSci Research calculated the market size of Australia All Terrain Vehicle Market using a bottom-up approach, wherein data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

#### Key Target Audience:

All terrain vehicle manufacturers, suppliers, distributors and other stakeholders

Trade associations, organizations, forums and alliances related to All Terrain Vehicle

Government bodies such as regulating authorities and policy makers

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as service providers and partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

#### REPORT SCOPE:

In this report, Australia All Terrain Vehicle market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

*Australia All Terrain Vehicle Market By Product Type (Utility ATV, Sports ATV & Youth ATV), By Engine Displace...*

Market, by Product Type:

Utility ATV

Sports ATV

Youth ATV

Market, by Engine Displacement:

Low

Medium

High

Market, by Application:

Entertainment

Sports

Agriculture

Others

Market, by Region:

New South Wales

Northern Territory

Queensland

South Australia

Tasmania

Victoria

## Western Australia

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Australia All Terrain Vehicle market.

### Available Customizations:

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2. Honda Australia
3. Yamaha Motor Australia
4. Brp Australia Pty Ltd
5. Suzuki Australia Pty Limited
6. E-Ton Australia
7. Kawasaki Motors Pty. Ltd.

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