

North America Racing Gasoline Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Application (Circuit Racing, Drag Racing, Rally Racing, Off-Road Racing, and Other Applications)

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Abstracts

The North America Racing Gasoline Market is projected to grow significantly, with an expected market size of US\$ 172.2 million by 2031, up from US\$ 126.0 million in 2024. This growth translates to a compound annual growth rate (CAGR) of 4.5% from 2025 to 2031.

Executive Summary and Market Analysis

The North American racing gasoline market is experiencing robust growth, primarily fueled by the rising popularity of motorsports and advancements in gasoline formulations. North America remains a dominant force in the motorsports arena, characterized by a large market size and a concentration of prominent racing teams. However, the market faces challenges, including fluctuations in crude oil prices and stringent environmental regulations. Despite these hurdles, the outlook for the racing gasoline market remains positive, driven by ongoing innovations and a growing fan base for motorsports.

The market is predominantly characterized by high-octane unleaded fuels, as environmental regulations have phased out leaded fuels. These gasoline formulations are specifically designed for high performance and engine protection while adhering to stricter emission standards. Key players in the market, such as VP Racing Fuels, Inc., offer a variety of advanced racing fuel blends, including VP CH12 and VP 110, while Energy Transfer LP (Sunoco LP) provides the Sunoco Green E15 racing gasoline, which is utilized in the NASCAR series.

Market Segmentation

The North America Racing Gasoline Market is segmented by application into Circuit

Racing, Drag Racing, Rally Racing, Off-Road Racing, and Others. As of 2024, Circuit Racing holds the largest market share, reflecting the popularity and demand for racing fuels in this category.

Market Outlook

The global surge in motorsport events, including Formula 1, NASCAR, MotoGP, and rallying, is a significant driver of the racing gasoline market. These high-performance competitions require fuels that maximize power, speed, and engine efficiency. The increasing number of both professional and amateur racing events worldwide is contributing to the rising demand for specialized racing fuels. In the 2024 season, notable events saw year-over-year increases in viewership, with several races, such as those in Miami, Monaco, Canada, and Abu Dhabi, setting new records. Although the average U.S. audience on ESPN saw a slight decline, global attendance and digital engagement remained strong, indicating a healthy interest in motorsports.

In North America, the growth of high-profile motorsport events is boosting the demand for specialized racing gasoline. This trend is further supported by increased fan engagement, event hosting, and broader participation in motorsports. For instance, the IndyCar season opener in St. Petersburg in March 2025 attracted approximately 1.417 million TV viewers, marking a 45% increase from the previous year. Additionally, the rise of simulation racing and esports has seen a 35% growth, appealing to a younger demographic and expanding the consumer base for racing fuels. The introduction of hybrid and electric racing formats is also driving innovation in fuel development, further propelling market growth.

Country Insights

The North America Racing Gasoline Market is divided into three key countries: the U.S., Canada, and Mexico, with the U.S. holding the largest market share in 2024. The U.S. market is bolstered by a vibrant motorsports culture and advanced racing infrastructure. The demand for racing gasoline is primarily driven by professional racing, which is growing faster than recreational use due to increased sponsorships and organized events. Fuels such as Gasoline 97 and Gasoline 102 are favored for their high performance and compliance with racing standards.

The U.S. racing gasoline market is also undergoing a transformation influenced by tariff adjustments and innovations in fuel additives that enhance engine efficiency and reduce emissions. Environmental regulations are steering the market towards bio-based and oxygenated fuels, which provide cleaner combustion and align with sustainability goals. The strong motorsport culture in the U.S. is evident in the popularity of NASCAR, IndyCar, drag racing, and off-road racing, with events like the Indianapolis 500 captivating audiences with their speed and history.

Key Players

Prominent companies in the North America Racing Gasoline Market include

TotalEnergies SE, Shell Plc, Gulf Oil International Ltd, Sunoco LP, VP Racing Fuels, Inc., RENEGADE RACING FUELS, and others. These companies are employing various strategies such as expansion, product innovation, and mergers and acquisitions to enhance their market presence and offer innovative products to consumers. In summary, the North America Racing Gasoline Market is poised for growth, driven by the increasing popularity of motorsports, innovations in fuel technology, and a strong consumer base eager for high-performance racing fuels.

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