

Global Power Sports Market (ATV, SSV, Snowmobiles, Motorcycles & PWC): Industry Analysis & Outlook (2016-2020)

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Abstracts

The power sports industry comprises recreational and utility oriented vehicles and is leisure and lifestyle based industry. The industry includes off-road Vehicles (ORVs), including all-terrain vehicles (ATVs) and side-by-side vehicles (SxS), snowmobiles, motorcycles, and personal water crafts (PWC). The market is mainly concentrated in the region of North America (the US and Canada) and Europe in particular.

The report “Global Power Sports Market Report” provides an in-depth analysis of the global power sports market and also major regional markets on the basis of various segments. The major trends, growth drivers as well as issues being faced by the industry are being presented in this report. The key players in the industry, Polaris Industries, Honda Motor, Yamaha Motor and Harley Davidson are being profiled.

The key factors driving the growth of the power sports market are accelerating economic growth, growing urbanization and expansion in international markets. Some of the noteworthy trends and developments of this industry are focus on technologies and electric off-road racing vehicles gaining popularity. However, the expansion of global power sports market is hindered by fluctuation in prices of products, environmental issues and effects of weather.

North America is the largest market for ATV representing more than two-thirds of the market. In North America, the US accounts for the largest share followed by Canada. Also, in snowmobile segment, the US and Canada are the major regions globally accounting for more two-thirds of the market share. In motorcycle segment, the sales in North America improved after the global economic recession. The sales of PWC in the US have showed improvement after undergoing a huge loss due to global economic

recession.

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