

All-Terrain Vehicle (ATV) Engines Market to Hit USD 5.87 Billion by 2032 Owing to Rising Outdoor Recreational Activities

All-Terrain Vehicle (ATV) Engines Market growth, driven by increased participation in off-road activities and demand for versatile, high-performance engines

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[Global All-Terrain Vehicle \(ATV\) Engines Market](#)



The All-Terrain Vehicle (ATV) Engines Market was valued at USD 4.46 billion in 2023 and is expected to reach USD 5.87 billion by 2032, growing at a CAGR of 3.1% over the forecast period of 2024-2032.

Growth in Outdoor Recreations and High-Performance Engines Helping the ATV Industry Ride the Wave

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All-Terrain Vehicle (ATV) Engines Market offers opportunities driven by rising outdoor recreation, demand for off-road vehicles, & innovations in eco-friendly, fuel-efficient engine technologies”

SNS Insider

Outdoor recreational activity has increased by 35% over the last decade, leading to the growth of the All-Terrain Vehicle (ATV) market. There is also a growth of 20% in adventure parks and trails, wherein All-Terrain Vehicle (ATV) is more in demand. The farm sector has also increased its adoption level by 15% in using All-Terrain Vehicle (ATV) for efficient and flexible operations. Military and defense sectors are other significant consumers of All-Terrain Vehicle (ATV) as they use it for logistics and surveillance. The high-performance engines, mainly in the

range of 400cc-800cc, occupy the highest market share of about 60% mainly due to their versatility and reliability. A significant trend is the 25% growth in the demand for fuel-injection engines over the past five years move reflective of manufacturers' emphasis on efficiency and

performance. Electric and hybrid powertrains have gained popularity and now account for around 8% of market demand. There has been a 30% rise in electronic control units (ECUs), which allow for superior engine performance and emission control.

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Key Players Listed in All-Terrain Vehicle (ATV) Engines Market Are:

- Polaris Industries Inc. (US)
- KTM AG (Austria)
- Honda Motor Company Ltd. (Japan)
- Yamaha Motor Company Limited (Japan)
- Arctic Cat (US)
- Bombardier Recreational Products (Canada)
- Kawasaki Suzuki Motor Corporation (Japan)
- Arctic Cat (US)
- Bombardier Recreational Products (Canada)
- Heavy Industries Ltd. (Japan)
- CFMOTO Powersports Inc. (US)
- BMW (Germany)

Rising Disposable Income and Keenness to Adventure Stoke Growth in the All-Terrain Vehicle (ATV) Engine Market.

Disposable income is another huge factor for the All-Terrain Vehicle (ATV) engine market as investment in off-road vehicles could be facilitated by a need for adventure as well as a promotion of the experience through bold and exciting advertising campaigns. Consumers with more disposable income desire to purchase All-Terrain Vehicles, which boosts the growth in the market. The excitement of off-road travel as well as adventure brings a renewed focus to high-performance All-Terrain Vehicles that symbolize up-scale models with robustly designed engines with a high performance, and vast cutting-edge technologies.

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All-Terrain Vehicle (ATV) Engines Market Segment Analysis

Utility All-Terrain Vehicle, 400-800cc engines witness the most demand with adaptable usage and engine performance balancing.

By Product Type

Utility All-Terrain Vehicles lead the product type segment because of their widely diversified applications in military, agriculture, construction, and forestry. Such versatile vehicles offer multifunction capabilities that make them so varied in application, preferred for a good amount of professional as well as recreational use.

By Engine Type

400-800cc is dominant in the All-Terrain Vehicle (ATV) Engine Market due to its suitability for tasks involving transportation equipment and heavy-duty applications. The mass usage of this segment is due to the balance of power and storage capacity, making it an ideal source of personal as well as commercial activity.

All-Terrain Vehicle (ATV) Engines Market Key Segmentation

by Product Type

- Sport ATV
- Utility ATV

by Engine Type

- Below 400cc
- 400-800cc
- above 800cc

by Application

- Sports and Leisure
- Agriculture Industry
- Out-door Work
- Military Forces
- Others

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Regional Analysis

North America to Lead All-Terrain Vehicle (ATV) Engine Market with 42% Share; Europe and Asia-Pacific Show Strong Growth

North America will remain the industry leader in the All-Terrain Vehicle (ATV) engines market, taking 42% of the market share in 2032. The geographical area is large and diverse with mountains, forests, and many more places, providing a perfect territory to use All-Terrain

Vehicle, especially in the United States and Canada. Europe will be the second-largest market, with high volumes of All-Terrain Vehicle sales, with good culture for off-road activities.

Growth in the Asia-Pacific is extremely significant and supported by the increasing production and sales of the All-Terrain Vehicle, plus rapid technological development. A new model that can adapt to changing environments and terrains continues to fuel market growth.

Future Growth

- Soaring demand for recreational All-Terrain Vehicle (ATV): The interest for off-road adventures and other outdoor activities would propel the All-Terrain Vehicle (ATV) engine market forward.
- Technological advances: new efficiencies in engines, fuel systems, and lightweight designs should increase demand.
- Expansion in emerging markets: Rising disposable income and interest in off-road vehicles in regions like Asia-Pacific will fuel market growth.
- Electric All-Terrain Vehicle (ATV) engines: More dependence on electric vehicles will lead to the entry of electric All-Terrain Vehicle (ATV) engines in the market.
- Government regulations: Directive emission standards will most likely encourage manufacturers to create cleaner engines.
- More usage in agriculture and military applications: All-Terrain Vehicle (ATV) are being used more for utility work, agriculture, and military operations, thus creating more demand for engines.

Recent Developments

August 2024: Honda is relocating all All-Terrain Vehicle (ATV) manufacturing from its plant in Timmonsville, South Carolina, to the 650,000-square-foot facility in Swepsonville, North Carolina, as a part of the investment in that site. The site in South Carolina will manufacture only side-by-side vehicles, the company said. The carmaker started producing All-Terrain Vehicle (ATV) at the facility in Swepsonville in July 2023 as part of its increasing emphasis on power sports products. That facility now stands for USD 416.5 million in capital investment.

August 2024: Yamaha Motor Corp., USA, launches a new Proven Off-Road standard in its 2025 Side-by-Side (SxS) and All-Terrain Vehicle (ATV) models that include an all-new RMAX4 1000, major technological improvements, and more.

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