Growth Opportunities in the Global All-Terrain Vehicle Market

Description: Trends, opportunities and forecast in this market to 2022 by product (sports ATV, utility ATV, and other ATV), application (sports, entertainment, agriculture, military and defense, forestry, and others), By type (type I, type II), by engine displacement (low, medium, and high) and by region (North America, Europe, Asia Pacific, and the Rest of the World).

The future of the global all-terrain vehicle market looks promising with opportunities in the sports and utility ATV market segment. The global all-terrain vehicle market is expected to reach an estimated $3.3 billion by 2022 and it is forecast to grow at a CAGR of 2.5% from 2017 to 2022. The major drivers of growth for this market are increasing disposable income, rising recreational and off-roading activities, and growth in the emerging markets, particularly China, India.

Emerging trends which have a direct impact on the dynamics of the industry include enhanced user experience through next generation all-terrain vehicles and all-terrain vehicles with distinct features.

A total of 143 figures/charts and 112 tables are provided in this 208-page report to help in your business decisions.

By product (Volume (Thousand Units) and $ Million from 2011 to 2022):
- Sports ATV
- Utility ATV
- Other ATV

By application (Volume (Thousand Units) and $ Million from 2011 to 2022):
- Sports
- Entertainment
- Agriculture
- Military and Defense
- Forestry
- Others

By engine displacement (Volume (Thousand Units) for 2016):
- Low
- Medium
- High

By type (Volume (Thousand Units) for 2016):
- Type I
- Type II

By region (Volume (Thousand Units) and $ Million from 2011 to 2022):
- North America
- Europe
- Asia Pacific
- Rest of the World

Polaris Industries Inc., Honda Motor Co Ltd, Yamaha Motor Co Ltd, Arctic Cat Inc., and BRP Inc. are the major all-terrain vehicle manufacturers in the global all-terrain vehicle market.

On the basis of its comprehensive research, the author forecasts that the utility ATV segments will show above average growth during the forecast period of 2017 to 2022 due to increasing use of utility all-terrain vehicles in farming and agriculture applications.
Within the global all-terrain vehicle industry, the utility ATV segment is expected to remain the largest market. Versatility and multifunctioning features are expected to drive all-terrain vehicle sales, which would spur growth for this segment over the forecast period.

North America is expected to remain the largest market due to increasing disposable income and increasing recreational and sports activities in this region.

Some of the features of “Growth Opportunities in the Global All-Terrain Vehicle Market 2017-2022: Trends, Forecast, and Opportunity Analysis” include:

- Market size estimates: Global all-terrain vehicle market size estimation in terms of value ($M) and volume (M lbs) shipment.
- Trend and forecast analysis: Market trend (2011-2016) and forecast (2017-2022) by region and segments.
- Segmentation analysis: Global all-terrain vehicle size by various applications such as product, application, engine, and type in terms of value and volume shipment.
- Regional analysis: Global all-terrain vehicle market breakdown by key regions such as North America, Europe, Asia Pacific, and Rest of the World.
- Growth opportunities: Analysis on growth opportunities in different applications and regions.
- Strategic analysis: This includes M&A, new product development, competitive landscape, and expansion strategies of global all-terrain vehicle suppliers.
- Analysis of competitive intensity of the industry based on Porter’s Five Forces model.

This report answers following 11 key questions:
Q. 1. What are some of the most promising, high-growth opportunities in the global all-terrain vehicle market by product (sports ATV, utility ATV, and other ATV), application (sports, entertainment, agriculture, military and defense, forestry, and others), by type (type I, type II), by engine displacement (low, medium, and high) and by region (North America, Europe, Asia Pacific, and the Rest of the World)?
Q. 2. Which segments will grow at a faster pace and why?
Q. 3. Which region will grow at a faster pace and why?
Q. 4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?
Q. 5. What are the business risks and competitive threats in this market?
Q. 6. What are the emerging trends in this market and reasons behind them?
Q. 7. What are some of the changing demands of customers in the market?
Q. 8. What are the new developments in the market? Which companies are leading these developments?
Q. 9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?
Q. 10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material/product substitution?
Q. 11. What M&A activity has occurred in the last 5 years and what has its impact been on the industry?

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