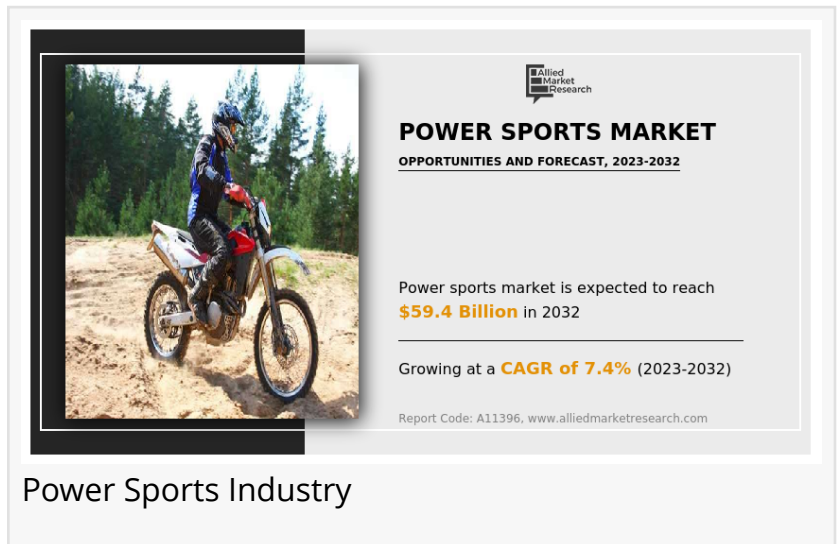


Power Sports Market worth USD 59.4 Billion by 2032, Fueled by Adventure & Performance Demand

The rising consumer interest in outdoor recreational activities is anticipated to drive the growth of the global power sports market during the forecast period.

OREGON, DE, UNITED STATES, February 24, 2025 /EINPresswire.com/ -- Allied

Market Research has recently published a report, titled, "Power Sports Market by Vehicle type (All-terrain vehicles, Side by side vehicles, Personal watercrafts, Snow mobiles, Heavy weight motorcycles), by Propulsion (Gasoline, Diesel, Electric), by Application (On-Road, Off-Road): Global Opportunity Analysis and Industry Forecast, 2023-2032". According to the report, the [global power sports market size](#) generated \$29.6 billion in 2022, and is anticipated to generate \$59.4 billion by 2032, witnessing a CAGR of 7.4% from 2023 to 2032.



Power Sports Industry

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Power sports typically refer to recreational activities or sports that involve the use of vehicles with high power and performance capabilities. These activities often provide an exhilarating experience and are popular among thrill-seekers and enthusiasts. This category includes activities like off-roading, where individuals use powerful vehicles such as all-terrain vehicles (ATVs), quad bikes, dirt bikes, dune buggies, or side-by-side (SxS) vehicles to navigate challenging terrains, such as trails, sand dunes, or mud pits. Moreover, power sports in water include activities such as jet skiing, water skiing, wakeboarding, and personal watercraft (PWC) racing. These activities involve high-speed watercraft propelled by powerful engines.

With rising disposable income people have more money to spend on leisure items like power sports vehicles. These vehicles can be relatively expensive to purchase, maintain, and operate, along with costs like fuel, maintenance, and insurance. Therefore, higher levels of disposable income enable consumers to afford these additional expenses, leading to increased demand for

power sports activities vehicles. All these factors are projected to drive the power sports industry growth during the forecast period.

Power sports vehicles play a crucial role in adventure tourism, where people seek thrilling experiences in natural landscapes. This trend is boosting the demand for off-road vehicles and watercraft for activities such as off-roading, trail riding, water sports, and exploring remote areas. Power sports companies can capitalize on this trend by providing specialized products and services for adventure tourism. Furthermore, the demand for power sports vehicles in adventure tourism is growing as more people seek thrilling and adventurous experiences. This presents an opportunity for power sports companies to cater to this market segment by providing specialized vehicles that meet the needs of adventure tourists.

Moreover, power sports companies can expand their product offerings to cater specifically to adventure tourism. They can develop and market vehicles that are designed for off-roading, trail riding, water sports, and exploring remote areas. These specialized vehicles can offer enhanced performance, durability, and safety features to meet the demands of adventure tourists. In addition, power sports companies can capitalize on adventure tourism by offering rental services for power sports vehicles. Many tourists may not own their own vehicles or may not want to transport them to their travel destinations. By providing rental services, power sports companies can allow adventure tourists to access and enjoy their vehicles without the need for ownership.

The report offers a comprehensive analysis of the global power sports market trends by thoroughly studying different aspects of the market including major segments, market statistics, market dynamics, regional market outlook, investment opportunities, and top players working towards the growth of the market. The report also highlights the present scenario and upcoming trends & developments that are contributing toward the growth of the market. Moreover, [restraints and challenges that hold power to obstruct the market growth](#) are also profiled in the report along with the Porter's five forces analysis of the market to elucidate factors such as competitive landscape, bargaining power of buyers and suppliers, threats of new players, and emergence of substitutes in the market.

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The all-terrain vehicles (ATV) sub-segment accounted for the highest power sports market share in 2022 and is expected to grow at a CAGR of 9.0% during the forecast period. ATVs are versatile and have the ability to traverse various terrains, such as mud, snow, sand, and rugged trails. This versatility has made them popular among a wide range of users, including recreational riders, outdoor enthusiasts, farmers, ranchers, and industrial workers which is predicted to boost the sub-segment's growth by 2032.

Propulsion: Gasoline Sub-segment Projected to be One of the Most Profitable by 2032

The gasoline sub-segment accounted for the highest power sports market share in 2022 and is expected to grow at a stunning CAGR in the forecast period. Gasoline-powered vehicles, including motorcycles, ATVs, and personal watercraft, exhibit high-performance capabilities and greater power as compared to their electric counterparts. As a result, there is a growth in demand and usage of gasoline-powered vehicles which is predicted to boost the sub-segment's growth by 2032.

Off-road sub-segment: Off-road sub-segment is expected to grow at a high CAGR of 8.0% by 2032 in the power sports market.

The off-road sub-segment generated the highest market share in 2022 and is predicted to grow at a high CAGR of 8.0% by 2032 in the power sports market. Off-road vehicles, such as all-terrain vehicles (ATVs), utility task vehicles (UTVs), and dirt bikes, allow users to access remote locations, go camping, hunting, fishing, or simply enjoy off-road trails and tracks. These advantages have increased the demand for off-road vehicles among individuals who are drawn to adventure trips which is predicted to boost the sub-segment's growth by 2032.

North America region: North America region is expected to rise at a tremendous growth rate during the forecast period.

The North America region accounted for the highest share in the global power sports market in 2022 and is expected to rise at a tremendous growth rate during the forecast period. The growing disposable incomes of young individuals of US and Canada has led to an increase in demand for outdoor recreational activities and adventures which is expected to be [the main growth driver of the market in the North America region](#) by 2032.

For more information on the power sports market, visit our website: <https://www.alliedmarketresearch.com/power-sports-market/purchase-options>

Key players in the power sports market include:

Polaris Inc.
Yamaha Motor Co., Ltd.
Honda Motor Co., Ltd.
Arctic Cat Inc.
Kawasaki Motors, Ltd.
Harley Davidson, Inc.
Bombardier Recreational Products Inc.
RumbleOn INC.
Kubota Corporation
Suzuki Motor Corporation

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