

Recreational Off-Highway Vehicles Market to Reach \$22.32 Billion by 2030 – Analysis by The Business Research Company

The Business Research Company's Recreational Off-Highway Vehicles Global Market Report 2026 - Market Size, Trends, And Global Forecast 2026-2035

LONDON, GREATER LONDON, UNITED KINGDOM, February 4, 2026

/EINPresswire.com/ -- [The recreational off-highway vehicles market](#) has gained

significant traction recently, driven by the rising popularity of outdoor adventures and off-road activities. As consumer interest in exploring rugged terrains grows, the market is set for notable expansion over the coming years. Let's explore the market's current valuation, key growth factors, regional trends, and what lies ahead for this vibrant industry.



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Recreational Off-Highway Vehicles Market Size and Growth Forecast

The recreational off-highway vehicles market has seen rapid expansion, with its value projected to increase from \$11.55 billion in 2025 to \$13.07 billion in 2026, at a strong compound annual growth rate (CAGR) of 13.2%. This surge in the past few years is largely due to the rising popularity of recreational off-road activities, the growth of outdoor tourism, higher demand for all-terrain vehicles, more widespread availability of gasoline-powered ROVs, and an

increase in motorsports events.

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Looking ahead, the market is expected to accelerate further, reaching \$22.32 billion by 2030 with a compound annual growth rate (CAGR) of 14.3%. The boost in the forecast period is driven by factors such as the growing adoption of electric and hybrid recreational off-highway vehicles,



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expanding investments in off-road tourism infrastructure, a rise in organized off-road sports events, and increasing demand for advanced connected vehicle features. Additionally, there is a stronger emphasis on emission-compliant vehicles, which is shaping the market's future. Key trends include the rising popularity of electric off-highway vehicles, the growth of adventure and off-road sports, increased demand for high-performance utility vehicles, expansion of rental and fleet-based services, and a focus on vehicle durability and safety improvements.

Understanding Recreational Off-Highway Vehicles and Their Uses

[Recreational off-highway vehicles \(ROVs\)](#) are designed specifically for off-road use and are commonly enjoyed in outdoor environments such as trails, dunes, and other rugged terrains. They are widely utilized in recreational racing and organized tours, offering users a blend of performance, ruggedness, and versatility. These vehicles enable enthusiasts to tackle challenging landscapes while enjoying the thrill of off-road exploration and adventure.

View the full recreational off-highway vehicles market report:

<https://www.thebusinessresearchcompany.com/report/recreational-off-highway-vehicles-global-market-report>

Outdoor Recreation as a Major Growth Driver for the ROV Market

One of the key factors propelling the recreational off-highway vehicles market is the increasing interest in outdoor recreational activities. These activities typically take place in natural surroundings and involve leisure pursuits outside urban environments. ROVs play a vital role in enabling such experiences by navigating difficult off-road paths and providing access to remote areas that standard vehicles cannot reach.

For instance, in June 2024, the Outdoor Industry Association—a nonprofit organization based in the United States—released its 2024 Outdoor Participation Trends Report. The report highlights that outdoor recreation participation climbed by 4.1% in 2023, reaching an all-time high of 175.8 million participants, which accounts for 57.3% of the U.S. population. This surge in outdoor activity participation directly supports [the growing demand for recreational off-highway vehicles](#).

Significant Regional Patterns in the Recreational Off-Highway Vehicles Market

In 2025, North America stood out as the largest regional market for recreational off-highway vehicles. However, the Asia-Pacific region is anticipated to experience the fastest growth throughout the forecast period. The comprehensive market report covers key geographical areas including Asia-Pacific, South East Asia, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa, providing a global perspective on evolving market dynamics.

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Speak With Our Expert:

Saumya Sahay

Americas +1 310-496-7795

Asia +44 7882 955267 & +91 8897263534

Europe +44 7882 955267

Email: saumyas@tbrc.info

The Business Research Company - www.thebusinessresearchcompany.com

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Oliver Guirdham

The Business Research Company

+44 7882 955267

info@tbrc.info

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