

DataPoint

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Global Snowmobile Production



89,400

2024 Production Forecast

89,400 units is the estimate by Power Systems Research of the number of Snowmobiles expected to be produced in Canada, Finland, Italy, Japan and U.S. in 2024.

Snowmobiles, often called sleds, are motor vehicles that have a revolving tread in the rear and steerable runners in the front, for traveling over snow off-road, often at speeds exceeding 100 mph. They are used for recreation and industrial purposes.

This product information comes from industry interviews and from two proprietary databases maintained by Power Systems Research: **EnginLink™**, which provides information on engines, and **OE Link™**, a database of equipment manufacturers.

Exports: Collectively, up to 75% worldwide.

Market Share: With combined plant totals of 56%, Bombardier Recreational Products (BRP) leads in the production of Snowmobiles. In second position is US-based Polaris with 17.5%; third is US-based Arctic Cat with 15%.

Trends. In 2023, production of Snowmobiles globally (excluding Russia) remained flat with a slight drop of

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1/4%. Production is expected to decrease 6% in 2024 compared to 2023. Even though demand for snowmobiles is skyrocketing, production is declining because of the lack of snowfall in many key riding areas worldwide, especially during the months from January – March. Another important factor is Yamaha dropping out of the snowmobile market for MY 2025.

Despite weather related issues, manufacturers introduced an array of new models designed to entice buyers. Even though there are economic uncertainties and fuel prices are unstable, when it snows powersports enthusiasts still want to play. Expect production of snowmobiles to increase an additional 10% by 2025.

Battery Electric Units produced by Taiga Motors:

2022: 151
2023: 258
2024: 299

In 2023, production of Battery Electric units increased nearly 71%. In 2024, production of battery powered units is expected to increase 16%. **PSR**

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About Power Systems Research

Power Systems Research (PSR), established in 1976, is the leading source of data, analysis and forecasting on the global production of engines and engine-powered equipment, including class 8 vehicles. One of its databases, EnginLink,™ includes production figures down to the model level for OEMs in key market segments, such as commercial vehicles. PSR's global research network includes eight offices and stretches across 200 countries and four continents.



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