

European Transport Barometer 2007

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Abstracts

Comprehensive analysis of over 1,200 surveys, across 18 countries to provide a truly Pan-European perspective of trends and developments in Road Transport. The European Transport Barometer is the result of research conducted with the assistance of Truck Europe and affiliated local trade magazines across Europe, the European Transport Barometer brings together analysis from over 1,200 surveys, across 18 countries to provide a true pan-European perspective of trends and developments in the Road Transport industry. The last year has been a challenging year for the road transport industry. Despite economic growth and lengthening supply chains, margins are being continually squeezed. For fleet operators increases in volumes and revenues do not necessarily correlate with increases in profit or margins.

As many operators have been telling us, increasing insurance premiums, road congestion, driver shortages, customer price sensitivity and of course, the rocketing fuel price, all impact on the bottom line.

The European Transport Barometer is ideally suited to meet the needs of any professional within the supply chain industry. More importantly, the data contained can be used to draw conclusions that can be applied to either process or strategic planning with the absolute confidence that the data originates from a source that is a consistent, reliable and specialist within the supply chain industry.

Report methodology

In partnership with leading industry trade magazines across Europe, Analytiqa undertook extensive primary research in order to obtain the core data for the report series. The information obtained was of both a quantitative and qualitative nature.

This is integral to the utility of the report, as it contains opinion of informed individuals in

the European transport industry that can be supported with statistical evidence generated from the quantitative data obtained from such a large-scale survey.

Insight and analysis

The European Transport Barometer identifies the following trends:

Growth by Volume and Value

Key Trading Countries

Changes in Fleet Sizes

Cost and Profit Drivers

Current Revenues and Forecasts

Current Volumes and Forecasts

Current Profits and Forecasts

Future Investment Priorities

This in-depth understanding of trends across the European Road Transport industry, assists you to:

Understand market drivers

Benchmark growth rates

Identify future trends

Track performance by country

Track performance by sector

Develop and plan market strategy

Target potential new business

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