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Market Analysis and Development Prospect of Electric Forklift Industry in China2015-2020Proposal

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Abstracts

1. INTRODUCTION

By far, there are over 120 electric forklift manufacturers in China. Most of these manufacturers have low production and sales scale. Anhui Heli and Hangcha Group are leading manufacturers in domestic market, accounting for over 40% of market share in 2014. Due to further development of logistics industry, the demand of electric forklift remains high.

In 2014, the monthly sales of electric forklift were over 6000 units, which added up to 110,200 units. It is estimated that by 2020, the demand for electric forklift will reach 327,000 units. According to National Bureau of Statistics, the output of electric forklift in 2014 was 170,200 units, grew by 3.02%. As global manufacturing industry has transferred to China and the development of logistics industry is rapid in recent years, electric forklift market will show great demand.

In this report, AskCI will further disclose market potential and commercial opportunities for electric forklift in China. Recommendations will be given at the end of the report to describe the prospect and provide suggestions for strategy making.

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