

The 2023 Report on Construction Equipment Rentals: World Market Segmentation by City

<https://marketpublishers.com/r/2AF02844B138EN.html>

Date: June 2022

Pages: 501

Price: US\$ 995.00 (Single User License)

ID: 2AF02844B138EN

Abstracts

This report was created for global strategic planners who cannot be content with traditional methods of segmenting world markets. With the advent of a 'borderless world', cities become a more important criteria in prioritizing markets, as opposed to regions, continents, or countries. This report covers the top 2,000 cities in over 200 countries. It does so by reporting the estimated market size (in terms of latent demand) for each major city of the world. It then ranks these cities and reports them in terms of their size as a percent of the country where they are located, their geographic region (e.g. Africa, Asia, Europe, Middle East, North America, Latin America), and the total world market.

In this report we define the sales of construction equipment rentals as including all commonly understood products falling within this broad category, such as earthmoving machinery, material handling machinery, and concrete and road construction equipment rentals, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include ABC Infra Equipment Pvt, Ltd., Ahern Rentals, AKTIO, All India Crane Hiring Company, Ameco, Inc., Ashtead Group, Boels Rental, Byrne Equipment Rental, Caterpillar, CNH Industrial (CASE Construction), Coates Hire, Cramo, Finning International, Gemini Equipment And Rentals Pvt Ltd. (GEAR), H&E Equipment Services, HERC Holdings, Hertz Equipment Rental Corporation, Hitachi Construction Machinery (Hitachi Group), Hss Hire, IQUIPPO, John Deere, Kanamoto Company, Kanamoto Company, Ltd., Kiloutou, Liebherr Mietpartner, Loxam, mateco Group, Maxim Crane Works, NIKKEN CORPORATION, NISHIO RENT ALL Company, Ramirent, Sanghvi Movers Limited (SML), Sarens NV, Speedy Hire, Sunbelt, Sunstate Equipment Company, Taiyokenki Rental Company, Ltd., United Rentals, Volvo Construction Equipment, and Zeppelin Rental. In addition to the sources indicated, additional information available to the public via news and/or press releases published

by players in the industry was considered in defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).

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