

The World Market for Snowplows and Snowblowers: A 2024 Global Trade Perspective

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Abstracts

This report was created for strategic planners, international executives, and import/export managers who are concerned with the market for snowplows and snowblowers. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics that appear several years after the fact. Professor Philip M. Parker, the Chair Professor of Management Science at INSEAD, has developed a methodology, based on macroeconomic and trade models, to estimate the market for snowplows and snowblowers for those countries serving the world market via exports or supplying from various countries via imports. He does so for the current year based on a variety of key historical indicators and econometric models.

'Snowplows and snowblowers' as a category is defined in this report following the definition given by the United Nations Statistics Division Classification Registry using the Standard International Trade Classification, Revision 3 (SITC, Rev. 3). The SITC code that defines 'snowplows and snowblowers' is 72342.

Contents

1 METHODOLOGY

1.1 OUR APPROACH

2 THE WORLD MARKET

2.1 EXPORTS

2.1.1 THE WORLD MARKET: SNOWPLOWS AND SNOWBLOWERS EXPORT SUPPLIES IN 2024

2.2 IMPORTS

2.2.1 THE WORLD MARKET: IMPORTED SNOWPLOWS AND SNOWBLOWERS IN 2024

3 EXPORTS

3.1 AFRICA: EXPORT SUPPLIES OF SNOWPLOWS AND SNOWBLOWERS IN 2024

3.1.1 EXECUTIVE SUMMARY

3.1.2 SOUTH AFRICA

3.1.3 TANZANIA

3.2 ASIA: EXPORT SUPPLIES OF SNOWPLOWS AND SNOWBLOWERS IN 2024

3.2.1 EXECUTIVE SUMMARY

3.2.2 CHINA

3.2.3 HONG KONG

3.2.4 INDIA

3.2.5 JAPAN

3.2.6 SINGAPORE

3.2.7 SOUTH KOREA

3.2.8 TAIWAN

3.3 EUROPE: EXPORT SUPPLIES OF SNOWPLOWS AND SNOWBLOWERS IN 2024

3.3.1 EXECUTIVE SUMMARY

3.3.2 AUSTRIA

3.3.3 BELARUS

3.3.4 BELGIUM

3.3.5 BULGARIA

3.3.6 CROATIA

3.3.7 DENMARK

3.3.8 ESTONIA

- 3.3.9 FINLAND
- 3.3.10 FRANCE
- 3.3.11 GERMANY
- 3.3.12 HUNGARY
- 3.3.13 IRELAND
- 3.3.14 ITALY
- 3.3.15 KAZAKHSTAN
- 3.3.16 LATVIA
- 3.3.17 LITHUANIA
- 3.3.18 NORWAY
- 3.3.19 POLAND
- 3.3.20 PORTUGAL
- 3.3.21 ROMANIA
- 3.3.22 RUSSIA
- 3.3.23 SLOVAKIA
- 3.3.24 SLOVENIA
- 3.3.25 SWEDEN
- 3.3.26 SWITZERLAND
- 3.3.27 THE CZECH REPUBLIC
- 3.3.28 THE NETHERLANDS
- 3.3.29 THE UNITED KINGDOM
- 3.3.30 UKRAINE

3.4 LATIN AMERICA: EXPORT SUPPLIES OF SNOWPLOWS AND SNOWBLOWERS IN 2024

- 3.4.1 EXECUTIVE SUMMARY
- 3.4.2 MEXICO

3.5 NORTH AMERICA & THE CARIBBEAN: EXPORT SUPPLIES OF SNOWPLOWS AND SNOWBLOWERS IN 2024

- 3.5.1 EXECUTIVE SUMMARY
- 3.5.2 CANADA
- 3.5.3 THE UNITED STATES

4 IMPORTS

4.1 AFRICA: SNOWPLOWS AND SNOWBLOWERS IMPORTS IN 2024

- 4.1.1 EXECUTIVE SUMMARY
- 4.1.2 ALGERIA
- 4.1.3 EGYPT
- 4.1.4 MOROCCO

- 4.1.5 NIGER
- 4.1.6 NIGERIA
- 4.1.7 TANZANIA
- 4.1.8 ZAMBIA
- 4.2 ASIA: SNOWPLOWS AND SNOWBLOWERS IMPORTS IN 2024
 - 4.2.1 EXECUTIVE SUMMARY
 - 4.2.2 CHINA
 - 4.2.3 INDIA
 - 4.2.4 INDONESIA
 - 4.2.5 JAPAN
 - 4.2.6 MALAYSIA
 - 4.2.7 SINGAPORE
 - 4.2.8 SOUTH KOREA
 - 4.2.9 THAILAND
- 4.3 EUROPE: SNOWPLOWS AND SNOWBLOWERS IMPORTS IN 2024
 - 4.3.1 EXECUTIVE SUMMARY
 - 4.3.2 ANDORRA
 - 4.3.3 AUSTRIA
 - 4.3.4 BELARUS
 - 4.3.5 BELGIUM
 - 4.3.6 BOSNIA AND HERZEGOVINA
 - 4.3.7 BULGARIA
 - 4.3.8 CROATIA
 - 4.3.9 DENMARK
 - 4.3.10 ESTONIA
 - 4.3.11 FINLAND
 - 4.3.12 FRANCE
 - 4.3.13 GEORGIA
 - 4.3.14 GERMANY
 - 4.3.15 GREECE
 - 4.3.16 HUNGARY
 - 4.3.17 ICELAND
 - 4.3.18 IRELAND
 - 4.3.19 ITALY
 - 4.3.20 KAZAKHSTAN
 - 4.3.21 LATVIA
 - 4.3.22 LITHUANIA
 - 4.3.23 LUXEMBOURG
 - 4.3.24 MOLDOVA

- 4.3.25 NORWAY
- 4.3.26 POLAND
- 4.3.27 ROMANIA
- 4.3.28 RUSSIA
- 4.3.29 SLOVAKIA
- 4.3.30 SLOVENIA
- 4.3.31 SPAIN
- 4.3.32 SWEDEN
- 4.3.33 SWITZERLAND
- 4.3.34 THE CZECH REPUBLIC
- 4.3.35 THE NETHERLANDS
- 4.3.36 THE UNITED KINGDOM
- 4.3.37 UKRAINE
- 4.4 LATIN AMERICA: SNOWPLOWS AND SNOWBLOWERS IMPORTS IN 2024
 - 4.4.1 EXECUTIVE SUMMARY
 - 4.4.2 CHILE
 - 4.4.3 COLOMBIA
 - 4.4.4 MEXICO
- 4.5 NORTH AMERICA & THE CARIBBEAN: SNOWPLOWS AND SNOWBLOWERS IMPORTS IN 2024
 - 4.5.1 EXECUTIVE SUMMARY
 - 4.5.2 CANADA
 - 4.5.3 GREENLAND
 - 4.5.4 THE UNITED STATES
- 4.6 OCEANIA: SNOWPLOWS AND SNOWBLOWERS IMPORTS IN 2024
 - 4.6.1 EXECUTIVE SUMMARY
 - 4.6.2 AUSTRALIA
 - 4.6.3 NEW ZEALAND
- 4.7 THE MIDDLE EAST: SNOWPLOWS AND SNOWBLOWERS IMPORTS IN 2024
 - 4.7.1 EXECUTIVE SUMMARY
 - 4.7.2 ARMENIA
 - 4.7.3 AZERBAIJAN
 - 4.7.4 ISRAEL
 - 4.7.5 KUWAIT
 - 4.7.6 LEBANON
 - 4.7.7 QATAR
 - 4.7.8 TURKEY

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