

# Medium and Heavy Trucks in Turkey

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## Abstracts

Medium and Heavy Trucks in Turkey

### SUMMARY

Medium and Heavy Trucks in Turkey industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The medium and heavy trucks market includes commercial vehicles (CVs), buses and coaches (BCs), heavy commercial vehicles (HCVs) and heavy buses and coaches (HBCs). CVs and BCs weigh 3.51 to 16 tonnes and include pick-ups and vans where they fall into this weight range. HCVs and HBCs weigh over 16 tonnes; the converted trucks and buses are excluded. The market volume include the number of newly registered vehicle in any given year. The market value is calculated in terms of average manufacturer selling price (MSP) against market volume, and excludes all taxes and levies. Any currency conversions used in the creation of this report have been calculated using constant 2019 annual average exchange rates.

The Turkish medium and heavy trucks market had total revenues of \$0.9bn in 2019, representing a compound annual rate of change (CARC) of -5% between 2015 and 2019.

Market consumption volumes declined with a CARC of -7.9% between 2015 and 2019, to reach a total of 41.2 thousand units in 2019.

The market's decline was due to high fuel prices and the need for personalization, as this market is highly price sensitive.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the medium & heavy trucks market in Turkey

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the medium & heavy trucks market in Turkey

Leading company profiles reveal details of key medium & heavy trucks market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Turkey medium & heavy trucks market with five year forecasts by both value and volume

## **REASONS TO BUY**

What was the size of the Turkey medium & heavy trucks market by value in 2019?

What will be the size of the Turkey medium & heavy trucks market in 2024?

What factors are affecting the strength of competition in the Turkey medium & heavy trucks market?

How has the market performed over the last five years?

What are the main segments that make up Turkey's medium & heavy trucks market?

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