

Australia Fire Truck - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

<https://marketpublishers.com/r/A2F0537B135AEN.html>

Date: July 2024

Pages: 80

Price: US\$ 4,750.00 (Single User License)

ID: A2F0537B135AEN

Abstracts

The Australia Fire Truck Market size is estimated at USD 158.40 million in 2024, and is expected to reach USD 220.30 million by 2029, growing at a CAGR of 4.81% during the forecast period (2024-2029).

Over the long term, the devastating impact of climate change on Australia's Victorian area and the New South Wales region, which has led to multiple bushfires, is expected to impact the increasing deployment of advanced fire trucks to control the situation effectively. Municipalities and fire rescue service organizations are planning to expand their fire truck fleet size to combat any catastrophic incidents arising from the spread of fire.

Key Highlights

Between May 8, 2023, and May 6, 2024, around 166,559 VIIRS (visible infrared imaging radiometer suite) high-confidence fire alerts were reported in Australia. Furthermore, 14,005 VIIRS fires were reported between January 2024 and May 2024, considering high confidence alerts.

Bushfires are a regular occurrence in the county, massively impacting people's livelihoods and posing a severe threat to the environment. In recent years, they have also significantly impacted the country's economy. The 2019-2020 Australia Bushfire, commonly called the Black Summer, had one of the most devastating impacts on the environment and citizens.

Key Highlights

According to the World Wildlife Fund, in the 2019-2020 Australian Bushfire incident, around 12.6 million hectares of primary forests and woodlands were burnt due to the ongoing fire. Around 3 billion animals were heavily impacted by the bushfires.

The stringent government regulations for fire safety standards in business establishments, airports, residential complexes, etc., are expected to drive the fire truck market during the forecast period. Due to strict fire safety standards, airport authorities are likely to prefer deploying advanced fire trucks to avoid delays in combating catastrophic situations. Moreover, fire rescue teams are anticipated to actively focus on enhancing the safety standards of their fleet by incorporating technologies such as turnover protection systems in the truck cabins. Therefore, with increasing investment in upgrading the existing fleet and stringent government regulations implemented to enhance the efficiency of firefighting equipment, Australia is projected to witness a massive demand for fire trucks in the coming years.

Australia Fire Truck Market Trends

Local Agencies and Government Authorities Segment to Dominate the Market during the Forecast Period

Several fire rescue teams and local authorities operate firefighting services across Australia to combat potential fire outbreaks or bushfires. Some prominent organizations include ACT Fire and Rescue, Community Fire Unit, Fire and Rescue New South Wales, and Queensland Fire and Emergency Services. To combat fire outbreaks, these agencies need to possess an expansive fleet of fire trucks that can assist in providing quality service on-ground, which, in turn, positively impacts the demand for fire trucks across Australia.

Furthermore, the country has recently witnessed several wildfires that threaten the environment. To ensure that these wildfires are kept in check before creating havoc, the rescue service team needs to reach the destination with adequate firefighting equipment, which leads them to use tankers, pumpers, and other rescue trucks. Moreover, even though certain airport authorities possess their firefighting apparatus and equipment, in particularly significant cases, they need to use the service of local agencies to combat fire blazes.

According to the International Disaster Database, the number of large wildfires in Australia was negligible in 2022. However, at least one major wildfire was reported in the country in 2021.

Constant fleet upgrades to equip them with modern safety technologies are also exacerbating the need for new fire trucks to be catered to by players in the market. For instance, the New South Wales rural fire rescue team upgraded 400 of its 2,000 fire trucks with a protection system as of November 2023. They are further planning to upgrade all their fleet with systems that can assist in combating fire blazes and enhance firefighters' protection. In the coming years, with the surging demand for the deployment of advanced trucks in the market by local agencies and authorities, this market segment is expected to witness growth.

Electric Segment to Gain Traction during the Forecast Period

Electric fire trucks are gaining massive traction worldwide owing to their capability to reduce air pollution and aggressive government initiatives toward raising awareness of the hazards of climate change. Due to the increasing focus on developing high-end electric trucks, manufacturers of these vehicles are strategizing to integrate advanced batteries that can last longer since these trucks need to operate for more extended periods. Moreover, the increasing landscape fires in Australia are contributing to the surging demand for fire trucks, which is expected to impact electric fire truck sales positively.

According to the Australian Bureau of Statistics, the number of landscape fires attended by fire service organizations in Australia reached 31,189 in 2023 compared to 29,723 in 2022, recording a Y-o-Y growth of 4.93% between 2022 and 2023.

Notably, the adoption of electric fire trucks in Australia is at the lower end, with only the ACT Fire Service team entering into a partnership agreement with Volvo to procure electric trucks in the coming years. However, the electric truck segment is expected to gain more attention in the coming years due to the preference for upgrading fire truck fleets and the increasing focus on local agencies to reduce their carbon emissions.

Furthermore, manufacturers operating in the space are expected to constantly strategize for product innovation, leading to the development of various electric trucks in the country. These manufacturers will also try to engage with local agencies and fire rescue service teams to enhance their fire truck model penetration, ultimately assisting in gaining a competitive edge in the market. Integration of technologies in these electric fire trucks with better fire fighting apparatus is anticipated to witness tremendous

traction owing to the increasing preference of end-users.

Australia Fire Truck Industry Overview

The Australian fire truck market is highly concentrated and competitive owing to the presence of a few players dominating the market. Some prominent players in the market include W.A. Fire Appliances, Varley Group (SEM Fire and Rescue), R.A. Bell and Co Pty Ltd, Rosenbauer Group, Liquid Sales (Qld) Pty Ltd, Tatra Trucks, and Alexander Perrie & Co. These players actively partner with municipalities and local agencies to sell their products. Furthermore, international players operating in the market have strategies to expand their dealership network across Australia to enhance their brand presence.

In November 2023, CSIRO announced the development of turnover protection systems designed to protect crew cabins in any fire truck. The company stated that the new protection systems would be standard equipment in all Victorian fire trucks. The flagship development assists other fire departments in utilizing the existing knowledge base to develop protection systems for their crew members.

In August 2023, Volvo announced the launch of the first electric fire truck in Australia at Brisbane's Australasian Fire Authorities Council Conference in partnership with ACT. The FL Electric Truck launched at the conference was developed as part of a long-term partnership that will witness several electric safety vehicles being supplied to ACT.

The market is anticipated to witness the integration of electric-powered fire trucks to complement the government's effort to reduce carbon emissions and to suit the increasing awareness of authorities on the benefits of utilizing an electric-driven fire truck.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

Contents

1 INTRODUCTION

1.1 Study Assumptions

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

4.1 Market Drivers

4.1.1 Strict Government Regulations to Adopt Fire Safety Standards

4.2 Market Restraints

4.2.1 High Purchase and Maintenance Costs

4.3 Industry Attractiveness - Porter's Five Forces Analysis

4.3.1 Threat of New Entrants

4.3.2 Bargaining Power of Buyers/Consumers

4.3.3 Bargaining Power of Suppliers

4.3.4 Threat of Substitute Products

4.3.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION (MARKET SIZE IN VALUE - USD AND VOLUME - UNITS)

5.1 By Type

5.1.1 Rescue Trucks

5.1.2 Tankers

5.1.3 Pumpers

5.1.4 Multi-Tasking Trucks

5.1.5 Aerial Trucks

5.1.6 Others (Airport Crash Trucks and Others)

5.2 By Application

5.2.1 Local Agencies and Government Authorities

5.2.2 Residential and Commercial

5.2.3 Airport

5.2.4 Military

- 5.2.5 Others (Industrial and Others)
- 5.3 By Propulsion
 - 5.3.1 Internal Combustion Engine (ICE)
 - 5.3.2 Electric

6 COMPETITIVE LANDSCAPE

- 6.1 Vendor Market Share
- 6.2 Company Profiles*
 - 6.2.1 WA Fire Appliances
 - 6.2.2 Varley Group (SEM Fire and Rescue)
 - 6.2.3 Tatra Trucks
 - 6.2.4 Alexander Perrie & Co.
 - 6.2.5 R.A. Bell and Co Pty Ltd
 - 6.2.6 Pearl Fire
 - 6.2.7 Rosenbauer Group
 - 6.2.8 Fraser Engineering Limited
 - 6.2.9 AB Volvo
 - 6.2.10 Liquid Sales (Qld) Pty Ltd

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

- 7.1 Increasing Penetration of Electric Fire Trucks Fuels the Market Demand

I would like to order

Product name: Australia Fire Truck - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

Product link: <https://marketpublishers.com/r/A2F0537B135AEN.html>

Price: US\$ 4,750.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A2F0537B135AEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

