

Annual Strategy Dossier - 2021 - Global Top 7 Medium & Heavy Truck Manufacturers - Daimler, Volvo, MAN, Scania, PACCAR, Navistar, Iveco

<https://marketpublishers.com/r/ADD45CDB462AEN.html>

Date: March 2021

Pages: 300

Price: US\$ 1,700.00 (Single User License)

ID: ADD45CDB462AEN

Abstracts

The 2021 annual edition of the Strategy Dossier report analyses the overall Strategy Focus and provides Key Insights into the Strategies & Plans being conceptualized & pursued by the Global Top 7 Medium & Heavy Truck Manufacturers for the near to medium term horizon. The Global Trucking industry has been impacted significantly by the COVID-19 outbreak in 2020 with declining volumes as well as profitability across OEMs with recovery seen in the later part of the year led by the unprecedented surge in e-commerce while the industry also continues to make steady progress towards development of sustainable technologies geared towards de-carbonization of transportation. The efforts have primarily been led by battery electric & fuel cell technologies with the tipping point for electric trucks likely to come in 2021 with serial assembly of electric trucks scheduled to commence across trucking behemoths, Daimler & Volvo, joined by PACCAR. Further, mass market production & introduction of hydrogen powered trucks across Europe by 2030, too, is in the pipeline under the H2Accelerate initiative by the industry. The rapid move towards de-carbonization & sustainability has also led to a spike in M&A activity as well as JVs & partnerships amongst leading industry players with the same likely to see a further uptick going forward.

The Trucking industry & market landscape continue to be disrupted at a rapid pace by the triad of Connectivity, Autonomous and Electric technologies. Further, a multitude of technology led industry start-ups have been accelerating & catalyzing the pace of technology-led market disruption through the rolling out of new business models, ideas, solutions & concepts. These are likely to pose a serious challenge to the traditional industry incumbents which also have been facing increasing competitive intensity, especially from VW, given Traton's continued & rapid inorganic expansion spree over

the years with the highlight being the VW's latest invasion of North American market following the completion of Navistar's acquisition aimed at expansion of presence beyond continental Europe.

Against this backdrop, the report provides a comprehensive analysis on the truck manufacturers starting with a detailed business and financial snapshot, incorporating charts, tables and analysis based on latest financial statements. An insightful & comprehensive SWOT framework analysis is also provided. The framework generates a snapshot of the company's inherent strengths & weaknesses as part of the internal environment assessment and outlines potential growth opportunities as well as threats as part of the external environment assessment.

The report also incorporates analysis of key industry trends, issues & challenges and risk factors besides identifying key driving & restraining forces & assessing their potential degree of impact through a force field analysis. The report concludes by providing comprehensive market outlook for the global medium & heavy truck market for the medium term with inclusion of demand projections for key geographic markets & regions.

Relevance & Usefulness:

The report provides insights & inputs to be incorporated into the broader strategic planning & decision making processes and will be essential from a competitive analysis standpoint as well.

The report will be useful for:

Strategic Planning & Decision-Making process

Analysis of Near to Medium Term Strategy Focus and Key Strategies & Plans

Identification of & Insights into Potential Growth Opportunities & Avenues

Market Evolution & Demand Growth Projections over Next Decade

Assessing potential impact of emerging Market Trends & Developments

Contingency planning for current Strategies & Programs

Identifying & highlighting areas for making potential Strategic Changes,
Adjustments & Realignment

Analysis of Key Industry Trends, Issues & Challenges, Risk Factors & Market
Outlook for 2021

For Whom:-

The report would be quintessential for those having strategic interest & stake in the Global Trucking Industry. The report will be extremely useful for Key Decision-Makers, Program Managers, Global Procurement Managers, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, Associated Equipment Manufacturers and other Key Players in the Industry Value Chain. The report will also be useful for existing & potential Investors, Industry & Company Analysts, M&A Advisory Firms, Strategy & Management Consulting Firms, PE Firms, Venture Capitalists, Financing & Leasing Companies, Researchers and all those associated with the Trucking industry. The report is comprehensive yet concise & compact at the same time; is custom-built for meetings & presentations, being built on the Microsoft PowerPoint platform; in addition, to being a ready self-reckoner as well as a quick reference guide driving, enabling & ensuring prompt and informed decision making.

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