

# **Comparative SWOT & Strategy Focus - 2024-2027 - Europe's Top 5 Medium & Heavy Truck Manufacturers - Daimler, Volvo, Traton, Iveco, DAF**

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## **Abstracts**

Trucking is poised to soften over near term, after registering strong growth for 2022 & 2023, with order intake for new trucks declining owing to softening of freight rates as well as volumes across traditional markets while the industry OEMs focus upon & hustle to deliver previously ordered trucks to customers & fleet operators amid continued supply chain disturbances in a difficult, complex & uncertain global macroeconomic environment. New heavy truck registrations in Europe grew by 15% year-on-year for 2023 with 3,41,892 heavy trucks registered across EU30. However, the forecast for 2024 indicates a soft landing for trucking with new, heavy truck registrations projected to contract by 18% across EU30 for 2024 to the 280,000 level. The high cost of capital, owing to a sustained high interest rate credit environment, is impacting & deferring fleet replacement decisions which is also likely to be favorable for the used trucks and truck rental leasing segments over near term.

The Global Economy is projected to be heading towards a slowdown in 2024 following continued monetary policy tightening by central banks globally over the recent years to check inflation creating a tight credit environment which comes as a double whammy for the global economy, amid sustained geopolitical instability with ongoing Israeli military operations in Gaza causing tensions and keeping the entire Middle East region & the world on the edge, and the ongoing Russia-Ukraine war, which enters its third year in 2024.

The trucking industry, however, continues to make active & steady progress towards energy transition, geared towards sustainability for the long term, with focus on electrification & hydrogenization of trucking. Further, ongoing integration of Connectivity-based services, Autonomous and Electrification technologies continues with steady

progress being made towards ramping up production and roll out of electric and autonomous trucks across industry OEMs. The global economic growth, however, is projected to return to its range-bound average movement of under 3% annually for 2024 and over near term with a high predisposition to critical events and potential catastrophes with any further, major potential shocks at this time could simply send the global economy spiraling down into a full-blown recessionary cycle.

Against this backdrop, the report provides a Comparative SWOT and Strategy Focus Analysis on the Top 5 European Trucking Industry OEMs with focus on a blend of quantitative & qualitative analysis. The report provides a detailed, comparative analysis on the Truck manufacturers and their ability to navigate prevailing internal and external challenges as well as market turbulence by developing appropriate strategies & plans. The analysis includes:-

1 Comprehensive, Comparative Analysis of Product portfolios and Strategic Market Positioning across Key Traditional and Emerging Markets

2 Analysis of Overall Strategy Focus across Trucking OEMs

3 Analysis of Key Strategies & Plans across Industry OEMs for the Near to Medium Term Horizon

4 A Detailed Comparative SWOT Analysis on the OEMs

5 Outlining of Key Industry, Market & Technology Trends and Emerging Growth Opportunities

6 Analysis of Emerging & Game Changer Technologies

7 Projections and Deliveries Forecast for Medium & Heavy Trucks across Europe for the Near to Medium Term Horizon

For Whom: Key Decision-Makers across Industry Value Chain

The report will be essential & a key resource for those associated with and having strategic interest in the Global Trucking Industry. The report will be especially useful for:-

Key Decision-Makers across the Trucking Industry

Program Managers

Top Management of Industry OEMs, Players across Industry Value Chain & Other Companies

Suppliers, Vendors, Technology & Services Providers and other Key Players across the Industry Value Chain

Existing & Potential Investors

Industry & Company Analysts

M&A Advisory Firms

Strategy & Management Consulting Firms

PE Firms, Venture Capitalists and Financing & Leasing Companies

Researchers and all those associated with the industry in general

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4. DAF N.V.
5. Iveco S.p.A.

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