

# **Comparative SWOT & Strategy Focus - 2024-2027 - North America's Top 4 Class 6-8 Truck Manufacturers - Daimler, Volvo, PACCAR, Navistar**

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## **Abstracts**

Trucking is poised to hold steady over near term across North America, in terms of order intake for Class 6-8, even after registering strong growth for 2022 & 2023, with order intake for new Class 8 trucks remaining steady while the vocational & medium truck segments remain strong as 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 truck registrations in North America continued to grow with 300,000 Class 8 trucks registered across North America for 2023 with replacement demand and infrastructure spending being key drivers. However, the forecast for 2024 indicates a status-quo to a marginal decrease for Class 8 truck deliveries for 2024.

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. It 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 transportation. 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 over near term with a high predisposition to critical events and 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 4 OEMs in the North American Trucking Industry 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 being pursued by the Industry OEMs for the Near to Medium Term Horizon

4 A Detailed Comparative SWOT Analysis on Trucking 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 for North America 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

## Contents

### SECTION -

Business Structure & Snapshot – For each of North America's Top 4 Class 6-8 Truck Manufacturers

- a) Founded
- b) Headquartered
- c) Business Segments
- d) Employees
- e) Revenues
- f) Market Capitalization
- g) Key Executives
- h) Shareholding/Ownership Pattern & Structure

### SECTION –

Financial Performance Snapshot - For each Industry OEM

1. Revenue Base & Growth Trend
2. Revenues Split by Key Segments
3. Revenues Split by Key Geographic Markets & Regions
4. Gross Earnings & Margin Trend
5. Operating Earnings & Operating Margin Trend
6. Return on Sales Trend
7. Profitability Growth Trend
8. Cash Flow from Operations
9. R&D Expenditure Trend
10. CAPEX Trend
11. Order Intake Trend
12. Order Backlog Position & Growth Trend

### SECTION –

SWOT Analysis – For each of the Top 4 Industry Players

- Strengths to be Leveraged
- Weaknesses to be worked on
- Opportunities to be capitalized upon
- Threats to be negated & mitigated

**SECTION –**

Comparative Analysis of Strengths

1. Daimler Truck North America (DTNA)
2. Volvo Trucks North America (VTNA)
3. PACCAR Inc.
4. Navistar International Corporation (Traton)

**SECTION –**

Comparative Analysis of Weaknesses

1. Daimler Truck North America (DTNA)
2. Volvo Trucks North America (VTNA)
3. PACCAR Inc.
4. Navistar International Corporation (Traton)

**SECTION –**

Strategy Focus across OEMs – Near to Medium Term – For the Top 4 North American Truck OEMs

1. Daimler Truck North America (DTNA)
2. Volvo Trucks North America (VTNA)
3. PACCAR Inc.
4. Navistar International Corporation (Traton)

**SECTION –**

Analysis of Key Strategies & Plans for the OEMs

Analysis Coverage:

- Business and Product Portfolio Strategies & Plans
- Market, Segment, Domain & Program Specific Strategies & Plans
- R&D Strategies & Plans
- Growth Strategies & Plans
- Business and Corporate Strategies & Plans
- Sales & Marketing Strategies & Plans
- Production/Manufacturing Strategies & Plans
- Financial Strategies & Plans
- Acquisitions, Strategic Alliances & JVs
- Other Strategies & Strategic Initiatives

**SECTION –**

North American Class 6-8 Truck Market - Force Field Analysis - Analysis of Driving & Restraining Forces and their Overall Dynamics

- Driving Forces
- Restraining Forces

**SECTION –**

Key Trends

- Industry Trends
- Market Trends
- Technology Trends

**SECTION –**

Key Issues, Challenges & Risk Factors

**SECTION –**

Strategic Market Outlook – North American Class 6-8 Truck Market - 2024-2027

11.1 Analysis of Emerging Market Scenario for Trucking across North America

11.2 North American Class 6-8 Truck Market - Truck Registrations Trend

11.3 North America's Top Markets for Class 6-8 Truck Segments - Market Outlook for 2024

11.4 North American Class 6-8 Truck Market - Demand Forecast & Growth Projections - 2024-2027

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