

Comparative SWOT & Strategy Focus - 2024-2027 - World's Top 5 Medium & Heavy Truck Manufacturers - Daimler, Volvo, Traton, PACCAR, Iveco

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Abstracts

Trucking is poised to soften and be in the correction mode over near term across traditional markets, especially Europe, after registering strong growth for 2022 & 2023, with order intake for new heavy trucks declining owing to softening of freight rates as well as transport volumes 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. The North American Class 6-8 Truck Market, on the contrary, is likely to hold on to its growth momentum and maintain status quo for 2024 driven by replacement demand and infrastructure development. The medium & heavy truck registrations across emerging markets, especially China and India, contrastingly, are projected to register steady growth for 2024 aided by steady economic growth momentum across both these emerging, high growth markets.

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 which is duly underway. 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 World's Top 5 OEMs in the Global 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 the Global Medium & Heavy Truck Market 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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2. Volvo AB
3. Traton SE
4. PACCAR Inc.
5. Iveco S.p.A.

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1. Daimler Truck AG
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5. Iveco S.p.A.

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