

# **European Medium & Heavy Commercial Vehicles (MHCV) Market - 2017-2026 - Market Dynamics, Competitive Landscape, OEM Strategies & Plans, Trends & Growth Opportunities, Market Outlook**

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## **Abstracts**

The European Medium & Heavy Commercial Vehicles market continues to be on strong footing albeit slightly lower volumes for the first half of 2017, building up on the strong performance of 2016, with the same driven by high fleet capacity utilization as well as renewals & good profitability across fleet operators while most other key global markets face difficult conditions and environment. Europe has also been instrumental in shaping the technological evolution of the trucking industry globally having led & spearheaded the pace as well as direction of technology development and having proved itself to be the true hotbed for a number of radical technological innovations & inventions over the decades. The trend continues with the European industry focusing strategically on the quartet of Connectivity, Autonomous driving, Safety and Efficiency as the next generation technologies. European industry OEMs, led by Daimler, Volvo & VW, have been the true global players as they continue to dominate the global medium & heavy truck market, in terms, of sales volumes and market shares, with their scale of operations and technological edge. Europe, thus, continues to be and is likely to remain highly significant strategically for the global trucking industry going forward and an in-depth understanding of the European market, trends and strategies & plans of the OEMs, therefore, becomes highly imperative. The rapid pace of technology development and adoption by the industry is likely to transform the market landscape altogether over medium term with the evolution of new business models & concepts likely as trucking evolves from being a products to solutions business leveraging technology as the backbone.

Against this backdrop, the report analyzes the European Medium & Heavy Commercial

Vehicles market with focus on a blend of quantitative & qualitative analysis. The analysis follows a three tiered methodology with Tier 1 focusing on a thorough analysis of the market dynamics & competitive landscape for the European (EU 30+EFTA) market followed by Tier 2 which focuses on a comprehensive analysis of the key strategies & plans for the Top 5 Europe based industry OEMs with the scope of analysis covering their global operations. Tier 3 focuses on Market Analysis and projected demand growth evolution for the European market over medium term which covers analysis of key market & technological trends, issues & challenges, market developments & potential growth opportunities which could be leveraged by the OEMs & the industry value chain.

#### Relevance & Usefulness:

Strategic Planning, Assessment & Decision-Making Processes

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

Medium Term Market Outlook, Inputs on Market Evolution & Demand Growth

Identification of & Insights into Potential Growth Opportunities & Avenues

Development of Custom, Market-specific Strategies aligned with Potential Growth Opportunities

Formulation, Development & Shaping of Business Growth Strategies

Conceptualization, Development & Shaping of Product Platform Specific Strategies

Adjustment & Alignment of Overall Strategy Focus and Resource Allocation for OEMs & Key Players across the Industry Value Chain

#### For Whom:-

The report is essential & a must have for Senior Industry Personnel and all those with strategic interest & stakes in the European as well as Global Medium & Heavy Commercial Vehicles Market. The report will be extremely useful for Key Decision-

Makers, Program & Procurement Managers, Top Management of Industry Players & Other Companies, Suppliers, Vendors, Fleet Operators & Logistics Solutions Providers, Associated Equipment Manufacturers, Technology Solutions Providers, Sales & Distribution Channels, MRO Services Providers 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, PR & Advertising Agencies seeking/working on projects, Researchers and all those associated with the industry.

Features, Benefits & Reasons to Procure:-

Provides Macro View and Big Picture Quickly

Blend of Quantitative & Qualitative Analysis

Significant Time Savings

Visual Representation

Meetings & Presentation Ready Format

Superior & Enriched User Experience with Incorporation of Relevant Images

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