

Global Construction Equipment Market - Top 7 OEMs - Strategy Brief - 2021-2023 - Caterpillar, Komatsu, Volvo, CNH, John Deere, Hitachi, Kubota

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Abstracts

1. Introduction & Backdrop

This Strategy Brief report analyses & provides comprehensive insights into the Strategic Positioning, Priorities, Responsiveness and Key Strategies & Plans for the Top 7 OEMs in the Global Construction Equipment market based on a holistic assessment & comprehensive analysis of Strategic Initiatives, Business Developments and Strategic Moves & Measures being undertaken by them against the backdrop of an rapidly evolving market landscape & shifting global dynamics.

The Global demand for Construction Equipment is projected to register a steady recovery & growth over near to medium term with most key global economies likely to witness an uptick in demand following similar fiscal interventions likely to be pursued & sustained by governments across most regions going forward coupled with strong global economic recovery projections by the IMF for 2021 & 2022, led by the U.S.

Further, the massive, \$2 trillion infrastructure plan just outlined by the Biden administration in early April 2021, geared towards comprehensive repair & rebuilding of roads, railroads, bridges & ports in the U.S., could turn out to be the much needed shot in the arm for the construction industry going forward and could take the market towards & even beyond the peak of 2018, and seen prior to that in 2011, once again, with an outlay of \$115 billion planned towards repair of highways & bridges alone, if it gets approved by the Congress.

Another growth catalyst for the Construction Equipment makers over medium term is likely to be technology-driven and is likely to come in form of the transition towards

Connected, Autonomous & Electric Technologies which are likely to witness rapid commercialization over medium term. These next-generation technologies are likely to stimulate as well as accelerate replacement demand for existing equipment across both traditional as well as emerging markets with their way superior & unmatched capabilities, operating efficiencies and total cost of ownership.

2. Relevance & Usefulness: Strategic Planning, Analysis & Decision-Making Process

The report analyses & provides key insights into the key strategies & plans being drafted & pursued by the construction equipment manufacturers to navigate their way through the present macro-environmental uncertainty & difficult global economic conditions necessitating extreme strategic nimbleness & deftness in the post pandemic world. The analysis includes:-

1. Key Product Segments & Programs being focused upon by the OEMs
2. Strategies & Plans being developed to Drive Medium-term Growth
3. New Equipment Development & Introductions
4. R&D Focus & Key Technologies being focused upon
5. Key Growth Opportunities from the Medium Term Perspective

3. For Whom: Key Decision-Makers across Industry Value Chain

Key Decision-Makers

Program & Procurement Managers

Top Management of Industry Players & Other Companies

Industry OEMs & Technology/Other Solutions Providers

Suppliers, Vendors and other Key Players in the Industry Value Chain

Associated Equipment Manufacturers & Technology Solutions Providers

Existing & Potential Investors

Industry & Company Analysts

M&A Advisory Firms

Strategy & Management Consulting Firms

Researchers and all those associated with the Construction industry

4. Features, Benefits & Reasons to Procure:-

Quick Macro View and Big Picture Analysis

Blend of Quantitative & Qualitative Analysis for Strategic Planning Process

Quality & Reliability

Detailed Analysis on OEMs

Visual Representation enabling Easy Comprehension

Meetings & Presentation Ready Format for Quick Application

Superior & Enriched User Experience with Incorporation of Relevant Images, Graphs & Infographics

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