

# **Global Medium & Heavy Truck Market - 2015-2024 - Market Dynamics, Competitive Landscape, OEM Strategies & Plans, Trends & Growth Opportunities, Strategic Outlook**

<https://marketpublishers.com/r/G317F22E632EN.html>

Date: August 2015

Pages: 150

Price: US\$ 1,727.00 (Single User License)

ID: G317F22E632EN

## **Abstracts**

The global trucking industry is driven by strong fundamentals & has long term, sustainable growth drivers given the key role played by the transportation industry towards economic growth & development globally. The industry continues to make recovery from the demand slump that followed the global economic crisis led by the strong economic recovery underway in the U.S. while key emerging markets, namely, China, Brazil & Russia face economic slowdown & a host of complex challenges.

The global medium & heavy truck market is valued at around \$100 billion, as of 2014, and is projected to grow at 3.1% CAGR through 2024. The market has been on the recovery path while battling a difficult & complex global macroeconomic environment. However, the significant projected growth in sales volumes for medium & heavy trucks across emerging markets over the next decade and the rapidly expanding scope of technology evolution & integration are amongst the top trends & drivers which are likely to drive industry growth & spearhead development of new business and service models as well as concepts over the next decade.

The report provides strategic analysis & comprehensive insights into the global medium & heavy truck market with focus on a blend of quantitative & qualitative analysis. Part 1 of the report analyzes the current market size, drivers & competitive landscape for medium & heavy trucks. Part 2 provides detailed analysis on Top 7 industry OEMs, including, profiles & product portfolio snapshot, financial analysis, SWOT framework analysis and key insights into the strategies & plans of these OEMs. Part 3 projects the market evolution likely over medium term with analysis of key market & technological

trends, issues & challenges, market developments & potential growth opportunities which could be leveraged by the industry value chain. The report concludes by analyzing market evolution and projecting demand outlook for medium & heavy trucks over the next decade.

#### Report Excerpts:

The Global Medium & Heavy Truck Market is projected to grow at CAGR 3.1% through 2024.

Daimler is likely to continue with its leadership of the Global Medium & Heavy Truck Market over the next decade.

Emerging markets, led by the BRIC block, to constitute a Majority Share of the Global Demand for Medium & Heavy Trucks over the next decade.

Technology evolution to be a key growth driver over the next decade with unmanned/autonomous truck projects like Daimler's Future Truck 2025 likely to become a commercial reality.

Other key technology trends include: Connected Vehicle Technologies, Alternate Fuels, Material Science Innovations and Aerodynamic Efficiency Enhancement Measures.

Evolution of new Service Models and Concepts across OEMs leveraging a range of Connected Vehicle Technologies.

Analysis of Daimler's Overall Strategy of Enhancing Sources of Competitive Advantages & Strategic Differentiators while bolstering overall Profitability of Operations. The report also provides additional coverage on Daimler's Global Leadership Strategy 2020 & Global Platform Modular Product Strategy.

Analysis of Volvo's Plans to make further inroads into the North American Truck market & expand market share through Broadening of Product Lineup with the Introduction of Additional, Application-Specific Product Variants.

Relevance & Usefulness: The report will be useful for

Strategic Planning & Decision-Making process

Identification of & Insights into Potential Growth Opportunities & Avenues

Inputs on Market Evolution & Demand Projections over Medium Term

Mapping the convergence between Industry & OEM Growth Strategies & Plans

Assessing potential impact of emerging Market Trends & Developments

Contingency planning for current Strategies, Plans & Programs

Identifying & highlighting areas for making potential Strategic Changes,  
Adjustments & Realignment

For Whom: Key Decision-Makers across Industry Value Chain

The report will be essential for those associated with and having interest in the Global Medium & Heavy Truck market. The report will be especially useful for Key Decision-Makers, Top Management of Companies, OEMs, Suppliers, Distributors, Vendors and other Key Players in the Industry Value Chain as well as existing & potential Investors, Industry & Company Analysts, M&A Advisory Firms, Strategy & Management Consulting Firms, PE Firms, Venture Capitalists & all those associated with the industry.

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