

# **Global Medium & Heavy Truck Market - 2016-2020 - Key Trends, Strategic Insights, Growth Opportunities, Market Outlook**

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## **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 market has been on the recovery path over the recent years while battling a difficult & complex global macroeconomic environment marked by a growing macroeconomic divide amongst key global economies as of late with the North American market in a cool down phase following a 12% year on year growth for heavy duty truck segment in 2015. The European MHCV market on the contrary continues to do well in 2016 after a decent 2015 wherein the heavy duty truck market registered a 19% year on year growth. However, there is a key divide amongst emerging markets with respect to economic growth & market conditions with India clearly leading the BRIC block in terms of economic growth; followed by a moderate economic growth in China while other key emerging markets, namely, Brazil & Russia face strong headwinds & a host of complex politico-economic challenges which continue to impact overall demand across these markets.

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. Europe has played a key role in the evolution of the trucking industry globally having led & spearheaded the pace as well as direction of technology development over the decades with a number of path breaking and cutting edge technologies developed by the European OEMs. The European industry has also been instrumental in spearheading & shaping the four key latest megatrends,

namely, Safety, Efficiency, Connectivity and Autonomous Driving technologies for commercial vehicles.

The sustained low crude oil price environment as of late has been favorable and has boosted utilization and profitability across fleet operators across most traditional markets besides driving maintenance activity and aftermarket sales across industry OEMs. Additionally, OEMs have been focusing significantly on expansion of their technology driven services portfolio aimed at boosting fleet efficiency & productivity for operators which is likely to witness further significant growth over medium term.

Against this backdrop, the report analyzes the evolving global market scenario for medium and heavy trucks through 2020 with focus on analysis of latest market developments and key market & technology trends which are likely to shape the industry's future. Analysis covers emerging technologies being developed by the industry players. This is followed by the identification & analysis of potential growth opportunities & avenues which could be capitalized upon by key industry OEMs as well as the value chain. The report concludes by analyzing likely market evolution over medium term and projecting demand outlook for medium & heavy trucks over the next decade.

Relevance & Usefulness: The report will be useful for

Strategic Planning, Assessment & Decision-Making Processes

Identification of & Insights into Potential Growth Opportunities & Avenues

Inputs on Market Evolution & Demand Projections over Medium Term

Analysis of Emerging Market & Technology Trends

Contingency planning for current Strategies & Programs

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

Analysis of Forces Driving as well as restraining the Industry & their overall Dynamics

### For Whom:-

The report is essential & a must have for Senior Industry Personnel and all those with strategic interest & stakes in the Global Medium & Heavy Truck 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, 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

## Contents

### **1 SECTION – 1**

Global Medium & Heavy Truck Market – Background & Introduction

### **1 SECTION - 2**

Market Overview & Dynamics – Medium & Heavy Trucks

Market Overview

Key Drivers

Key Market Segments

Key Players

### **1 SECTION – 3**

Key Trends – Analysis of Top 10 Trends which are poised to Shape & Transform the future

Market Trends

Industry Trends

Technology Trends

### **1 SECTION - 4**

Key Issues, Challenges & Risk Factors

### **1 SECTION – 5**

Insights into Potential Growth Opportunities & Avenues –

Key Growth Markets, Segments & Avenues

### **1 SECTION – 6**

Global Medium & Heavy Truck Market – Force Field Framework Analysis - Analysis of Driving & Restraining Forces and their Overall Dynamics

Driving Forces

Restraining Forces

### **1 SECTION – 7**

Strategic Market Outlook through 2020

## **1 ANALYSIS OF EMERGING MARKET SCENARIO FOR MEDIUM & HEAVY TRUCKS**

## **2 GLOBAL DEMAND OUTLOOK FOR MEDIUM & HEAVY TRUCK - FORECASTS**

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