

Global Medium & Heavy Truck Market - Annual Outlook - 2017 - Market & Technology Trends, Issues & Challenges, Opportunities, Drivers & Constraints, Market Outlook

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Abstracts

The Global Demand for Medium & Heavy Trucks is currently being spearheaded by Europe since 2015 with continued improvement in freight rates & volumes driven by accelerated economic recovery which is likely to be sustained in 2017 as well. The European market is projected to register a healthy, close to double digit demand growth for medium & heavy trucks for 2016 which is likely to be followed by a slight dip in 2017. The North American market continues to be in the cool down phase while China & India remain as the only emerging markets on an upward trajectory. Additionally, the global medium & heavy truck industry is on the verge of a virtual transformation driven by the four key megatrends, namely, Connectivity, Autonomous Driving Technologies, Safety and Efficiency (collectively termed CASE) which together are poised to transform the industry landscape altogether over medium term with the simultaneous evolution of innovative business models as well as concepts, like, Truck Platooning, Freight sharing and new, innovative Service Models & Concepts etc. The trucking industry landscape in 2017 is radically different from how it was a couple of years back with technology occupying strategic positioning & leading the overall pace of change which is likely to pick up further momentum going forward.

Against this backdrop, the report provides comprehensive analysis into the global medium & heavy truck market with the introductory section of the report analyzing Key Market & Technology trends likely to shape the future. Subsequent sections provide insights into latest market developments, issues & challenges and emerging growth opportunities which could be leveraged by the industry value chain followed by an insightful analysis of market drivers & constraints. The report concludes by analyzing

market evolution likely over medium term and projecting demand outlook for medium & heavy trucks over near to medium term.

Relevance & Usefulness: The report will be useful for:

Inputs for Strategic Planning, Assessment & Decision-Making Processes

Identification of & Insights into Potential Growth Opportunities & Avenues

Near to Medium Term Market Outlook, Inputs on Market Evolution & Growth Projections

Analysis of Emerging Market, Sector-specific & 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: Business Leaders & Key Decision-Makers across Industry Value Chain

The report is essential & a must have for Senior Industry Personnel and all those with strategic interest 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, 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.

Contents

SECTION – 1

Global Medium & Heavy Truck Market – Analysis of Key Trends and their Potential Impact

Industry Trends

Market Trends

Technology Trends

SECTION - 2

Key Developments, Issues, Challenges & Potential Risk Factors

SECTION – 3

Insights into Potential Growth Opportunities & Avenues

SECTION – 4

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

Driving Forces

Restraining Forces

SECTION – 5

Strategic Market Outlook – Global Medium & Heavy Truck Market through 2025

Analysis of Emerging Market Scenario

Global Demand Outlook

Demand Projections through 2025 for Key Markets & Regions

North America

Europe

Emerging Markets

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