

# **Global Medium & Heavy Truck Market - Top 7 OEMs - Strategy Brief - 2021-2023 - Daimler, Volvo, MAN, Scania, PACCAR, Navistar, Iveco**

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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 Medium & Heavy Truck 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 Trucking industry witnessed major decline in volumes as well as profitability drops across OEMs with some recovery seen in the later part of the year. The rapid move towards de-carbonization of transportation & the active transition towards sustainability have been the core underlying themes for trucking with the battery electric & fuel cell technologies likely to spearhead the transition. The tipping pint for electric trucks likely to come in 2021 with serial assembly of electric trucks scheduled to commence across most OEMs while the mass market production & introduction of hydrogen powered trucks across Europe is likely by 2030.

The Global Demand for medium & heavy trucks 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 pursuit of fiscal interventions by nations & governments across most regions under fiscal intervention measures 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 on & off-highway industries over medium term with an outlay of \$115 billion planned towards repair of highways & bridges alone, if it gets approved by the Congress.

## 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 medium & heavy truck 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 Products 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 Trucking 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

## Contents

### SECTION -1

Daimler AG

- 1.1 Strategy Focus – Medium Term
- 1.2 Analysis of Key Strategies & Plans
- 1.3 New Products Development & Introductions
- 1.4 R&D Focus and Technologies being focused upon
- 1.5 Growth Opportunities from the Medium Term Perspective

### SECTION – 2

Volvo AB

- 2.1 Strategy Focus – Medium Term
- 2.2 Analysis of Key Strategies & Plans
- 2.3 New Products Development & Introductions
- 2.4 R&D Focus and Technologies being focused upon
- 2.5 Growth Opportunities from the Medium Term Perspective

### SECTION – 3

MAN SE

- 3.1 Strategy Focus – Medium Term
- 3.2 Analysis of Key Strategies & Plans
- 3.3 New Products Development & Introductions
- 3.4 R&D Focus and Technologies being focused upon
- 3.5 Growth Opportunities from the Medium Term Perspective

### SECTION – 4

Scania AB

- 4.1 Strategy Focus – Medium Term
- 4.2 Analysis of Key Strategies & Plans
- 4.3 New Products Development & Introductions
- 4.4 R&D Focus and Technologies being focused upon
- 4.5 Key Growth Opportunities from the Medium Term Perspective

### SECTION – 5

PACCAR Inc.

5.1 Strategy Focus – Medium Term

5.2 Analysis of Key Strategies & Plans

5.3 New Products Development & Introductions

5.4 R&D Focus and Technologies being focused upon

5.5 Key Growth Opportunities from the Medium Term Perspective

## **SECTION – 6**

Navistar International Corporation

6.1 Business Strategy Focus – Medium Term

6.2 Analysis of Key Strategies & Plans

6.3 New Products Development & Introductions

6.4 R&D Focus and Technologies being focused upon

6.5 Key Growth Opportunities from the Medium Term Perspective

## **SECTION – 7**

Iveco S.p.A.

7.1 Business Strategy Focus – Medium Term

7.2 Analysis of Key Strategies & Plans

7.3 New Products Development & Introductions

7.4 R&D Focus and Technologies being focused upon

7.5 Key Growth Opportunities from the Medium Term Perspective

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