

Global Medium & Heavy Truck Market - World's Top 5 Truck Manufacturers - Annual Strategy Dossier - 2024 - Daimler, Volvo, Traton, Iveco, PACCAR

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Abstracts

Trucking is headed for a soft landing and is poised to cool down over near term across traditional markets with projected softening of demand, after registering strong growth for 2022 & 2023, with order intake for new trucks declining owing to softening of freight rates as well as volumes across traditional markets while the industry OEMs focus upon & hustle to deliver previously ordered trucks to customers & fleet operators amid continued supply chain disturbances in a difficult, complex & uncertain global macroeconomic environment. Trucking is poised to maintain status quo over near term across North America, in terms of order intake for the Class 6-8 segment, even after registering strong growth for 2022 & 2023, with order intake for new Class 8 trucks remaining steady while the vocational & medium truck segments remain strong. New truck registrations in North America continued to grow with 300,000 Class 8 trucks registered across North America for 2023 with replacement demand and infrastructure spending being key drivers. However, the forecast for 2024 indicates a status-quo to a marginal decrease for Class 8 truck deliveries while fleet utilization remains at usual levels providing steady aftermarket revenues growth potential for the OEMs. Across Europe, the truck registrations are projected to contract by around 18% for 2024. Further, the global economy is projected to be heading towards a slowdown following continued monetary policy tightening by central banks globally over the recent years to check inflation, thereby, creating a tight credit environment amid sustained geopolitical instability & conflicts with ongoing Israeli military operations in Gaza causing tensions and keeping the entire Middle East region as well as the entire world on the edge, amid the ongoing Russia-Ukraine war, which continues unabated and enters its third year in 2024.

The trucking industry, however, continues to make active & steady progress towards

energy transition geared towards sustainability for the long term with focus on electrification & hydrogenization of transportation. Further, ongoing integration of Connectivity-based services, Autonomous and Electrification technologies continues with steady progress being made towards ramping up production and roll out of electric and autonomous trucks across industry OEMs. Further, stricter emission standards proposed by the EPA, under its heavy-duty truck & engine standards, which are likely to come into effect from 2027 onwards under the agency's two-tiered approach and plans for the implementation of GHG 3 emissions by 2030, under the larger Clean Trucks Plan, are likely to further accelerate the transition towards zero-emission vehicles & technologies across the United States going forward. Similarly, across Europe, the upcoming EURO 7 emission standards are scheduled to come into effect from 2027 with industry OEMs already investing significantly towards R&D to comply with them.

Against this backdrop, the report provides comprehensive insights & strategic analysis into the overarching Strategy Focus as well as Key Strategies & Plans for World's Top 5 Medium & Heavy Truck Manufacturers. The report provides a detailed analysis on key industry OEMs, including, key product portfolios & key truck platforms across market segments, financial analysis & SWOT framework analysis. The report also provides the emerging & likely market scenario for trucking globally over near to medium term with an 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 the Global Medium & Heavy Truck Market for the near to medium term horizon.

For Whom: Key Decision-Makers across Industry Value Chain

The report will be essential & a key resource for those associated with and having strategic interest in the Global Medium & Heavy Truck Market. The report will be especially useful for:-

Key Decision-Makers across the Trucking Industry

Program Managers

Top Management of Industry OEMs, Players across Industry Value Chain & Other Companies

Suppliers, Vendors, Technology & Services Providers and other Key Players

across the Industry Value Chain

Existing & Potential Investors

Industry & Company Analysts

M&A Advisory Firms

Strategy & Management Consulting Firms

PE Firms, Venture Capitalists and Financing & Leasing Companies

Researchers and all those associated with the industry in general

Contents

SECTION 1

Business Snapshot & Overview World's Top 5 Medium & Heavy Truck Manufacturers
Founded
Headquartered
Business Segments
Product Portfolio
Revenue Base
Market Capitalization
Key Executives
Shareholding/Ownership Structure

SECTION – 2

Financial Performance Analysis Daimler, Volvo, Traton (MAN, Scania & Navistar),
Iveco, PACCAR
Revenue Base & Growth Trend
Revenues Split by Key Segments
Revenues Split by Key Geographic Markets & Regions
Gross Earnings & Margin Trend
Operating Earnings & Operating Margin Trend
Return on Sales Trend
Profitability Growth Trend
Cash Flow from Operations
R&D Expenditure Trend
CAPEX Trend
Order Intake & Truck Deliveries Trend

SECTION 3

Overarching Strategy Focus & Strategic Priorities across Top Industry OEMs Near to
Medium Term
1. Daimler Truck AG
2. Volvo AB
3. Traton Group MAN, Scania & Navistar Analysis on All Three Group Companies
4. PACCAR Inc.
5. Iveco Group

SECTION – 4

Key Strategies & Plans for the Industry OEMs Comprehensive Analysis of Strategies & Plans Daimler, Volvo, Traton, PACCAR & Iveco Analysis Coverage:

Product Portfolio Strategies & Plans

Market Specific Strategies & Plans

R&D Strategies & Plans

Growth Strategies & Plans

Business and Corporate Strategies & Plans

Sales & Marketing Strategies & Plans

Production/Manufacturing Strategies & Plans

Financial Strategies & Plans

Acquisitions, Strategic Alliances & JVs

Other Strategies & Strategic Initiatives

SECTION 5

SWOT Analysis On the Top 5 Industry OEMs

Strengths to be Leveraged

Weaknesses to be worked on

Opportunities to be capitalized upon

Threats to be negated & mitigated

SECTION 6

Key Industry Trends

SECTION 7

Key Market Trends

SECTION – 8

Key Technology Trends

SECTION – 9

Key Issues, Challenges & Risk Factors

SECTION 10

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

Driving Forces

Restraining Forces

SECTION – 11

Strategic Market Outlook through 2027

SECTION – 4

Analysis of Emerging Market Scenario for the Global Medium & Heavy Truck Market Demand Outlook Near to Medium Term For Most Key Traditional & Emerging Markets

North America

Europe

Japan

Latin America

Asia – India & China

Demand Growth Projections for the Global Medium & Heavy Truck Market through 2027

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