

# **MAN Truck & Bus SE - 2025 - Strategy Playbook - Strategy Focus, Key Strategies & Plans, SWOT, Trends & Growth Opportunities, Market Outlook**

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## **Abstracts**

The Strategy Playbook report for 2025 analyses the overall Strategy Focus and provides insights into the overall Strategy Focus and decrypts the key Strategies & Plans being pursued by MAN Truck & Bus SE for the near to medium term horizon amid a complex, difficult & challenging global macroeconomic environment marked by rising geopolitical tensions and looming threat of renewed trade wars under Trump Administration 2.0. The Global Medium & Heavy Truck market has been in the normalization mode since 2024 after being in the high growth zone after experiencing tailwinds over the past couple of years marked by extraordinary growth driven by post-pandemic pent-up demand amid easing out of supply chain disruptions & constraints which enabled the industry OEMs to effectively ramp-up production rates to meet surging demand levels. The market tailwinds drove steady order intake, slight contraction in delivery volumes and strong book-to-bill ratios across most industry OEMs in 2024 and even turbocharged the in-service fleet utilization levels across fleet owners & operators and even revitalized the used trucks market.

The global medium & heavy truck market is likely to register a slight, up to 10% decrease in year-on-year deliveries for 2025 with sustained demand for new & used trucks likely, led by replacement demand and recent launch of new, sustainable truck models by the industry. In the North American market, the vocational trucks segment continues to drive market demand while the upcoming EPA 2027 emission guidelines are likely to drive pre-buys in the later part of 2025. Going forward, favorable trends, like the introduction of CO2 price loading on conventional, Diesel & Petrol trucks, from 2025 and significant reduction in CO2 emission limits is likely to create a level playing field and facilitate faster adoption of Electric & other sustainable fuels-powered Trucks. The industry, too, continues to work towards rapid development of charging infrastructure

and electric mobility ecosystem which is likely to accelerate the ongoing transition towards sustainability across traditional markets. The full commercialization of autonomous trucks is another major trend likely to disrupt the truck market over near term.

The taming of inflation, monetary policy easing and the relative easing of supply chain woes globally have come as welcome news for the world economy in 2025 while continuing military conflicts across Ukraine & the Middle East, looming specter of upcoming trade wars under Trump Administration and rising debt levels along with the need to sustain substantial defense spending levels amid slowing economic growth pose a serious challenge to it over near term. Overall, the world economic growth is projected to remain at the 3.2% level for 2025 which is almost 400 bps below the average GDP growth rate for the average pre-pandemic growth rate registered through the 2010s decade. Against this backdrop, the report provides a comprehensive analysis on the company starting with a detailed business and financial snapshot incorporating charts, tables and comprehensive analysis. An insightful & comprehensive SWOT framework analysis is also included providing a comprehensive assessment & analysis of the prevailing internal as well as external business environment of the company. The framework outlines the company's core, inherent strengths & weaknesses as part of the internal environment assessment and outlines potential growth opportunities as well as threats as part of the external environment assessment.

The report also incorporates analysis & review of key market, technology & industry trends along with issues & challenges which are likely to impact and shape industry's future over near to medium term. The report also identifies key driving & restraining forces for the industry & assesses their potential degree of impact through a force field analysis. The report concludes by providing a comprehensive outlook & demand forecast on the Global Medium & Heavy Truck market for the medium term.

**Relevance & Usefulness:** The report provides insights & inputs to be incorporated into the broader strategic planning & decision making processes and will be essential from a competitive analysis standpoint as well.

**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

Fleet Owners, Operators and Managers

Top Management of Industry Players & Other Companies

Industry OEMs

Suppliers, Vendors, Technology & MRO Services Providers and other Key  
Players in 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, Industry Analysts and all those associated with the industry in  
general

Educators, B-School Students and Other Academicians

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