

# **North American Class 6-8 Truck Market - 2021-2026 - Market Dynamics, Competitive Landscape, OEM Strategies & Plans, Trends & Growth Opportunities and Market Outlook - Daimler, Volvo, PACCAR, Navistar-Traton**

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## **Abstracts**

The U.S. Class 6-8 Truck Market Cruising in Top Gear on the Freeway to Recovery

The Global Trucking industry had been impacted significantly by the outbreak of COVID-19 in 2020 (with the clear exception of China), with declining volumes as well as profitability across OEMs with recovery seen in the later part of the year, led, primarily by the unprecedented surge in e-commerce volumes. The registration of heavy trucks in the U.S. plummeted in 2020 with a 26% year-on-year decline owing to pandemic & the subsequent imposition of lockdowns.

Trucking has been pivotal to the United States Economy accounting for around 72% of the nation's freight by weight and the trend is likely to be sustained over long term. However, trucking in North America has been more of a tug of war between the continent's aboriginal truck-makers and the European settlers with the latter, led by Daimler, dominating the show especially in the Class 8 market. Truck registrations in the U.S. have been recovering steadily since the second half of 2020 with the same sustained in 2021 so far led by ongoing economic recovery driving up freight volumes & rates. The same has stimulated replacement demand across operators and is likely to drive fleet expansion in 2021. The near term view of the Class 6-8 market looks optimistic with an upward demand growth trajectory likely through 2022 following likely pursuit of fiscal intervention measures by nations & governments across most regions going forward coupled with strong global economic recovery projections by the IMF for 2021 & 2022, led by the U.S.

The industry also continues to make steady progress towards development of sustainable technologies geared towards de-carbonization of transportation. The efforts have primarily been led by battery-electric & fuel cell technologies with the tipping point for electric trucks likely to come in form of the serial assembly of electric trucks across trucking behemoths, Daimler & Volvo, apart from most other OEMs over near term.

The rapid move towards de-carbonization of transportation & transition towards sustainability; along with Connectivity & Autonomous technologies; is collectively likely to drive significant replacement demand over medium term across most traditional markets while it has already led to a spike in M&A activity, JVs & partnerships amongst leading industry players with the same likely to see a further uptick going forward. Further, the sustained rise in global crude oil prices is likely to give a further stimulus to transition towards alternate drivetrains across operators going forward.

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 segments over medium term with an outlay of \$115 billion planned towards repair of highways & bridges alone, if it gets approved by the Congress. However, managing supply side delays & disruptions, especially for semi-conductor chips, owing to the pandemic and its uncertain trajectory going forward, will be crucial to sustaining recovery over near term which is likely to continue well into 2022.

Against this backdrop, the report provides a holistic analysis on the U.S. Class 6-8 Truck market with focus on a blend of quantitative & qualitative analysis. The analysis follows a three tiered methodology with Tier 1 focusing on a thorough analysis of the market dynamics & competitive landscape for the North American Class 6-8 Truck market followed by Tier 2, which focuses on a comprehensive analysis of the key strategies & plans for the Top 4 industry OEMs, with the scope of analysis covering their global operations. Tier 3 focuses on Market Analysis and projected demand growth evolution for the North American Class 6-8 Truck market over medium term, which covers analysis of key market & technological trends, issues & challenges, market developments & potential growth opportunities, which could be leveraged by the OEMs & the industry value chain.

Relevance & Usefulness:

Strategic Planning, Assessment & Decision-Making Processes

Analysis of Near to Medium Term Strategy Focus and Key Strategies & Plans for all OEMs

Medium Term Market Outlook, Inputs on Market Evolution & Demand Growth

Identification of & Insights into Potential Growth Opportunities & Avenues

Development of Custom, Market-specific Strategies aligned with Emerging Growth Opportunities

Formulation, Development & Shaping of Growth Strategies in an Unpredictable Environment

Conceptualization, Development & Shaping of Product Platform Specific Strategies

Adjustment & Alignment of Overall Strategy Focus for OEMs & Key Industry Players across Value Chain

For Whom:

The report is essential & a must have for Senior Industry Personnel and all those with strategic interest & stakes in the North American Class 6-8 Truck market as well as 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, Sustainment Support 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, PR & Advertising Agencies seeking/working on projects, Researchers and all those associated with the Trucking industry.

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