

Brazil Truck Market Analysis

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Abstracts

Brazil, one of the world's largest automobile manufacturing markets, has been witnessing healthy growth compared to the global auto industry due to the strong domestic demand and exports market. In Brazil, trucks are mainly used as the primary mode of transportation for freight movement. This service in the country is generally provided by independent owners, who are not able to provide centralized large volume services. On the back of growing demand of goods in different regions of the country, the production of trucks has been growing continuously.

The report, "Brazil Truck Market Analysis", found that the country was far ahead of its regional counterparts, including Argentina and Mexico in 2011. It covers the detailed analysis of trucks in Brazil, including the study of production and sales. For presenting the data in an organized manner, we have divided the complete truck market in Brazil under three sections namely Light, medium and heavy trucks. Based on our findings of latest trends and drivers prevailing in the Brazilian truck industry, it has been revealed that on the back of increased use of flex-fuel vehicles and automobile financing etc, truck market in Brazil received a strong boost. Flex-fuel vehicle is the most accepted segment among Brazilians due to its multi-choice of refueling system. Also due to the supportive government regulations on biofuel usage, the sales of flex-fuel vehicles have been registering blistering growth over the past few years.

Our comprehensive research covers various aspects and segments of the Brazilian trucks' industry along with a snapshot of major players in the industry. Overall, it aims at providing an unbiased picture of the Brazilian truck market to clients.

Contents

1. ANALYST VIEW

2. RESEARCH METHODOLOGY

3. BRAZILIAN AUTOMOBILE INDUSTRY - AN OVERVIEW

3.1 Investments in Automotive Industry

3.2 Automotive Industry Revenue

4. BRAZIL TRUCKS MARKET FORECAST TO 2015

4.1 Production and Sales Outlook to 2015

4.1.1 Light Trucks

4.1.2 Medium Trucks

4.1.3 Heavy Trucks

4.2 Registration

4.2.1 By Region

4.2.2 By Top States

4.3 Import and Export

4.3.1 Light Trucks

4.3.2 Medium Trucks

4.3.3 Heavy Trucks

5. INDUSTRY TRENDS AND DRIVERS

5.1 Automobile Financing

5.2 Automobile Insurance

5.3 Automotive Sensor Market

6. KEY PLAYERS (BUSINESS OVERVIEW AND INDUSTRY ACTIVITIES)

6.1 Ford Motor Company

6.2 Agrale

List Of Figures

LIST OF FIGURES

- Figure 3-1: Investment in Automotive Industry (Billion US\$), 2008-2010
- Figure 3-2: Revenue from Automotive Industry (Billion US\$), 2008-2010
- Figure 4-1: Production of Trucks ('000 Units), 2010-2015
- Figure 4-2: Sales of Trucks ('000 Units), 2010-2015
- Figure 4-3: Light Trucks Production ('000 Units), 2010-2015
- Figure 4-4: Light Trucks Sales ('000 Units), 2010-2015
- Figure 4-5: Medium Trucks Production ('000 Units), 2010-2015
- Figure 4-6: Medium Trucks Sales ('000 Units), 2010-2015
- Figure 4-7: Heavy Truck Production ('000 Units), 2010-2015
- Figure 4-8: Heavy Truck Sales ('000 Units), 2010-2015
- Figure 4-9: Trucks Registration by Region (%), 2010
- Figure 4-10: Export and Import of Trucks ('000 Units), 2008-2011
- Figure 4-11: Light Truck Exports ('000 Units), 2008-2011
- Figure 4-12: Medium Truck Exports ('000 Units), 2008-2011
- Figure 4-13: Heavy Trucks Exports ('000 Units), 2008-2011
- Figure 5-1: Auto Loans Issued (Billion BRL), 2010 & 2011
- Figure 5-2: Automobile Insurance Premium (Billion BRL), 2008-2011
- Figure 5-3: Automobile Insured Fleet (%), 2011
- Figure 5-4: Forecast for Automobile Insurance Premium (Billion BRL), 2012-2015
- Figure 5-5: Forecast for Insured Automobile Fleet (%), 2015
- Figure 5-6: Automotive Sensor Market (Million Euro), 2008 & 2013
- Figure 5-7: Automotive Sensor Market (Million Units), 2008, 2010 & 2013

List Of Tables

LIST OF TABLES

Table 4-1: Trucks Registration by Top States (%), 2010

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