

Saudi Arabia Commercial Vehicle Market By Propulsion (ICE, Electric, Hybrid), By Vehicle Type (Light Commercial Vehicle, Medium Commercial Vehicle, Heavy Commercial Vehicle), By Region, Competition, Forecast and Opportunities, 2020-2030F

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Abstracts

Market Overview:

Saudi Arabia Commercial Vehicle Market was valued at USD 7.81 Billion in 2024 and is expected to reach USD 9.95 Billion by 2030 with a CAGR of 4.12% during the forecast period. The commercial vehicle market in Saudi Arabia is witnessing strong growth due to the expansion of industrial, construction, and logistics sectors. Demand for trucks, vans, and buses is increasing as businesses modernize fleets to meet efficiency and capacity needs. Government-backed infrastructure development programs and public transportation investments are creating favorable conditions for vehicle sales. Fleet operators are also showing interest in upgrading to advanced, fuel-efficient models that meet stricter emission norms and reduce operational costs.

Market Drivers

Expansion of Logistics and E-Commerce Operations

The rapid growth of e-commerce and the evolution of logistics networks are significantly boosting demand for commercial vehicles. As online retail continues to grow, companies require more delivery vans, trucks, and last-mile transport solutions to meet rising customer expectations for fast and reliable delivery. Logistics companies are increasing their vehicle fleets to ensure efficient warehousing, inventory movement, and distribution across vast geographic areas. This surge in transportation needs directly

correlates with the demand for medium and heavy-duty commercial vehicles, especially those with better load handling and fuel efficiency. Growth in cross-sector logistics partnerships is also prompting fleet expansions and upgrades. Companies are optimizing delivery routes and investing in modern, connected vehicles that improve delivery timelines and service consistency. For instance, In Q4 2024, Saudi Arabia's e-commerce sector recorded a 10% year-on-year growth, reaching 40,953 registered businesses, with Riyadh leading at 16,834. The logistics sector surged 82% in new records, totaling 16,561, while application development saw a 36% rise to 15,775 registrations. The fintech sector also grew 12% with 3,152 new records. These figures align with Saudi Arabia's Vision 2030 goals to expand digital commerce, boost online payments to 70%, and raise e-commerce's share of retail to 80%, reflecting the Kingdom's broader push toward digital diversification and innovation-led economic growth.

Key Market Challenges

High Initial Acquisition Costs

The upfront cost of commercial vehicles remains a significant barrier for fleet operators and small businesses. Purchasing new trucks, vans, or heavy-duty vehicles involves a considerable capital investment, especially for models equipped with advanced technology and safety features. While these modern vehicles offer long-term savings in fuel and maintenance, the high initial price tag can deter many buyers from upgrading or expanding their fleets. Financing options often carry restrictive terms or require substantial down payments, which further complicates access for smaller players. Businesses may delay procurement decisions or opt for used vehicles that do not meet current performance or environmental standards. This financial strain becomes even more critical in cost-sensitive sectors like agriculture, construction, and retail logistics, where operating margins are often tight.

Key Market Trends

Integration of Telematics and Smart Fleet Management

Fleet operators are increasingly adopting telematics systems and smart fleet management technologies to enhance operational control, reduce costs, and improve vehicle utilization. These digital solutions offer real-time insights into vehicle location, fuel usage, engine performance, driver behavior, and maintenance schedules. By integrating telematics into their operations, companies can optimize delivery routes,

prevent unauthorized vehicle use, and reduce idle times. Predictive maintenance capabilities help identify potential mechanical issues before they become serious problems, lowering repair costs and reducing downtime. Driver behavior monitoring contributes to improved road safety and helps reduce insurance premiums. Cloud-based platforms enable centralized fleet tracking and analysis, making it easier for businesses to scale operations across multiple regions. Telematics also support regulatory compliance by providing automated reporting and vehicle diagnostics aligned with safety standards.

Key Market Players

Toyota Motors Corporation

Isuzu Motors Saudi Arabia Company Limited

Mitsubishi Fuso Truck and Bus Corporation

Hino Motors Limited

Ford Motor Company

Hyundai Motor Company

MAN Truck and Bus Middle East

Volvo Trucks Corporation and Volvo Bus

Mercedes-Benz KSA Commercial Vehicles

Ashok Leyland

Report Scope:

In this report, the Saudi Arabia Commercial Vehicle Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Saudi Arabia Commercial Vehicle Market, By Propulsion:

Saudi Arabia Commercial Vehicle Market By Propulsion (ICE, Electric, Hybrid), By Vehicle Type (Light Commercia...

ICE

Electric

Hybrid

Saudi Arabia Commercial Vehicle Market, By Vehicle Type:

Light Commercial Vehicle

Medium Commercial Vehicle

Heavy Commercial Vehicle

Saudi Arabia Commercial Vehicle Market, By Region:

Northern & Central

Western

Southern

Eastern

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Saudi Arabia Commercial Vehicle Market.

Available Customizations:

Saudi Arabia Commercial Vehicle Market report with the given market data, TechSci Research offers customizations according to the company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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