

Aerial Work Platforms Market: Current Analysis and Forecast (2024-2032)

<https://marketpublishers.com/r/AFCD394EA4ACEN.html>

Date: February 2025

Pages: 144

Price: US\$ 3,999.00 (Single User License)

ID: AFCD394EA4ACEN

Abstracts

The Aerial Work Platforms Market is witnessing a steady growth rate of 8.87% within the forecast period. The market is growing due to the increasing demand for height-access equipment for construction, maintenance, and telecommunications. There has been the introduction of aerial work platforms to improve safety and efficiency in working at elevated heights and to meet strict regulatory safety standards. In addition, advanced technologies such as electric-powered AWP's and better battery systems, as well as hybrid options, will further boost the growth of the market as they satisfy industries' shift towards greener and less emission approaches. Increased market growth is seen through the larger adoption of AWP's by industrial sectors for maintenance, construction, and rental services. More demanding light, portable, and affordable models are being demanded, especially in constrained urban spaces. Furthermore, with quick access to higher shelves required for order fulfillment and inventory management, aerial platforms have also become popular in e-commercial warehouses. For instance, in February 2025, JLG Industries, one of the leading manufacturers of aerial work platforms from the United States of America launched the ES2646 electric drive scissor lift, designed to enhance fleet readiness. The machine is quiet and compact, so ideal for indoor and outdoor use in construction, maintenance, and warehousing. The lift provides further productivity with low maintenance and zero emissions, thus addressing sustainability obligations.

Based on product type, the aerial work platforms market is segmented into boom lifts, scissor lifts, atrium lifts, and others. In 2023, the scissor lifts segment was the largest in the market and would remain the same even in the forthcoming forecast period. The primary reasons driving this growth include the low cost and the versatility of scissor lifts, which open them up to a very wide range of industries from construction to warehousing. Vertical lifting is usually

done within tight quarters, for which scissor lifts are especially useful unless they compromise safety or stability. These machines have become famous because they provide cost-efficient solutions to reach challenging areas. Improved technology in electric and hybrid modes will make scissor lifts more attractive to environment-friendly companies, thus pushing the demand for such equipment up. The increase in automation and the introduction of telematics for fleet management also keep this segment growing as companies will keep working towards improving their operational efficiency and safety while reducing costs. Currently, with the economic evolution of technology, it seems likely that scissor lifts will be in the spotlight in the AWP market as a cost-efficient tool adaptable to various working environments.

Based on propulsion type, the aerial work platforms market is segmented into ICE and electric-powered. The ICE segment dominated the market in 2023 and is expected to retain its dominance throughout the forecast period. The major factors that have been driving the growth of this segment over time are the increased use of ICE-powered aerial work platforms in the heavy-duty application industries, primarily construction, oil & gas, and utility companies. Such AWP's powered by ICE are in greater preference where mobility is required and ruggedness is essential in the working site environment, especially for remote or off-road job sites, where electric-powered units may not perform as effectively. Conversely, the electric-powered segment has been growing at a faster pace because of the increasing focus on sustainability and environmental regulation. Electric aerial work platforms are proliferating into internal activities, such as warehouse work, given the quieter operation and zero-emission features. The development of batteries is also facilitating the increased operating duration and less charging times for electric-powered AWP's, making them more important to the business world that wants to reduce carbon footprints. For example, in 2023, several leading AWP manufacturers, including Genie and JLG, launched new models with improved electric drive systems targeting industries focused on sustainability, such as green building construction and clean energy projects.

Based on lifting height, the aerial work platforms market is segmented into Less than 20 feet, 21-50 feet, and more than 50 feet. Among these, the 21-50 segment dominated the market in 2023 and is expected to continue leading during the forecast period. The segment between 21 and 50 feet is appropriate for several applications across various industries including construction, maintenance, warehousing, and other industries where the typical working

height is in this range. These platforms also achieve an equilibrium between stability and height which can be applied indoors or outdoors. This range is considered for such work as general maintenance, storage of inventory, and lighting and signage requirements, for all of which greater lift heights are usually needed, but the relative size of the platform and mobility need to be manageable. Companies like Genie and JLG keep coming up with innovations in these areas and have produced several models with better battery life, higher lift speeds, and advanced safety features that are much more viable for applications at mid-range heights.

Based on applications, the aerial work platforms market is segmented into construction, utilities, logistics and transportation, and others. The construction segment dominated in 2023 and is projected to maintain its leadership during the forecast period. The portion of the construction segment is dominated because these AWP's are largely employed for a variety of purposes such as building maintenance, window installation, electrical systems, installation of heating, ventilation, air conditioning, and external painting and cleaning. Aerial work platforms give safe, productive, and elevated access to an area of construction site work. These work environments can often be complex or congested because they cannot be accomplished at a low ceiling height. Construction work worldwide has been spurred by rapid urbanization and infrastructure development, especially in emerging markets. This is reflected in the increasing number of high-rise buildings, bridges, and large-scale construction sites. As cities grow in density and height, so does the need for aerial work platforms to support construction projects much more complex. Furthermore, the demand for aerial work platforms has been spurred by the growing trend of renting rather than purchasing construction equipment. Such flexibility allows construction companies to have access to a vast range of platforms without the long commitment of money to buy and maintain equipment. This has boosted smaller construction firms to access advanced AWP models, improving overall market growth.

For a better understanding of the market of the aerial work platforms market, the market is analyzed based on its worldwide presence in countries such as North America (The US, Canada, and Rest of North America), Europe (Germany, The UK, France, Italy, Spain, Rest of Europe), Asia-Pacific (China, Japan, India, Rest of Asia-Pacific), Rest of World. The North America aerial work platforms market is expected to dominate in the forecast period. The fast-increasing investment in the construction of various commercial and residential complexes

is attributed to the growth of the market. Besides, the IT and telecom sectors in the U.S. & Canada are anticipated to enhance the applications of AWP for setting up telephone towers as well as servicing and repair operations at great heights. Therefore, the logistics and supply chain industry's growth led to the development of distribution centers, warehouses, and retail locations, thus increasing the demand for AWP. Moreover, rapid growth is anticipated in the U.S. market over the forecasted period primarily caused by the rapid investments in the logistics market, as well as rapid infrastructural development of clean energy systems. The U.S. is also one of the mature markets where installed solar panels and windmills for power generation are under various sustainable energy initiatives by the U.S. government. Installation and fittings, as well as maintenance of such structures, need the lifting of workers at a great height, where the advanced working platforms prove to be of great use.

Some of the major players operating in the market include AICHI CORPORATION, Advance Lifts, Inc., Terex Corporation, Altec Industries, Bronto Skylift, DINOLIFT OY, EdmoLift AB, Haulotte Group, Tadano Ltd., and JLG Industries.

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