

Heavy Duty Diesel (HDD) Market Report: 2009 Edition

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Abstracts

The automotive industry is facing tighter emission standards in all parts of the world. European standards for heavy-duty vehicles and engines have given the rise to automotive catalyst market. Also these standards are helping the technology to grow, by introducing more environment-friendly diesel engines. The tighter government regulations have driven platinum demand in the HDD market, which is rising continuously with growing HDD market.

In Europe HDD vehicle production is high and China is the largest truck market in Asia with total production of over 900,000 units in 2007. The growth rate was ranked second in 2007, following Australia. The off-road HDD market is expected to increase in 2011. Improved diesel technology can set better emission standards and help in reducing noise levels.

The auto-catalyst industry is highly competitive and entries of new players are giving threats to the market leaders with improved technology. Johnson Matthey and Umicore are the two major market players in the HDD industry. BASF has also come into the picture by acquiring Engelhard.

The report analyzes HDD vehicle and engine industry. It discusses European, North America, China and Indian HDD vehicle market. It gives an overview of platinum growth in HDD market and factors driving its growth. The report also studies current industry trends and regulatory environment driving auto-catalyst industry. Further it highlights competition in the industry with an overview of major players and their business strategies. Market forecast gives an analysis of further developments in the industry and opportunities of growth.

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