

Heavy Duty Diesel (HDD) Market Report: 2010 Edition

<https://marketpublishers.com/r/H789B2A945CEN.html>

Date: September 2010

Pages: 33

Price: US\$ 800.00 (Single User License)

ID: H789B2A945CEN

Abstracts

The economic recession has severely impacted the global heavy duty diesel market during the last two years. GDP plays a very significant role in creating demand for transport capacity and hence it is related to truck sales. The impact of the weak economic conditions in Europe, North America and Japan has significantly reduced demand in heavy duty diesel markets. These markets have reported significant decline in sales. However, the emerging market of Asia Pacific has shown a new direction to the industry players to grow in the looming conditions.

In types of engine, 15 liter engines dominate the market. However, as 11 and 13 liter are considered to be more fuel efficient than 15 liter, they may capture the share of 15 liter engines. The engine market has been historically dominated by four major manufacturers: Cummins, Caterpillar, Daimler (Detroit Diesel and Mercedes-Benz brands) and Volvo (Volvo and Mack brands).

With the coming up of stringent emission regulations, the market for heavy duty diesel catalyst has good opportunity for growth. The market for trucks and buses is rapidly becoming an important one for the platinum industry. The vast majority of large vehicles use the fuel-efficient diesel engine to power them.

The emergence of heavy duty hybrid market and high penetration of diesel especially in Europe has give a new room for heavy duty diesel market. Such trends provide an opportunity for the players to develop new and easy acceptable technologies in order to capture the competitive markets. The demand from emerging markets, rising consumer income, growing global GDP, rising urban population are few of the factors which are driving the industry demand.

The report gives an overview of the global heavy duty diesel market. It provides an analysis of various regional HDD markets like the US, Europe and Asia. The key trends

and drivers of the market are also discussed in detail. The competitive aspect of the market is highlighted and the key players are profiled with their business strategies.

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