

# Global Industrial Trucks Market: Trends and Opportunities (2013-2018)



## **Scope of the Report**

The report titled “Global Industrial Trucks Market: Trends and Opportunities (2013-2018)” analyzes the potential opportunities and significant trends in the industrial trucks industry. The report provides detailed analysis of the global industrial trucks market including the regional markets of North America and Western Europe. It focuses on the industrial trucks markets of the US and Japan. Also, key market challenges recognized by the analysts and the major observable trends in the global industrial trucks market are presented in the report. Leading companies operating in this market, namely Toyota Industries Group, KION Group, Jungheinrich AG and Hyster-Yale have been profiled with their respective business strategies. The growth of the market has been projected taking into consideration various aspects like previous growth patterns, the current trends, the growth drivers and challenges.

## **Geographical Coverage**

- ⊕ Global
- ⊕ North America
- ⊕ Western Europe

## **Company Coverage**

- ⊕ Toyota Industries Group
- ⊕ KION Group
- ⊕ Jungheinrich AG
- ⊕ Hyster-Yale

## **Executive Summary**

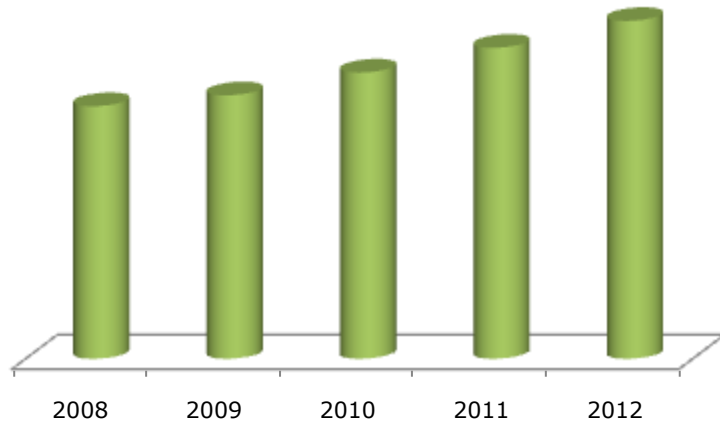
Trucks for many years have represented one of the most important segments of the automotive industry. With consumers opting for more innovative products, the industrial trucks market has been influenced by changing tastes, interests and technology. The industry is characterized by the cyclical nature of the economy with automation and technology shifts being observed in the production of industrial trucks.

Changing consumer tastes and legal requirements have replaced the low cost trucks by upgraded vehicles offering greater sophistication and charging higher prices. The transition from IC trucks to E-trucks has not only been economical for a consumer but has also helped reducing emissions and carbon footprints. The global industrial trucks market is characterized by automation, innovative and eco-friendly trucks.

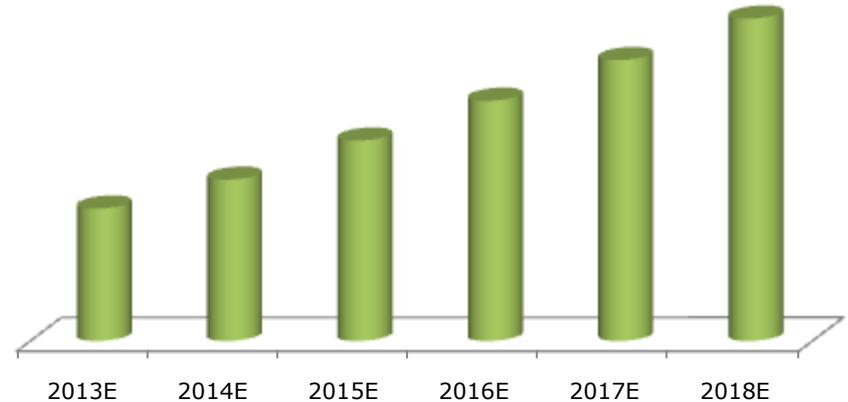
# Global Industrial Trucks Market: An Overview

The machinery industry has remained a highly globalized business since years. Maturity level of regional markets, customized market strategies, tailor made product offerings, understanding of market dynamics and price segments have added to the success factor of the industrial trucks market.

**Global Industrial Trucks Market Size 2008 -2012  
(US\$ Billions)**



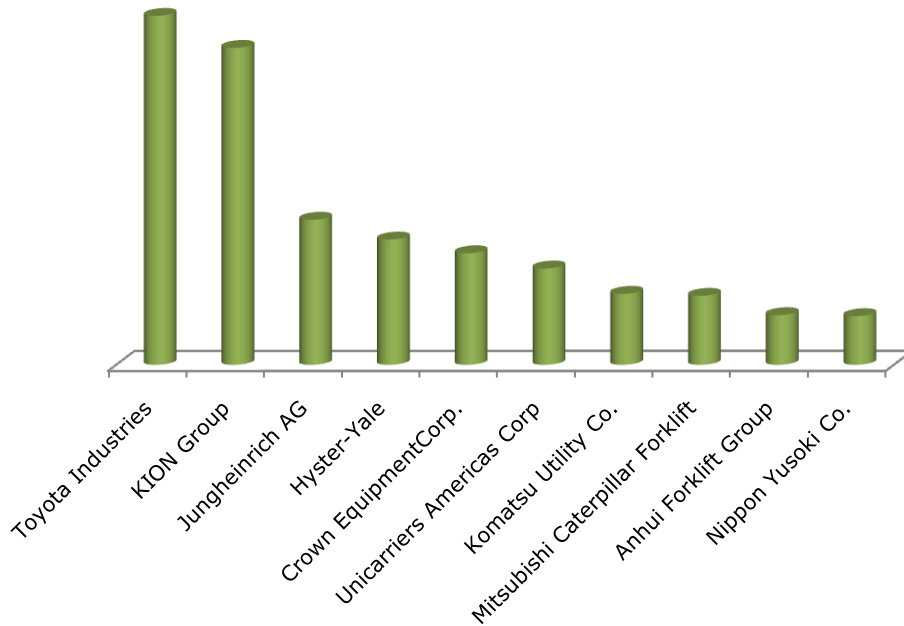
**Global Industrial Trucks Market Size Forecast  
2013E-2018E (US\$ Billions)**



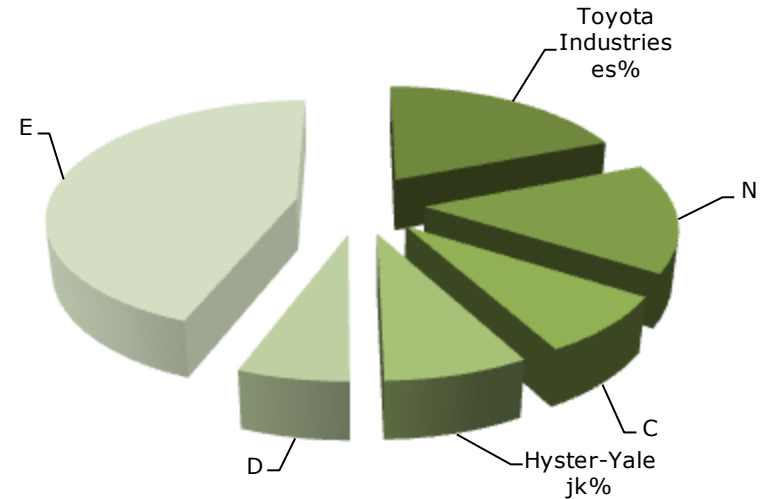
- Market size of Industrial Trucks Market is expected to reach to .....US\$ Billions in the year 2018, from ..... US\$ Billions in 2012 by growing at a CAGR of.....%.
- Growth in the market is due to .....

# Global Industrial Trucks Market Share by Category

Global Industrial Trucks Market Share by Revenue (2012)



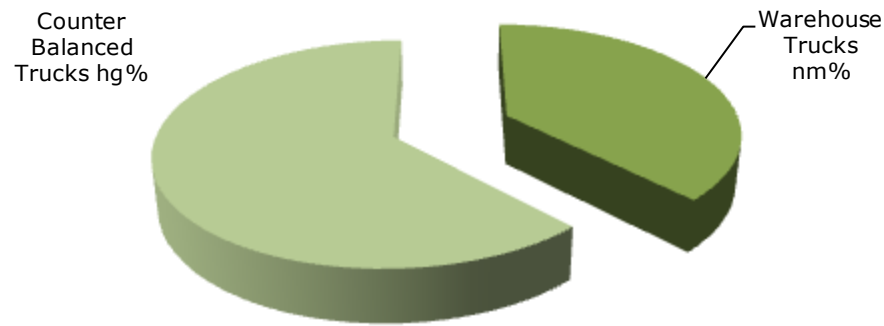
Global Toys Market Share by Competitors (2012)



- ..... accounted for ...% share of the global industrial trucks market in the year 2012, while ..... accounts for .....% of the market share
- In 2012, around .....% of the revenue was earned by Toyota Industries and around .....% by .....

# Global Industrial Trucks Market Share by Category

## Global Industrial Trucks Market Share by Truck Type (2012)



- In 2012, around .....% of the total market was accounted by Counterbalanced trucks and around .....% by .....

# Market Trends

## Shifts from IC trucks to E trucks

- .....
- .....
- .....
- .....

## Technology Shifts

- .....
- .....
- .....
- .....

## Green Initiative

- .....
- .....
- .....
- .....

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