



Earthmoving Equipment Report

The Earthmoving Equipment report will help OEMs, component manufacturers, suppliers, market analysts, research institutions, as well as investment and management consultants, understand the changes underway in the earthmoving equipment industry.

The report describes recent and future regional markets, marketing approaches, major equipment types, technologies and trends driving equipment design, the two leading manufacturers, and effects on the global industry. It includes profiles of the 30-largest manufacturers, presenting the strategy, structure, financial performance, and business outlook of each.

Report Background

The US\$100 billion Earthmoving Equipment Industry is facing many challenges. A mixed bag of regional economic and market conditions, increased demands for fuel efficiency and reduced emissions, not to mention incorporating information processing technology, in its myriad forms. In addition to gutting demand for earthmoving equipment in some major regional markets, the recent global recession has accelerated trends towards true globalization and ending the dominance of historical leaders. This report describes the global scene: markets, equipment manufacturers, equipment, and technologies.

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