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# Off-Highway Research

## INDUSTRY NEWSLETTE

4<sup>TH</sup> QUARTER 2017

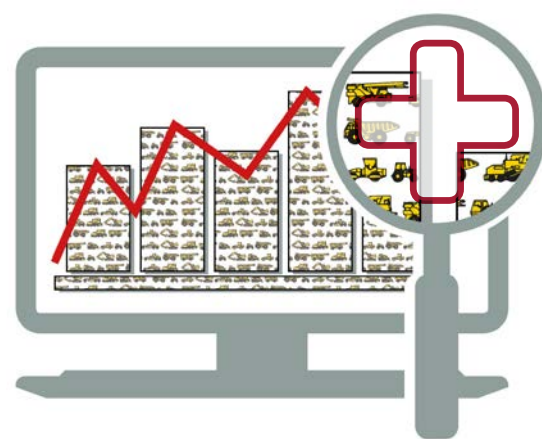
## New Volume & Value Service PLUS

Off-Highway Research will launch a premium version of its Global Volume & Value Service in 2018, offering more than twice the amount of data as found in the standard service. Both the PLUS and standard services will also be integrated into our online database system.

The Volume & Value Service is a powerful market-sizing tool, covering 16 products and 19 major countries, as well as the rest of the world. It provides annual sales data by product, by country in both unit (volume) and US\$ (value) terms.

The premium Global Volume & Value Service PLUS breaks data down further, with sales volumes and values given by up to six weight or size classes per product type in each of the 19 individual countries covered. This provides 524 data points per year, compared to 224 in the standard Service. Such a rich pool of information is expected to be of interest to clients requiring a deeper and more detailed knowledge of international markets.

Both the Global Volume & Value Service and Global Volume & Value Service PLUS will also be made available via Off-Highway Research's on-line and PC download databases, for seamless integration with



our other Database Services. Our intuitive database package allows clients to quickly and simply build searches. These functions make market analysis fast and efficient, and allow different scenarios to be easily modeled. The system allows clients to manipulate data and export it as an Excel worksheet or delimited flatfile for easy integration with other analytical tools. The database system also makes historic Volume & Value data more easily accessible.

Data is updated and forecasts refined at least twice per year, giving subscribers access to the latest market intelligence and outlook.

Details of how to subscribe to the Global Volume & Value Service PLUS will be available in the new year at: [www.off-highway.co.uk](http://www.off-highway.co.uk)



# Chinese excavator sales see sharp rise

**Sales of hydraulic excavators in China are expected to rise 83 per cent this year, compared to last year. The first half of 2017 saw volumes soar to more than double what they were in the same period in 2016, but this momentum has slowed slightly since June.**

According to Off-Highway Research's latest report on the industry, "The surge in demand for excavators began in 2016 with improvements in the environment for infrastructure project funding. In addition, large state-owned contractors found it increasingly easy to obtain bank loans for their projects, while the State Council started to put pressure on local governments to carry out infrastructure projects that had been approved. Finally, the implementation of PPP projects has been accelerated by both central and local governments. The start of many new projects, including roads and highways, airports, subways as well as civil work has been taking place across the country."

The Chinese market for excavators over 6 tonnes is dominated by crawler models – only 1 per cent of sales last year were wheeled machines.

Although Off-Highway Research is concerned as to whether the sales volume seen in 2017 will be sustained in to 2018, and also notes that the expected introduction of China IV emissions standards in 2019 may disrupt the market, it expects annual demand to be maintained around the 80,000-unit level for the next four to five years. This would take the market back to a similar level to 2014, rather than the deep lows of 2015 and 2016.

Off-Highway Research's 80-page study on the Chinese hydraulic excavator industry forms part of the company's Chinese Service, and is available to subscribers via the Internet Access Service on our website. The report is also available to buy as a stand-alone product from our online store, [www.offhighway-store.com](http://www.offhighway-store.com).

This year has also seen Off-Highway Research publish an in-depth 384-page study on the Global Hydraulic Excavator industry, which includes a section on China, as well as covering other key regions including Europe, India, Japan and North America. For more information and buying options, visit [www.offhighway-store.com](http://www.offhighway-store.com)



# New studies now available

Four new Multi-Client Studies have been published by Off-Highway Research, covering the construction equipment industries in Poland and South Korea, the global hydraulic excavator industry and the Chinese powered access sector.

Construction equipment sales in South Korea should exceed 12,000 units this year, with a similar number of agricultural tractors expected to be sold. This makes South Korea one of the ten largest construction equipment markets in the world and the third largest in east Asia.

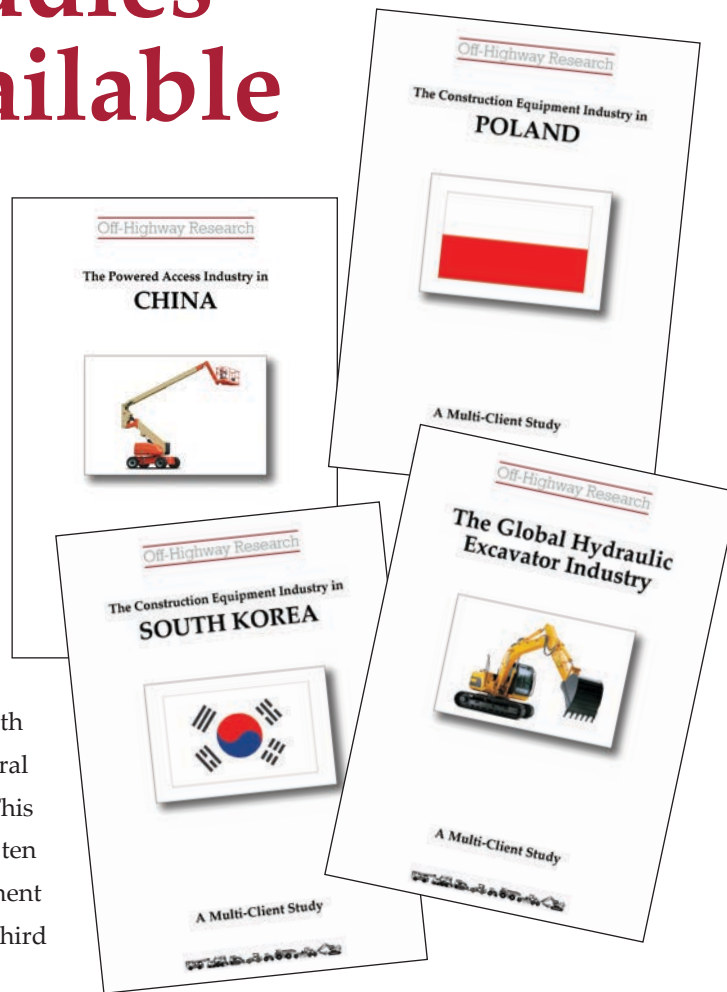
Meanwhile, sales of construction equipment in Poland are expected to rise 30 per cent over the next 3-5 years, leveling-off at almost 5,000 units per year from 2019-2021. One of the report's key findings is that the Polish market is showing signs of maturity. Demand was previously dominated by backhoe loaders, but last year this type of equipment was out-sold two-to-one by mini excavators.

Worldwide crawler, mini and wheeled excavator demand hit a low last year, but this still saw more than 370,000 machines sold, with a retail value of nearly US\$36 billion. This year will see a steep 24 per cent jump in sales, thanks to the strength of key Asian markets. Growth in the following four years will be more measured, but the market is expected to reach more than 500,000 units per year by 2021, with a value of nearly US\$49 billion in

today's terms. This makes excavators by far the most valuable segment of the industry.

Finally, the Chinese market for powered access equipment more than doubled in size between 2014 and 2016, and will go on to double again by 2020. The continued development of rental in China, and the replacement of platforms which have been bought in recent years is expected to take demand to 40,000 units in 2021. This is expected to see the active population of platforms rise to more than 100,000 units.

Off-Highway Research's Multi-Client Studies offer unrivalled insights, helping businesses plan their investments based on the most rigorous and highly respected research and forecasts available in the industry. Visit [www.offhighway-store.com](http://www.offhighway-store.com) for more details.



## Keep up to date with industry news

Off-Highway Research offers a variety of ways for clients and non-clients alike to keep up to date with developments in global equipment markets

### WEEKLY NEWS

Visit the News section of [www.offhighway.co.uk](http://www.offhighway.co.uk) for the latest developments in global markets

### NEWSLETTER

Sign-up for our monthly e-mail news briefing via the Monthly News Briefing section of [www.offhighway.co.uk](http://www.offhighway.co.uk)

### PRESS CUTTINGS

The Press Cuttings section of [www.offhighway.co.uk](http://www.offhighway.co.uk) gives you access to news on our industry from media outlets around the world

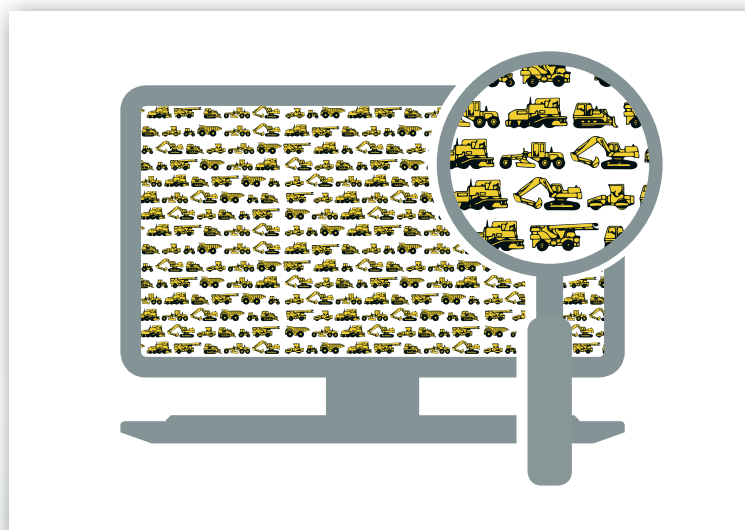
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## Construction Equipment Market Intelligence



### DATABASE SERVICES

- Unique and regularly updated databases of major equipment markets
- Sales and production data in three databases: Europe, Japan & North America; China; and India
- Five-year market forecasts
- Equipment sales trends

### GROW YOUR BUSINESS

- Help plan your sales and marketing strategy
- Identify potential new markets
- Inform your product development strategy

**FOR MORE INFORMATION, VISIT:**  
**[www.offhighway.co.uk](http://www.offhighway.co.uk)**

