Construction Equipment Market in the APAC Region 2015-2019

Description: Market outlook of the construction equipment market in the APAC region

Construction equipment includes machines that are used to perform various tasks on the construction site such as hoisting, excavating, hauling, paving, grading, and drilling. Rapid urbanization in this region has resulted in the development of infrastructure projects such as highways, railroads, and ports. The increasing construction of such infrastructure projects is estimated to foster growth in this market during the forecast period and is envisaged to result in its impressive CAGR of more than 17% by 2019.

The market research analysts have estimated eminent factors, such as the increase in real estate development, to drive market growth during the forecast period. Investments in real estate are expected to grow during the forecast period owing to factors like low-interest rates and the strengthening global economic environment. The APAC regions steady economic growth is another significant factor that is expected to propel market growth during the forecast period.

Segmentation by type and analysis of - road and concrete equipment, material handling equipment

In this market study, The market research analyst estimates the road and concrete equipment segment to show the highest market growth rate during the forecast period. Increasing government investments in road and railway projects is a critical factor that augments growth in this segment and results in its impressive market growth rate of more than 23% by 2019.

This industry research report offers an analysis of each of the following sectors and discusses its effect on the overall market growth -

Road and concrete equipment
Material-handling equipment
Earthmoving equipment

Competitive landscape and key vendors - Caterpillar, Hitachi Construction Machinery

This market is characterized by the presence of a competitive business environment and consists of well-diversified international, regional, and local vendors. The regional and local vendors offer customized construction equipment at cost-effective prices, whereas the large vendors offer equipment that are high quality and feature rich.

Key vendors in this market are -

Caterpillar
Hitachi Construction Machinery
Sany
Volvo Construction
Zoomlion

Other prominent vendors analyzed in this market study are XCMG, TerexCase, Komatsu, Bobcat, Liebherr, Doosan Infracore, Guangxi Liugong Machinery, Escorts Construction, JCB Construction, Gehl, Deere and Company, and KOBELCO Construction Machinery.

Growth drivers, challenges, and upcoming trends - Construction equipment

The market research analyst has estimated upcoming factors, such as the advent of attractive financing options, to bolster market growth during the period of 2014 and 2019. As the ownership of construction equipment involves high initial investment, manufacturers are providing attractive financing options like flexible payment terms to increase their sales. The availability of such financing options allows companies to own the equipment with minimal impact on their budget and, therefore, results in market growth during the forecast period.

This report provides a number of factors contributing to the adoption, limitations, and opportunities of the
construction equipment market in the APAC region. It also offers an analysis of each factor and an estimation of the extent to which the factors are likely to impact the overall market growth.

Key questions answered in the report include
- What will the market size and the growth rate be in 2019
- What are the key factors driving the construction equipment market in the APAC region
- What are the key market trends impacting the growth of the construction equipment market in the APAC region
- What are the challenges to market growth
- Who are the key vendors in the construction equipment market in the APAC region
- What are the market opportunities and threats faced by the vendors in the construction equipment market in the APAC region
- Trending factors influencing the market shares of APAC
- What are the key outcomes of the five forces analysis of the construction equipment market in the APAC region

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