Truck Equipment Manufacturing for Vocational Applications in North America: Industry Analysis

Description: This report analyzes the market for key truck equipment for “upfit” installation on trucks. Commercial vehicles in North America are built on a custom-order individual basis, unlike mass-produced passenger cars and light trucks. The final vocational truck comes together only after specified additions of equipment to the body/chassis configuration.

The manufacturers in this activity represent an industry supplying select equipment to body fabricators, and to their downstream truck equipment distributors. From a market research standpoint, while information is readily available for OEM vehicles, there is a dearth of knowledge regarding the value added to the truck through added equipment that eventually defines the vocational use of the final vehicle.

Aerial reach equipment, telescopic truck-mounted cranes, demountable truck equipment (roll-off and hooklift hoists, container carriers, etc.), drilling equipment, grapple loaders, liftgates and snow removal equipment are the types of equipment included in this analysis.

For each type of equipment, the analysis includes size of market in units and dollars; product type/application (materials used, design type, truck vs. trailer mount, truck chassis class/weight/brand); competitive shares in units and dollars; regional breakouts by manufacturer plant location(s); market outlook and overview on where each application is headed; and specific breakout of demand factors.

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