
Description: This report provides a quantification and analysis of the business of manufacturing wrecker and carrier truck/bodies in North America.

A wrecker (tow truck) is designed to tow, recover or transport a disabled, illegally parked or abandoned motor vehicle or a vehicle which has been involved in an accident. Carriers (rollbacks) are flatbed tow trucks in which the rear of the truck is fitted with a flat platform which can be inclined and moved to the ground level, thereby allowing a vehicle to be placed on it either by its own power or by being pulled with a winch.

Miller Industries is the giant in this industry, accounting for more than half the market, both in terms of units manufactured and dollar value of sales. The three leading companies account for three-quarters of the total $627 million market. Despite the dominance of leading manufacturers, smaller players hold onto their share of the market, and there remains space in the industry for such players, typically servicing regional and highly customized demand.

Barriers to entry are high, as patented equipment designs are with leading players, and a new entrant would have to offer a substitute technology and a range of equipment serving all segments of the market, as distributors prefer manufacturers offering a wide range of tow, recovery and hauling equipment.

Leading manufacturers reported strong demand for wreckers and carriers in 2015, most of it arising from pent-up demand, as purchases in the 2008-2009 period were low. Replacement demand is expected to remain the key demand driver in the next couple of years.

These and other aspects of this analysis are highlighted in this succinct, pioneering report from SpecialtyTransportation.net. This report can be put to immediate use for sales and market planning, M&A identification, competitive share analysis, alliances and technology transfer considerations.

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