
Off-Highway Research

The Construction Equipment Industry in Europe



A Subscription Service



THE EUROPEAN SERVICE

Off-Highway Research's European Service is available on an annual subscription basis, providing detailed analysis of Western European equipment markets and the major equipment manufacturers active in the region. An annual subscription unlocks access to the full library of more than 150 current Equipment Analyses, Company Profiles and Country Analyses. The European Service also includes monthly Market Reports containing news and detailed analysis from the industry, all accessed via Off-Highway Research's online client portal.

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EQUIPMENT ANALYSES

Rigorous analysis of the structure, demand and trends for one product in one of the four major European markets. Typical coverage includes:

- Economic and Construction Activity
- Market Size and Trends
- Domestic Production
- Component Sourcing
- Foreign Trade
- Market Shares
- Marketing and Distribution
- Pricing
- Population and End-Users
- Five-Year Forecasts
- Machines Available
- Manufacturer and Importer Contact Details

COUNTRY ANALYSIS

In-depth reviews for 18 equipment types in the smaller volume countries, together with profiles of leading manufacturers and distributors. Coverage includes:

Equipment Analyses

- Market Size and Trends
- Domestic Production
- Market Shares
- Forecasts

COMPANY PROFILES

Objective analyses of major construction equipment manufacturers or component suppliers. Typical coverage includes:

- Company History, Ownership and Structure
- Financial Analysis
- Manufacturing Facilities
- Corporate Strategy
- Production
- Sales and Market Shares
- Marketing and Distribution
- Product Range

Distributor Profiles

- Ownership
- Sales by Product
- Financial Analysis
- Franchises

GEOGRAPHIC COVERAGE

Austria	Italy
Belgium	Netherlands
Denmark	Norway
Finland	Portugal
France	Spain
Germany	Sweden
Greece	Switzerland
Ireland	UK

EQUIPMENT COVERAGE

- Agricultural Tractors
- Asphalt Finishers
- Backhoe Loaders
- Compaction Equipment
- Crawler Dozers and Loaders
- Diesel Engines
- Dump Trucks
- Hydraulic Excavators
- Mini Excavators
- Mobile Compressors
- Mobile Cranes
- Motor Graders
- Rough Terrain Lift Trucks
 - Masted
 - Telescopic
- Skid-Steer Loaders
- Wheeled Loaders Under 80 HP
- Wheeled Loaders Over 80 HP

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