Global Excavator Market

2014
Executive Summary

Excavators are one of the major segments of construction equipment industry. These are used extensively in numerous fields ranging from construction of roads, building structures to mining and extraction of gold and diamonds. There are several types of excavators present in the industry, based on their size and machinery.

The growth of the global excavator market has witnessed a stagnant trend in 2013 which was majorly due to the weakening demand in China and extensive overcapacity worldwide. However, a considerable growth is anticipated in the coming years.

The key factors driving growth of the global excavator industry include rising global construction expenditure, increasing urban population, and accelerating global income. Some of the noteworthy trends and developments of this industry are the energy saving technology and the development of new varieties of excavators by various companies through technological advancements. However, the growth of global excavator industry is hindered by the strict regulatory compliance imposed on manufacturers.

The present report offers a comprehensive analysis of the worldwide excavator market along with a detailed study of the Chinese market. The competition in the global excavator market is intense with few large players viz. Caterpillar, Komatsu, Hitachi and Liebherr. The competitive landscape in China, Brazil, North America and Europe along with the company profiles of the leading players in the market is discussed in detail.

By combining SPSS Inc.’s data integration and analysis capabilities with our relevant findings, we have predicted the future growth of the industry. We employed various significant variables that have an impact on this industry and created regression models with SPSS Base to determine the future direction of the industry. Before deploying the regression model, the relationship between several independent or predictor variables and the dependent variable was analyzed using standard SPSS output, including charts, tables and tests.
Excavators are used extensively in numerous fields ranging from construction of roads, building structures to mining and extraction of gold and diamonds.

- The global construction equipment market witnessed a significant y-o-y decline of ....% in 2012. At the end of 2013, the sales volume of construction equipments again decreased by ....% to reach .... units, from .... unit sales in 2012. But the global construction equipment market is expected to grow at a decent pace in the near future.

- The global hydraulic excavator market witnessed a decline of ....%, from .... units in 2012 to .... units in 2013. This decline was mainly due to the decrease in hydraulic excavators demand in China. The same registered a CAGR of ....% for period spanning 2006 to 2013. The demand was estimated to reach .... units in 2014 showing a growth of ....% in comparison with 2013.

- In terms of percentage share, Oceania & Asia region was the leader in the hydraulic excavator industry, accounting for ....% of the global market in 2013. China, immediately following Oceania & Asia, held a share of ....%. Japan and Europe held ....% and ....% share, respectively.
Noteworthy trends and developments of excavator industry are the energy saving technology and the development of new varieties of excavators by various companies through technological advancements.

• Crawler Excavator is one of the most important categories of excavator. As of 2013, the estimated global sales of crawler excavator were .... units, witnessing a decline of ....%, from .... units in 2012. The sales volume is projected to reach .... units by 2014, increasing by ....%, compared to 2013.

• Asia Pacific accounted for ....% of the global construction equipment sales volume during 2013 which is the largest share among all the regions. Out of the total sales in Asia Pacific, China accounted for ....%. North American held ....% share followed by Europe with ....% of total sales of construction machinery in 2013.

• China is one of the largest producer and consumer of excavators. The sales grew at a CAGR of ....% for the period 2007 to 2013. The excavator industry developed strongly from 2009 to 2011 with the surging domestic demand and government’s strong economic measures for the whole construction equipment industry. The sales volume of the excavators in China was .... units in 2013.

Global Crawler Excavator Sales by Units (2006-2014E)

Global Construction Equipment Market Share by Region (2013)

Excavator Sales in China by Units (2007-2015E)
The key factors driving growth of the global excavator industry include rising global construction expenditure, increasing urban population, and accelerating global income.

- Compact excavator accounts for about half of the global compact construction equipment sales. The global sales volume improved by ...% to reach .... units in 2014, from .... units in 2012, as the markets of China and the US are projected to progress. The estimated sales in 2013, accounting for .... units, has declined ....% from 2012.

- Approximately ....% of the global excavator market is being reined by six major players in year 2013 thereby representing the consolidated structure of the market. Sany was leading the excavator market globally with ....% share immediately followed by Caterpillar with moderate market share of ....% at the end of 2013.

- Making an impressive increase of ...%, Japan's hydraulic excavator demand was .... units at the end of 2013, compared to .... units during the previous year. The same grew at a remarkable CAGR of 39.7% during period spanning 2010 to 2013. Furthermore, the demand of the market is expected to increase by 21% to reach 34,000 units by the end of 2014, compared to 2013.
The competition in the global excavator market is intense with few large players viz. Caterpillar, Komatsu, Hitachi and Liebherr.

- The growth in the worldwide construction industry led to an increase in the requirement of construction equipments like wheeled loaders, excavators, etc. The global construction spending increased from US$.... billion in 2012 to US$.... billion in 2013, representing a growth of ....%. But still this growth was below the level achieved in 2007. The growth in 2013 was mainly on the back of positive signs of revival in the US economy and strong performance of emerging markets, especially China and India. Asian construction market is the largest in the world, accounting for approximately ....% of the total global construction spending in 2013, followed by Europe.

- The global sales of excavators are anticipated to reach .... units by the end of 2017. The sales declined in 2012 to .... units from .... units during the corresponding period a year ago, representing a decrease of ....%. This was mainly due to decline in the demand of excavators in China. Furthermore, it is anticipated that the growth in terms of global sales of excavators will be noted at a CAGR of .....% during the period spanning 2009 to 2017.

- Crawler excavator and wheel loader are the two major types of construction equipments in-accordance with the global sales during 2013. The sales of these two types of machine accounted for ....% and ....% share, respectively, of total sales of construction equipment. The sales of crawler excavator decreased minutely to reach .... units in 2013 compared to .... in 2012. Compact excavator is another major type which held ....% of total sales.

Note: Market attractiveness is inverse of penetration. Low penetration means high attractiveness and vice-versa