

RESEARCH PROPOSAL

# The Forklift Market – 2022

A study on the electrification and  
autonomy trend of lifting trucks



ANALYST TEAM



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# Report Overview & Features

This proposal outlines the scope and content of the 3rd edition of the Interact Analysis market report on the global forklift industry. The report focuses on Class 1-5 forklifts mainly in manufacturing and logistics environments with electrification and autonomy trends.

In addition to providing market size and forecast data, the report will also aim to answer the following:

1. What was the size of the global forklift market in 2021, in light of the COVID situation, and in 2022 under the complex global economy? How fast will the market grow over the next ten years? What are the key drivers?
2. How much will supply chain issues affect the forklift truck market in 2022? How long will this effect last? What is the impact on pricing?
3. How will the huge gap between orders and sales develop in the next two years? Will it impact the electrification trend?
4. Which class offer the greatest opportunity in the next 10 years? How does this vary by region / country?
5. How fast can lithium-ion batteries replace lead-acid batteries, and how much will lithium-ion battery forklifts account for the entire market by 2025/2030?
6. What was the market size of hydrogen fuel cell forklifts in 2021? How fast will the growth trend over the next decade? Will it compete with lithium-ion battery forklifts?
7. Who were the leading suppliers of forklift in 2021? How does this vary by region and powertrain type?
8. How will the business model of the forklift market change with the advancement of lithium-ion battery?
9. What is the strategy and roadmap of the leading forklift suppliers with regard to electrification?
10. How will the forklift portfolio change over the next ten years? How about prices? And what impact it will have on components used?

## Improvements & Changes Since Previous Editions

- We will provide both order intake and unit shipment numbers and analyze the gap between these two index.
- More detailed supplier market share analysis as well as the local vs foreign addressable market size, especially for China.
- The pricing info/cost architecture of Li-ion/Hydrogen forklifts.
- 10-year forecasts to 2030 presented throughout for powertrain.
- We will add the electrification trend of heavy-duty forklifts and container handlers.

# How can this report help you?

Forklifts have seen new growth and demand in recent years driven by the rapid development of smart manufacturing and intelligent warehouses. External factors such as the strict emission standards and rising labor costs are also fueling demand, as the **trend toward electrification** becomes significant in the global forklift market.

Insights include:

- Accurate and up-to-date **market data** for forklift, including statistics of market sizes, volumes and shares by region, class, end-user industry and powertrain globally
- **Bottom-up analysis** of the forklift market, based on over 3 months of research and analysis using primary research to build a comprehensive database of all leading suppliers of forklift.
- Well-modelled **forecasts** with clear and transparent assumptions for all the market segments (shown on page 4) out to 2030.
- Detailed discussions of the **key issues / trends** impacting the forklift vehicle market, based on over 30 hours of primary interviews with key industry stakeholders.
- In-depth analysis of the **supplier landscape** to help you understand your competitors, suppliers and potential partners more accurately.

## Clients use our research reports to:

- Form and refine internal business plans
- Benchmark their sales team's performance
- Provide third-party data to investors and shareholders
- Identify new markets to enter
- Understand market opportunities and barriers including product preference
- Provide quotes and data to support press releases and external presentations
- Benchmark supplier market shares against competitors
- Get a clear line of sight into new and emerging competition
- Gauge the industry consensus on key topics and sanity check this against internal assumptions
- Understand new emerging product trends and how these will impact business
- Understand how the market product mix will change based on demand

# Segmentations For Market Sizes and Forecasts

## By Region/Country

- Americas
  - North America
  - South America
- APAC
  - Oceania
  - China
  - India
  - Japan
  - South Korea
  - Rest of Asia
- EMEA
  - France
  - Germany
  - UK
  - Rest of Europe
  - Middle East & Africa

## By Vehicle Class:

- Class 1
- Class 2
- Class 3.1
- Class 3.2
- Class 4/5
- ♦ Heavy Duty Forklifts, Container Handlers

## By Powertrain:

- ICE (Diesel, Bio-fuel)
- Full Electric - Lead Acid Battery
- Full Electric - Li-ion Battery
- Hydrogen

## By Autonomy

- Autonomous Forklift
- Manual Forklift

## Supplier Market Shares:

Will be presented by Unit Shipments for each of the following:

- World
- Asia Pacific
- Europe, Middle East & Africa (EMEA)
- Americas

## Key features of the report:

- 2018-2020 history / 2021 base year / 2030 forecast horizon
- Order Intake vs Shipment
- Penetration rate of each powertrain type at key countries by class
- Li-ion battery vs. Lead-Acid Battery analysis
- Hydrogen fuel cell forklift analysis
- Autonomy Trend Analysis
- Business Model Analysis



# Forklift Market

## BY Region

- EMEA
- Americas
- APAC

## By Autonomy

- Autonomous Forklift
- Manual Forklift

### EMEA

- France
- Germany
- UK
- Rest of Europe
- Middle East & Africa

### Americas

- North America
- South America

### APAC

- Oceania
- China
- India
- Japan
- South Korea
- Rest of Asia

## By Vehicle Class:

- Class 1
- Class 2
- Class 3.1
- Class 3.2
- Class 4/5

- ◆ Heavy-duty forklift, Container handler

## By Powertrain:

- ICE (Diesel, Bio-fuel)
- Full Electric - Lead Acid Battery
- Full Electric - Li-ion Battery
- Hydrogen

All regional level data will be presented in terms of **order intakes** and **unit shipments** for the period 2018 to 2030.

## Regional Market Shares

- Global
- Americas
- EMEA
- China
- Rest of APAC

## Powertrain Market Shares

- ICE (Diesel, Bio-fuel)
- Full Electric - Lead Acid
- Full Electric - Li-ion
- Hydrogen

# Example Tables

**Table 1**  
Global Forklift Shipment by Country  
(Units delivered annually)

	2018	2019	2020	2021A	2022E	2023E	2024E	2025E	2026E	2027E	2028E	2029E	2030E	SUM(22-30)	CAGR (22-30)	CAGR (22-25)	CAGR (26-30)
Americas																	
North America																	
South America																	
APAC																	
Oceania																	
China																	
India																	
Japan																	
South Korea																	
Rest of Asia																	
EMEA																	
France																	
Germany																	
Italy																	
UK																	
Rest of Europe																	
MEA																	
Grand total																	

Source: Interact Analysis

**Table 2**  
Global Forklift Order Intake by Country  
(Order Intakes annually)

	2018	2019	2020	2021A	2022E	2023E	2024E	2025E	2026E	2027E	2028E	2029E	2030E	SUM(22-30)	CAGR (22-30)	CAGR (22-25)	CAGR (26-30)
Americas																	
North America																	
South America																	
APAC																	
Oceania																	
China																	
India																	
Japan																	
South Korea																	
Rest of Asia																	
EMEA																	
France																	
Germany																	
Italy																	
UK																	
Rest of Europe																	
MEA																	
Grand total																	

Source: Interact Analysis

**Table 61**  
EMEA Forklift Market by Class by Powertrain (Units delivered annually)

	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	SUM(22-30)	CAGR (22-30)	CAGR (22-25)	CAGR (26-30)
Class 1																	
ICE (Diesel, Bio-fuel)																	
Full Electric - Lead Acid																	
Full Electric - Li-ion																	
Hydrogen																	
Class 2																	
ICE (Diesel, Bio-fuel)																	
Full Electric - Lead Acid																	
Full Electric - Li-ion																	
Hydrogen																	
Class 31																	
ICE (Diesel, Bio-fuel)																	
Full Electric - Lead Acid																	
Full Electric - Li-ion																	
Hydrogen																	
Class 32																	
ICE (Diesel, Bio-fuel)																	
Full Electric - Lead Acid																	
Full Electric - Li-ion																	
Hydrogen																	
Class 4&5																	
ICE (Diesel, Bio-fuel)																	
Full Electric - Lead Acid																	
Full Electric - Li-ion																	
Hydrogen																	
Grand total																	

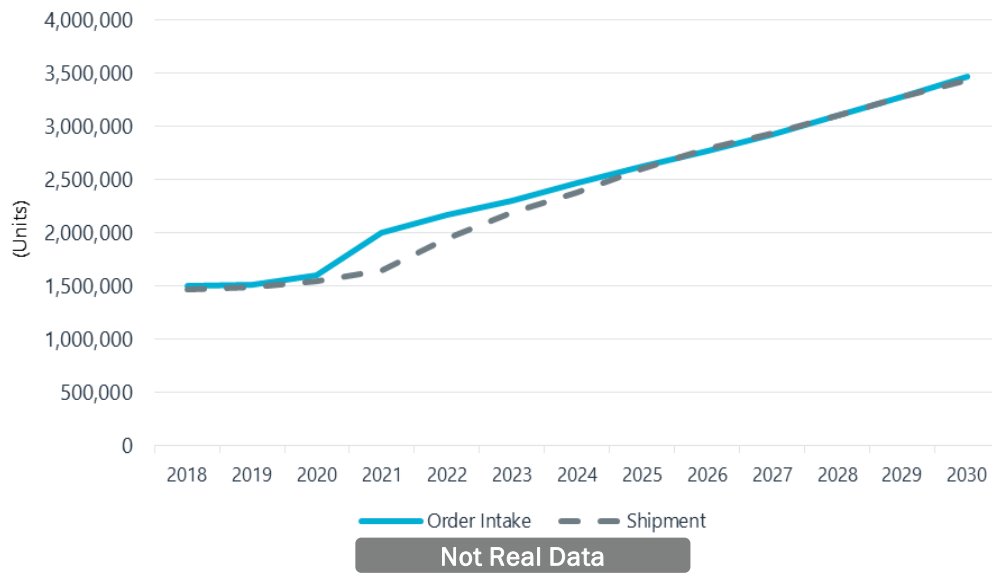
Source: Interact Analysis

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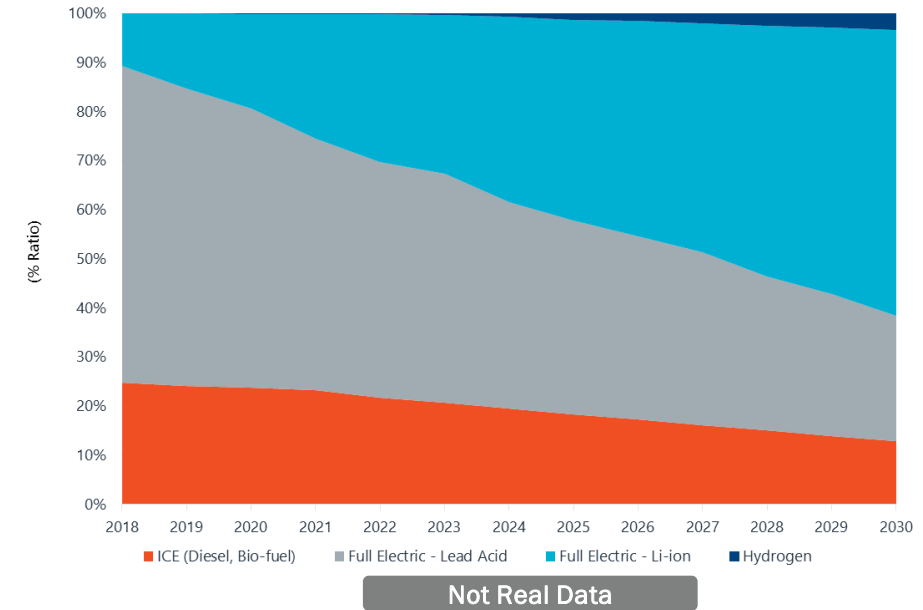
- The report includes granular data sets for all the segmentations shown on the previous pages
- Base year data for 2021 is built by surveying all leading vendors and collecting real sales and shipment data
- Forecasts up to 2030 are built using detailed models based on inputs from surveys and macroeconomic data

# Example Figures

Global Forklift Shipments vs Order Intake Forecast



EMEA Forklift Market By Powertrain (2018-2030)



## What makes this report different?

- As well as providing general classifications of the forklift market (numbers breakdown by country and class), this report provides forecasts of the electrification trend. Our complimentary and synergistic research on lithium-ion batteries and hydrogen fuel ensures accurate trend predictions.
- We have research reports in three related fields: Off-Highway Vehicle, Warehouse Automation and Mobile Robot. These reports provide a solid underlying database and forecasting support for the total forklift market.
- We interview 30+ of the leading vendors and industry stakeholders to get the most accurate view to help understand the major suppliers' strategies for electrification and future product mix.

# Your investment:

## STANDARD LICENSE

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\$7,900/ €6,850 / £5,800/ CNY 51,900

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- ✓ Extensive report PDF
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# Our standout approach



## 1. Intelligent Insights

- Market share, revenues and pricing
- Historical data and credible forecasts
- Company analysis, competitive strategy and positioning
- Analysis of technology developments
- Timely and relevant industry insights



## 2. Meticulous Methodology

- Primary research: > 30 hours interviews
- Real company data, maintained confidentially
- Proprietary models and forecast techniques
- Experienced and qualified research team
- Reputation built on uncompromising quality



## 3. Dynamic Delivery

- PPT & Excel reports
- Power BI Dashboards
- 24/7 access from our client area
- Post-delivery advice and support
- Talk to our analysts; we're here to help

## Who we are

With over 100 years of combined experience in technology research, we are recognized as the intelligence authority for the warehouse automation and robotics sector globally.

We speak directly with the users, suppliers and thought leaders in each competitive environment, bringing entirely new data into play.

We go beyond the data and provide deep analysis on opportunities for technology-driven growth.

### LEADERSHIP TEAM

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#### **ADRIAN LLOYD**

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20+ years experience  
Pioneer's data analysis techniques  
Based in US



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Based in China



## What makes us different?

# 200+

### DEEP ROOTS

200+ years combined experience in technology research

# 200+

### GLOBAL FOOTPRINT

200+ global clients, in all major markets from Europe to Asia and the US

# 1000+

### PRIMARY-FIRST RESEARCH

1000+ interviews each year, bringing entirely new insights into play

# 100m+

### PENETRATING INSIGHTS

100 million+ data points analyzed to find needle-moving insights



### SUBJECT MATTER EXPERTS

For technologies right across the automation value chain



### COLLABORATION

We work in partnership to develop tailor-made solutions for our clients

# Contact us

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With offices spanning the UK, US and Asia,  
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international technology market research.

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