



Market Forecast: Global eSteering Market

Case Study

Market Forecast

Client	A leading engineering solutions provider
Industry	Off highway (material handling) equipment with steering
Products	Electric steering, drive-by-wire systems, etc.

Engagement Scope

1 Market Landscape

- Analysis of current and future market for eSteering in mobile off-highway w.r.t. finding:
 - Market size of eSteering in material handling (both volume and value (USD
 - Segmentation by application and region
 - Expected market size in the coming 3-5 years
 - Opportunity overview

Context

- The client wanted to understand the global eSteering market
- Client further wanted to determine & characterize the opportunities for eSteering products associated with different market segments & geographies

Key Business Questions

- What is the market for electric steering in off-highway vehicles?
- Who are the major competitors? What are their offerings, application focus areas, capacity, production, pricing, customers, strategy, expansion plans, etc.?
- Who are the major customers and what are there estimated volume consumed?

2 Competitor Analysis

- Identifying the key players across the globe along and analysis of each identified player with the help of following details :
 - Product offerings
 - Target market
 - Capacity and production
 - Pricing
 - Customers
 - Strategy, Expansion Plans, etc.

3 Key Findings and Conclusions

- Identification of current market size (volume and value) of eSteering in material handling equipment
- Identification of expected future market size
- Identification of key global players along with knowledge of their product offering, target market, strategy, etc.

Thank you

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