# **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**



- 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 handing equipment
- Identification of expected future market size
- Identification of key global players along with knowledge of their product offering, target market, strategy, etc.



#### **Market Forecast**

#### **Research Methodology**

#### **Secondary Research**

- Conducted desk research to understand the overall market
- Referred paid databases for extracting market landscape information of eSteering

#### **Primary Research**

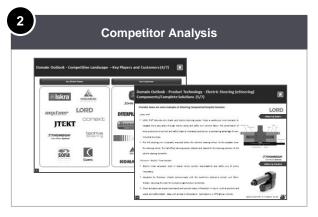
20+ Telephonic interviews with manufacturers, distributors, industry experts, retailers, and consumers, etc.

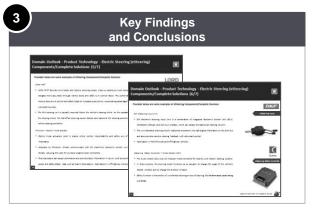
#### **Benefits to Client**

- Client were able to understand the global eSteering market
- Client got insights of major players and their current offering along with their future strategy and planning
- Client were eventually able to assess the opportunity of eSteering products in different market segment and geographies

#### **Sample Analysis**







### Thank you

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