



# Market Assessment of Brakes, Axles and Suspension Systems in Commercial Vehicles

Case Study

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<b>Client</b>	Global Automotive Component Manufacturer
<b>Industry</b>	Automotive
<b>Products</b>	Automotive Parts and Components

## Context

- Client's aftermarket and trailers business segment was looking to expand its operations, over the next 3 years, with a focus on Europe, Middle East and Africa. For this, the Client wanted to assess the technologies currently being offered in the market and the future technologies that might change the market scenario.
- This will help their strategy team to define and develop key strategies in enabling their expansion process across the globe.

## Key Questions

- What are the current technologies being offered in the market and how are they received by the customers? What changes do they want to see?
- How are the competitors operating in the market? What product focus do they have? What is their strategy for the future?
- What gaps exist in the market? Which products hold a potential opportunity for Client?

## Engagement Scope

1

### Technology Assessment

- What are the key products that are currently being offered in the market with respect to brakes, axles and suspension systems in CV?
- How has the technology evolved over the past few years? What was its impact on the market?
- What are the key product development initiatives that are currently being carried on specific to our focus product?
- What is the customer preferences and their overall appetite for the focus products?

2

### Competitive Analysis

- Who are the major competitors in this domain and what is their key product offerings?
- What are their current product development plan? What are the key initiatives specific to product development, they are working on currently?
- What are the key product offerings of top 5–7 competitors in the market and what is their positioning strategy?

3

### Future Market Analysis

- What are the challenges faced by end-customers in the current product offering? What are the technological gaps existing in the current product?
- What is the current and future market demand for brakes, axles and suspension systems in commercial vehicles?
- What are the identified gaps/future market opportunities specific to Client's portfolio? Which products that are most attractive for investment by Client?

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## Research Methodology

### Secondary Research

- Conducted desk research to gain an overall understanding of the market and its key players
- Referred 'industry associations' 'journals', 'portals' and 'company websites'

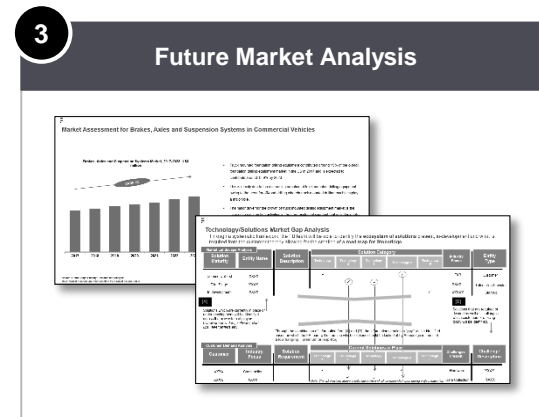
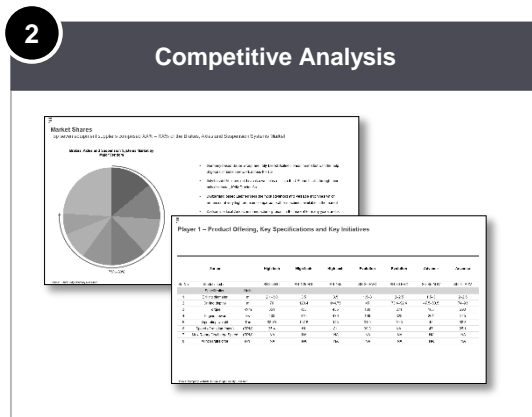
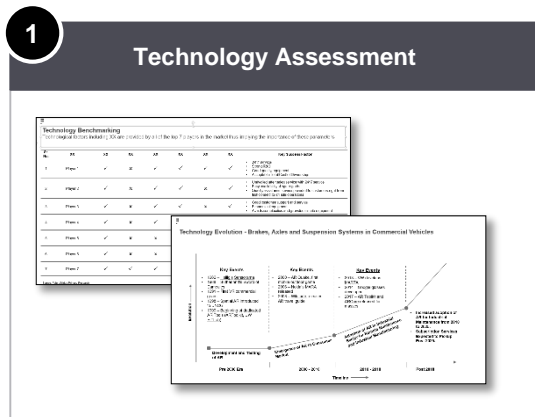
### Primary Research

- 400+ telephonic interviews with sales director, sales manager, distributors, dealers and end-users

## Benefits to Client

- FutureBridge conducted in-depth analysis on the gathered information about the market, product, technology and created an output that had overall insights about the in-focus products in Commercial Vehicle segment.
- The output of the study was used by the client update its expansion and product development strategy as per the future market needs.

## Sample Analysis



# Thank you

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