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World Elevators

Industry Study with Forecasts for **2011 & 2016**

Study #2248 | September 2007 | \$5500 | 278 pages

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China, which has already emerged as the largest national elevator equipment market in unit terms, will continue to log robust OEM gains and develop a lucrative service aftermarket.

Market to rise 5.1% annually through 2011

The world market for elevator and escalator products and services is forecast to expand 5.1 percent annually through 2011, to \$57 billion. Demand will be fueled by a strong global economy, firming nonresidential construction in key developed markets, and the ongoing migration from rural to urban centers in major developing markets such as China and India. On the service side, retrofits to comply with changing building codes and federal mandates will rejuvenate the upgrade/modernization services market, especially in Western Europe and North America.

The fastest growth is anticipated in the world's developing regions -- Asia, Latin America, Eastern Europe, Africa and the Middle East. China, which has already emerged as the largest national elevator equipment market in unit terms, will continue to log robust gains, with the development of a lucrative service aftermarket bolstering the robust OEM business.

Unit gains in elevators to be led by developing areas

Demand for passenger and freight elevators is forecast to increase 5.5 percent annually to \$16.1 billion in



2011. In unit terms, demand will advance 5.2 percent annually to 535,000 units, which will swell the global installed base to over ten million units. Roughly one-fifth of all units installed over the next five years will be situated in China. India, Russia and the Persian Gulf region also hold especially favorable intermediate-term prospects. By contrast, unit gains in North America and Western Europe will be limited by a cooling housing market. Price inflation will moderate, despite elevated energy and material costs, reflecting increasingly stiff competition in the fast growing machine-roomless (MRL) elevator segment and greater reliance on

manufacturing in low cost venues such as China and Eastern Europe.

Escalators, moving walkways to see most rapid increases

Even more impressive gains are projected for escalators and moving walkways, with demand slated to grow 8.3 percent annually to \$2.5 billion in 2011. Growth of the global air traffic system and the increased presence of shopping malls, mass merchandisers and other large retail venues outside of North America and Europe will propel sales.

Sample Text, Table & Chart

MARKETS

India: Market Overview

The Indian market for elevators and escalators is projected to expand at a steady rate through 2011 to \$1.5 billion. This is the fastest growing elevator market in the world. Over the decade, a trend which will continue to penetrate the state of the art space of nearly seven million annually which is a significant annual expansion of population, which will increase the market base as a matter of course.

In the key office market, both Delhi and Bangalore ranked as leading global cities in terms of new space under construction. Vacancy rates in Delhi stood at seven percent in late 2006, ten percent the prior year, which is spurring significant investment in new, elevator-intensive office space.

India's market has traditionally been more residentially focused than is typical, with apartment buildings accounting for over half of the installed elevator base. The country's robust housing market will cool only slightly through 2011, which will continue to support elevator market growth. Historically, India has exhibited a severe lack of housing, particularly for the lower classes. This is not unusual for a developing nation, particularly one with such a huge population. However, as economic growth in India shows continued strength, fueling an expanding middle class, demand for housing will benefit. Housing has also become more affordable in recent years. As recently as 1996, average home prices were about 20 times the average annual income, a rate which had shrunk to about five times average annual income by 2006. In addition, government programs to finance housing for the poor are ongoing.

Other important users include hotels, hospitals and industrial sites. Lower-end AC-1 type geared elevators account for much of the installed

TABLE VI-7

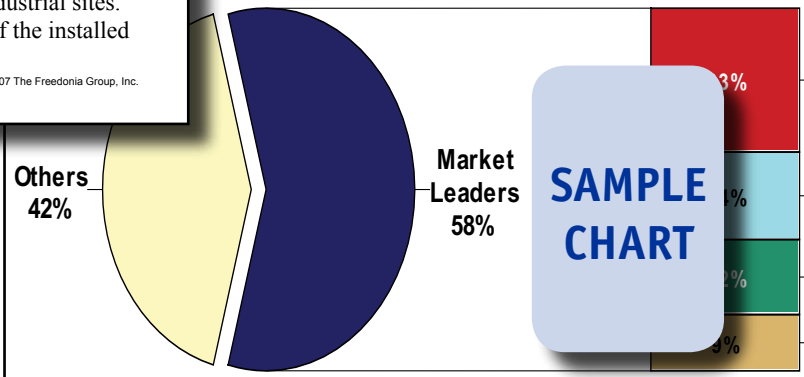
INDIA -- ELEVATOR SUPPLY & DEMAND
(million dollars)

Item	1996	2001	2006	2011	2016
Gross Domestic Product (bil 2005\$)	200	250	300	350	400
\$ GDP/capita	1000	1250	1500	1750	2000
Population (mil persons)	1000	1100	1200	1300	1400
% urban	30	35	40	45	50
Urban Population (mil persons)	300	385	480	585	700
\$ elevators/000\$ GDP	0.005	0.006	0.007	0.008	0.009
\$ elevators/urban capita	0.001	0.001	0.001	0.001	0.001
Elevator Equip & Service Demand % equipment	0.001	0.001	0.001	0.001	0.001
Elevator Equipment Demand + net exports	0.001	0.001	0.001	0.001	0.001
Elevator Equipment Shipments	0.001	0.001	0.001	0.001	0.001

SAMPLE
TABLE

CHART VIII-1

WORLD ELEVATOR MARKET SHARE, 2006
(\$44.5 billion)

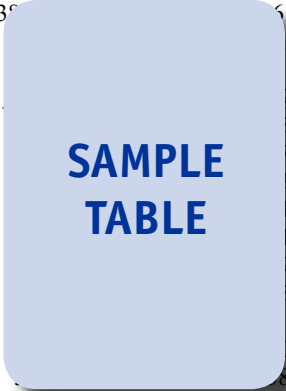


SAMPLE
CHART

Sample Profile, Table & Forecast

TABLE VI-8
INDIA -- ELEVATOR MARKET
(million dollars)

Item	1996	2001	2006	2011	2016
Bldg Construct Expend (bil 2005\$)	135	135	135	135	135
\$ elevators/000\$ construct					
Elevator Market					
Equipment:					
Passenger & Freight					
Escalators & Moving Walkways					
Parts & Miscellaneous					
Services:					
Installation					
Modernization & Repair					
Residential					
Nonresidential					



COMPANY PROFILES

Liftronic Pty Limited

153 Beauchamp Road, Unit Six
 Matraville, New South Wales 2036
 Australia
 612-9660
 http://www



Annual S
 Employe
 Key Pro

Lift... smaller of passenger and freight... escalators and moving walkways produced by third parties. According to the Company, it is the largest locally owned and managed elevator company in Australia.

Among the Company's passenger elevator offerings are commercial and residential models. The commercial elevators include machine roomless traction, gearless overhead traction, geared traction and hydraulic types. The machine roomless traction elevators are sold under the D ONE and UNITRONIC brand names. D ONE elevators are designed to hold up to eight passengers, while UNITRONIC elevators can handle loads of between 800 and 4,000 kilograms. Liftronic's gearless overhead traction elevators encompass wide car and deep car models, both of which have a load capacity of 27 passengers, and are suitable for use in high-rise office buildings, hotels and other areas. The Company's geared traction elevators, which are made in wide car, deep car and specific-purpose varieties, are suitable for low- to mid-rise buildings. Hydraulic commercial elevators from Liftronic include OILTRONIC G, HYDROTRONIC K, multiple side ram and direct under ram models. A number of the elevators in this range are designed to hold up to 18 passengers.

"India: Services & Other -- Demand for elevator and escalator services in India is slated to expand 10.3 percent annually through 2011 to \$155 million. While the country's service market remains highly underdeveloped, a healthy pace of new units will support installation sales. Moreover, a sizable share of India's elevators have now been in place for more than 20 years, indicating that modernization will be required ..."

--Section VI, pg. 146

OTHER STUDIES

World Construction Machinery

The world market for construction machinery is analyzed in this study. It presents historical demand data (1996, 2001, 2006) and forecasts for the years 2011 and 2016 by product (e.g., off-highway trucks and tractors; loaders; graders, rollers and related equipment); world region (e.g., North America, Asia/Pacific, Western Europe) and major national market. The study also considers market environment factors, details industry structure, evaluates company market share and profiles selected manufacturers.
 #2264 11/2007..... \$5500

Packaging Machinery in China

China is one of the fastest growing packaging machinery markets in the world. This study presents historical demand data (1996, 2001, 2006) and forecasts to 2011 and 2016 by product (e.g., filling and form/fill/seal machinery, bundling and palletizing machinery); by market (e.g., food, beverages, medical, pharmaceutical, personal care products); and by region (e.g., Central-North, Central-East). The study also considers market environment factors, evaluates company market share and profile leading suppliers.
 #2257 10/2007..... \$4900

HVAC Equipment

US HVAC equipment demand will rise 3.2% annually through 2011, driven mainly by robust growth in nonresidential construction and ongoing strength in residential replacement. Heat pumps are now the largest heating type and will continue to leads gains. Unitary air conditioners will remain the leading type of cooling equipment. This study analyzes the \$14.3 billion US HVAC equipment industry, with forecasts for 2011 and 2016 by fuel, type and market. It also details market share and profiles major players.
 #2259 10/2007..... \$4500

Elevators in China

Elevator/escalator product and service demand in China will grow 9.7% yearly through 2011. Gains will be driven by strong new construction spending (especially on multifamily buildings) and on nonresidential establishments. New product installations will remain dominant over the elevator service segment. This study analyzes the ¥39 billion Chinese elevator/escalator industry, with forecasts for 2011 and 2016 by type, market and region. It also evaluates market share and profiles industry participants.
 #2216 07/2007..... \$4900

World Material Handling Products

Global material handling product demand will grow 4.5% yearly through 2010, led by developing countries such as China, India, Turkey, Mexico and Russia. Western Europe and Japan will show renewed strength and the US market will accelerate. Automated products such as robots and AGVs will lead gains. This study analyzes the \$93.8 billion world material handling industry to 2010 and 2015 by product, market, world region and for 37 countries. It also details market share and profiles major players.
 #2113 11/2006..... \$5300

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