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World Elevators

Industry Study with Forecasts for **2013 & 2018**

Study #2539 | August 2009 | \$5800 | 256 pages

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Reversing recent trends, growth in demand for elevator services will lag growth for elevator equipment, which will benefit from robust construction activity in China and India.

Global demand to rise 4.3% yearly through 2013

The world market for elevator products and services is projected to expand 4.3 percent per annum through 2013 to \$78.5 billion. That pace represents a deceleration from the growth experienced between 2003 and 2008. However, much of the market's dollar-valued gains over the earlier period were attributable to the depreciation of the dollar relative to other key currencies and rising metal prices. Through 2013, raw material price growth is expected to moderate significantly, constraining price increases for equipment. In terms of units, the deceleration will be less pronounced, with demand for passenger and freight elevators rising 5.2 percent annually to 700,000 units in 2013.

China to account for 45% of new elevator demand

Measured by value, China was the largest national market for elevator equipment and services in 2008. The country is forecast to account for 45 percent of additional demand generated between 2008 and 2013. This is largely due to sizable demand for new elevator equipment in China's booming construction market. China's relatively small elevator services segment is also growing rapidly, as the number of elevators in use continues to increase.

Western Europe boasts the most elevators in use of any region, with about 40 percent of the world total. As a result of



their maintenance requirements, Western Europe was the largest regional elevator market in 2008. Through 2013, modernization and repair services will provide the fastest gains in the West European market, as building owners seek to increase the safety and accessibility of their elevators. This includes improving the stopping accuracy of elevators, installing two-way communication devices, and replacing unsafe glass on landing doors.

Worldwide, demand for elevator services exceeded that for elevator equipment in 2008, owing to the vast stock of elevators in use in Japan, the US and Western Europe. But through 2013, growth in demand for elevator services will lag growth for elevator equipment, which will

benefit from robust construction activity in China and India.

Escalators, moving walkways to see fastest gains

Among the elevator equipment segments, escalators and moving walkways will see the fastest growth. Demand for these products is forecast to increase 5.5 percent annually to \$3.9 billion in 2013. Gains will be driven by demand in emerging markets, benefiting from construction of retail facilities and increased investment in transportation infrastructure. China was the largest market for escalators and moving walkways in 2008, after more than doubling between 2003 and 2008.

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Sample Text, Table & Chart

WESTERN EUROPE

Western Europe: Supply & Demand

Demand for elevator equipment and services in Western Europe totaled \$24.3 billion in 2008, or about two-fifths of the global market. Western Europe was the largest regional elevator market in 2008, representing the most demand for elevator equipment and services resident. This leading position is principally attributable to Western Europe's sizable demand for elevator modernization and replacement owing to region's vast stock of elevators in use.

As a whole, Western Europe was the largest exporter of elevator equipment in 2008. Eastern Europe received nearly 40 percent of these exports, while the Africa/Mideast and Asia/Pacific regions accounted for nearly one-quarter. One-half of Western Europe's exports originated in Eastern Europe (principally Czech Republic), while the Asia/Pacific region (largely China) accounted for another 30 percent.

For West European countries, most of their imports originate in fellow West European countries. This is largely due to the geographic proximity of many markets, as well as the low trade barriers facilitated by widespread membership in the European Union. The largest intra-regional trade flows in 2008 include Germany's imports from Italy and France's imports from Germany.

In 2008, Western Europe's largest supplier of elevator equipment was the Asia/Pacific region in terms of value. Western Europe's largest supplier of leading elevator equipment manufacturers included ThyssenKrupp (Germany), Schindler (Switzerland), Orono S. Cooperativa (Spain), and ThyssenKrupp (Germany).

**SAMPLE
TEXT**

TABLE V-7

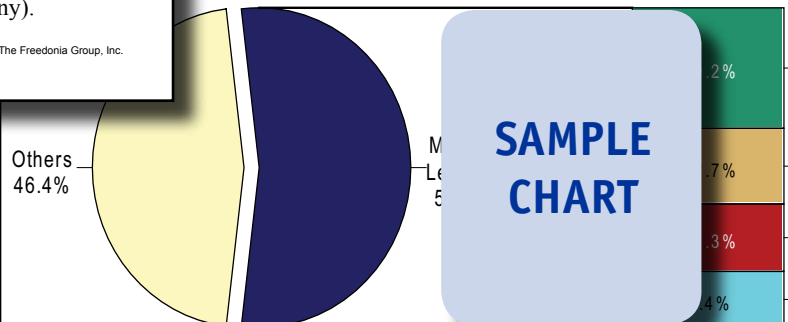
GERMANY -- ELEVATOR SUPPLY & DEMAND (million dollars)

Item	1998	2003	2008	2013	2018
Gross Domestic Product (bil 2007\$)					1,800
\$ GDP/capita					35,000
Population (mil persons)					82.0
% urban					72.2
Urban Population (mil persons)					59.2
\$ elevators/000\$ GDP					146
\$ elevators/urban capita					276
Elevator Equip & Service Demand					50
% equipment					15
Elevator Equipment Demand					10
- imports					20
+ exports					10
Elevator Equipment Shipments					200

**SAMPLE
TABLE**

CHART VIII-1

WORLD ELEVATOR MARKET SHARE, 2008 (\$63.7 billion)



**SAMPLE
CHART**

Sample Profile, Table & Forecast

COMPANY PROFILES

Johnson Lifts Private Limited

One East Main Road
 Anna Nagar Western Extension
 Chennai 600101
 India
 91-44-2615-2200
 http://www.johnsonlifts.com

Annual Sales (2007/09)
 Employment (2009)

Key Products: Escalators, Moving Walkways

Johnson Lifts Private Limited manufactures escalators and moving walkways. Its products primarily serve the Asia/Pacific region and Africa.

The Company's elevators include passenger types offered with manual or automatic doors. Passenger elevators with manual doors are made in standard, EVERGREEN STANDARD and EVERGREEN SUPER varieties. Johnson Lifts' standard passenger elevators with manual doors are capable of handling loads of up to 500 kilograms. EVERGREEN STANDARD elevators feature variable voltage/variable frequency drives and can hold up to six passengers. The Company's EVERGREEN SUPER elevators can travel at speeds of up to .7 meters per second. Johnson Lifts' passenger elevators with automatic doors are made in panorama, ENDURONIC and KRANTI models. Panorama elevators are available in circular, semi-circular, pentagon, three-sided, T-shaped and other styles. ENDURONIC elevators from the Company can hold up to 26 passengers and are offered with stainless steel, wood or other interiors. KRANTI elevators are machine room-less types that can travel at speeds of up to 1 meter per second.

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**SAMPLE
PROFILE**

TABLE V-8

GERMANY -- ELEVATOR DEMAND BY TYPE & MARKET
 (million dollars)

Item	1998	2003	2008	2013	2018
Building Construction (bil 2007\$)	20	20	20	20	20.4
\$ elevators/000\$ construction					0
Elevator Equip & Service Demand					0
By Type:					
Equipment					0
Passenger/Freight Elevators					0
Escalators & Moving Walkways					5
Parts & Miscellaneous					5
Service					0
Installation					5
Modernization & Repair					5
By Market:					
Residential					0
Nonresidential	12	12	12	12	240

**SAMPLE
TABLE**

Germany: Demand by Type & Market

"Through 2013, demand for services is projected to outpace demand for equipment, as an uptick in new passenger and freight elevator installations expands demand for installation services. Passenger and freight elevators will pace demand for equipment, largely due to demand in residential buildings."

--Section V, pg. 83-4

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OTHER STUDIES

World Construction Machinery

This study analyzes the world construction machinery industry. It presents historical demand data (1998, 2003, 2008) and forecasts for 2013 and 2018 by product (e.g., loaders, off-highway trucks and tractors, cranes and draglines, graders and rollers, mixers and pavers, parts and attachments), world geographic region (e.g., North America, Western Europe, Asia/Pacific) and major national market. The study also considers market environment factors, evaluates company market share and profiles industry players.

#2543 09/2009..... \$5700

Agricultural Equipment in China

Demand for agricultural equipment in China is projected to grow 6.8% yearly through 2012. Gains will be driven by ongoing farm mechanization efforts as rural incomes rise and labor is lost to urban migration. Tractors and harvesting machines will remain key segments while parts and attachments grow the fastest. This study analyzes the 85 billion yuan agricultural equipment industry in China, with forecasts for 2012 and 2017 by product and regional market. It also evaluates market share and profiles industry players.

#2475 06/2009..... \$5200

World Packaging Machinery

Global packaging machinery demand will grow 5.2% yearly through 2012. Gains in developing areas will outpace demand in the US, Western Europe and Japan. Labeling and coding equipment will be the fastest growing type, while filling and form/fill/seal equipment remain the most widely used. This study analyzes the \$30.9 billion world packaging machinery industry, with forecasts for 2012 and 2017 by product, market, world region and for 28 countries. It also evaluates company market share and profiles industry players.

#2444 12/2008..... \$5700

World Material Handling Products

Global demand for material handling products will grow 5% annually through 2012, with the strongest gains in rapidly developing areas such as China and India. Growth in the nondurable goods sector will outpace the larger durable goods manufacturers market. Advanced/automated products will grow the fastest. This study analyzes the \$104.6 billion world material handling product industry, with forecasts for 2012 and 2017 by type, market, world region and 37 countries. It also evaluates market share and profiles industry players.

#2392 09/2008..... \$5700

World Agricultural Equipment

Global demand for agricultural equipment will rise 3.8% annually through 2012, paced by the accelerating mechanization of farming in large markets such as China and India. In industrialized areas, replacement demand will be aided by higher value "precision agriculture" equipment with GPS and wireless sensors. This study analyzes the \$93.2 billion world agricultural equipment industry, with forecasts for 2012 and 2017 by type, world region and 26 countries. It also evaluates market share and profiles industry competitors.

#2373 07/2008..... \$5600

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