

Vocational Truck Market Analysis

- **Client Objective:** An automobile manufacturer was considering entering the heavy/medium truck market and needed help evaluating the market opportunity in the UK, China, and Russia
- **Grail Research Approach:** Delivered an overview of a truck market segment, analysis of the market size/share and the competitive landscape in each country using data collected through an extensive review of publicly available information and interviews with industry experts and dealers



Identified and profiled 150+ heavy and medium truck models in each region

1 day



Mapped dealer networks and collected data on the size and regional concentration of each

1 day



Conducted an in-depth market analysis; gathered data on trends and market size/share in each country

1 week



Profiled 15 new entrants and collected data on key players to understand the competitive landscape

2 days