

Italian industry know-how Innovation and specialization in trailers and aerial work platform sectors



The manufacturing base of these two sectors in Italy consists mainly of medium-sized enterprises characterized by high flexibility, specialization and technical expertise, factors that allow our companies to face the competition with bigger multinational groups.

The Italian aerial platforms market trend has been negative for the last 8 years: from 2007 to 2015 this sector has lost about 57% of sales. This adverse situation has been only partially offset by a better endurance of the foreign market. The last quarter of 2014 and the year 2015 showed encouraging positive signals, that have given to the sector companies a quite optimistic outlook also for the ongoing year.

Italian trailers and semitrailers market is growing fast (+32.7% in the first 8 months of 2016), but sales volumes are still far from pre-crisis levels: the annual average has passed from 16,000 units in 2000-2008 period to 8,200 units in 2009-2015 period. The positive trend of trailers and semitrailers production in Italy in 2015 was mainly due to the support of exports, while orders and turnover coming from domestic market were still lower than 2010 levels.