

## Forecasts for 2015 & 2020 in 16 countries

# World Elevators

Study # 2832

January 2012

\$5900

### Global demand to rise 6% annually through 2015

Global demand for elevator equipment and services is forecast to rise more than six percent per year through 2015 to \$90 billion. Gains will benefit from recovery in depressed markets in much of the developed world that witnessed a recession in 2009 and 2010. Even stronger gains will be prevented by a deceleration in average elevator price growth. Unit sales of passenger and freight elevators are projected to expand 7.5 percent annually to 920,000 units in 2015.

### Energy-efficient, in-home, MRL elevators to see gains

Energy efficient elevators will see strong sales growth through 2015. In-home elevator sales will also see healthy gains due to a rising elderly population in the developed world. Machine room-less (MRL) elevators will continue to increase their penetration of the global elevator market through 2015.

### China to expand position as largest elevator market

China will expand its position as the world's largest national elevator market, with domestic demand growing over eleven percent per year through 2015. The country will add over 90 million new urban residents by 2015, and elevator demand tends to be heavily concentrated in urban centers. India will also see strong growth, with its urban population expected to increase by 45 million people by 2015. China will also maintain its



position as the world's largest escalator market. The country is expected to continue to see major expansion in its public transportation infrastructure, with plans on adding well over 50 new airports by 2015.

Growth in US demand for elevator equipment and services will outpace the world average through 2015, but gains will be coming off a very weak base due to the country's 2008 and 2009 recession. Demand growth in Japan and Western Europe will lag the world average through 2015, although the Japanese market will post significant recovery from the performance of the 2005 to 2010 period.

Global elevator services demand exceeded global elevator equipment demand in 2010 due to the large base level of

installed elevators in the developed world. Western Europe accounted for 45 percent of global elevator services demand in 2010, since a large installed base level of elevators in the region and stringent safety codes bolster the services sector significantly. In the developing world, most elevator demand comes from the equipment sector in the form of new installations.

### Study coverage

This new Freedonia industry study, *World Elevators*, is available for \$5900. It presents historical demand data (2000, 2005, 2010) plus forecasts for 2015 and 2020 by product, service, market, world region and for 16 major countries. The study also assesses market environment factors, evaluates company market share and profiles industry players. Copyright 2011 The Freedonia Group, Inc.

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# #2832 - World Elevators

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- Other Central & South America
- Eastern Europe
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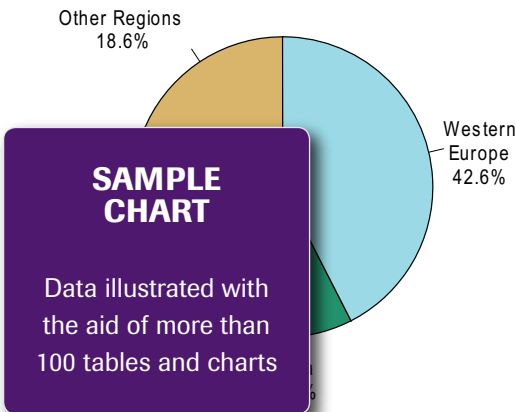
**Company Profiles**

**COMPANY PROFILES**  
 Company Profiles for international players such as KONE, Otis Elevator, Schindler and Thyssen-Krupp

**MARKET OVERVIEW**

**Passenger & Freight Elevators** -- The global installed elevator base stood at 10.4 million units in 2010. Western Europe accounted for 43 percent of this total, reflecting the region's high level of economic development and urbanization rate, as well as the fact that high-rise residential buildings are popular in many countries in the region (especially in Italy and Spain). Due to rapid growth in demand from both the residential and nonresidential sectors over the past decade, China is now home to more elevators than the whole of North America. In the US, high-rise residential buildings are not very popular and the number of elevators per thousand urban residents is a fraction of the corresponding West European level.

**TABLE III-2**  
**WORLD PASSENGER/FREIGHT ELEVATOR MARKET, 2010**  
 Installed Base:  
 (10.4 million units)



**SAMPLE CHART**  
 Data illustrated with the aid of more than 100 tables and charts

**ASIA/PACIFIC**

**Japan: Demand by Type & Market**

Demand for elevator equipment and services in Japan is projected to expand. Although significantly lagging behind the US, Japan is expected to represent an improvement over the US in 2015. This will be due to a recovery in the nonresidential sector, however, the overall market in 2015 is expected to be less than modernization and repair related services through 2015, although the latter will still account for close to 80 percent of overall demand in 2015. As in most developed countries, Japan already has a large existing base level of installed elevators, which results in a large repair-related services sector. Japan's aging population will benefit in-home elevator demand through 2015.

**SAMPLE TEXT**  
 Explanations to support each table's data and forecasts

**TABLE VI-8**  
**JAPAN -- ELEVATOR DEMAND BY TYPE & MARKET**  
 (million dollars)

Item	2000	2005	2010	2015	2020
Building Construction Expend (bil 2009\$) \$ elevators/000\$ construction					
Elevator Equipment & Service Demand					
By Type:					
Equipment					
Passenger/Freight Elevators					
Escalators & Moving Walkways					
Other Equipment & Parts					
Service					
Installation					
Modernization & Repair					
By Market:					
Residential					
Nonresidential					

**SAMPLE TABLE**  
 Presents historical data (2000, 2005 and 2010) as well as Freedonia forecasts for 2015 and 2020

**Freedonia's methods involve:**

- Establishing consistent economic and market forecasts
- Using input/output ratios, flow charts and other economic methods to quantify data
- Employing in-house analysts who meet stringent quality standards
- Interviewing key industry participants, experts and end users
- Researching a proprietary database that includes trade publications, government reports and corporate literature

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This study analyzes the world mining equipment industry. It presents historical demand data for the years 2000, 2005 and 2010, and forecasts for 2015 and 2020 by mining application (metal, coal, mineral), equipment type (surface; underground; drills and breakers; crushing, pulverizing and screening; mineral processing; parts and attachments), world region and major country. The study also considers market environment factors, details industry structure, evaluates company market share and profiles industry competitors.

#2806..... January 2012 ..... \$6200

## World Packaging Machinery

Global packaging machinery demand will rise 4.7 percent yearly through 2014, driven mainly by gains in developing nations. In developed areas, demand will rebound after a period of decline. Beverages will be the fastest growing market, while labeling and coding, and filling and form/fill/seal machines will be the fastest growing products. This study analyzes the \$28.6 billion world packaging machinery industry, with forecasts for 2014 and 2019 by product, market, world region and for 26 countries. It also evaluates company market share and profiles industry players.

#2727..... February 2011..... \$6100

## World Material Handling Products

Global demand for material handling products will rise 6.5 percent annually through 2014. The US will be among the fastest growing markets, along with India and China. Conventional products will benefit from recovery in developed areas while advanced/automated types will post the best gains. This study analyzes the \$82 billion global material handling product industry, with forecasts for 2014 and 2019 by type, market, world region and for 37 countries. It also evaluates company market share and profiles industry participants.

#2687..... October 2010 ..... \$6100

## Mining Equipment in China

Demand for mining equipment in China is projected to grow 7.1 percent annually through 2013. Underground mining machinery will remain the largest product group, while crushing, pulverizing and screening equipment grows the fastest. Coal mining will continue as the largest market segment, while metal mining leads gains. This study analyzes the 107 billion yuan mining equipment industry in China, with forecasts for 2013 and 2018 by product, market and region. It also evaluates company market share and profiles industry players.

#2571..... December 2009 ..... \$5200

## Elevators in China

The market in China for elevator and escalator products and services will grow 10.9 percent annually through 2013, driven by new construction and ongoing urbanization. Products will remain the dominant sector, while services grow the fastest. Nonresidential buildings will be the fastest growing markets. This study analyzes the 66.2 billion yuan elevator industry in China, with forecasts for 2013 and 2018 by product, service, market and region. It also evaluates company market share and profiles industry participants.

#2541..... December 2009 ..... \$5200

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