



# **China Off-Road Engine Industry Report, 2017-2021**

**Sep. 2017**

## **STUDY GOAL AND OBJECTIVES**

This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

## **REPORT OBJECTIVES**

- ◆ To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.
- ◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.
- ◆ To complement the organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.
- ◆ To suggest for concerned investors in line with the current development of this industry as well as the development tendency.
- ◆ To help company to succeed in a competitive market, and

## **METHODOLOGY**

Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications. Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

## **INFORMATION SOURCES**

The primary information sources include Company Reports, and National Bureau of Statistics of China etc.

## Abstract

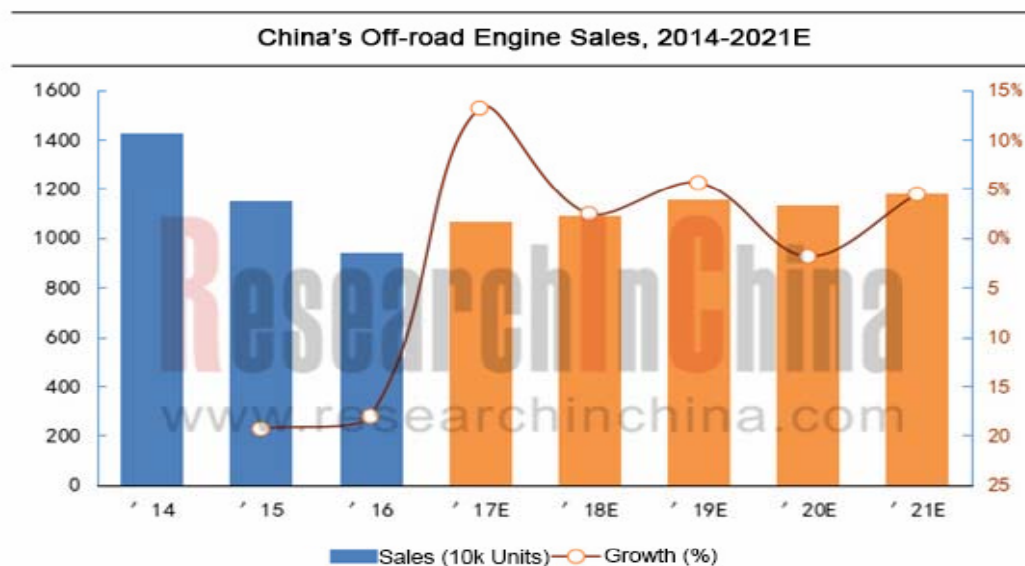
Off-road engine is a major power equipment for construction machinery, agricultural machinery, fishing vessels, national defense equipment, geological and oil drill, tourism sports equipment, garden machinery, and various general machinery. After years of development, the off-road engine industry has made great headway and the market is becoming saturated. In 2016, the demand for the engine for agricultural machinery fell sharply as a result of adjustments to subsidies for agricultural machinery, leading to a slump in sales of off-road engine, down 18.1% from a year ago to 9.439 million units. In the first half of 2017, despite a year-on-year drop in sales of the engine for ship and generator set, China's off-road engine sales still touched 5.3403 million units, driven by different degrees of growth in other market segments. Over the next five years, propelled by agricultural modernization and the development of urban gardens as well as full implementation of National III emission standard for agricultural machinery and others, the engine for agricultural machinery and garden machinery will develop accordingly, thus expanding the off-road engine market.

**Application:** off-road engine is primarily for construction machinery, agricultural machinery, generator set, and garden machinery. In the first half of 2017, sales of the engine for construction machinery totaled 378,300 units (68.70%↑YoY), for agricultural machinery 2.0955 million units (20.23%↑YoY), for ship 10,800 units (16.72%↓YoY), for generator set 805,400 units (7.89%↓YoY), and garden machinery 1.8229 million units (3.73%↑YoY).

**Competitive landscape:** strikingly different patterns are seen in off-road engine segments. In the market of multi-cylinder diesel engine for agricultural machinery and construction machinery, top10 players, including Yuchai, Weichai, Quanchai, Wuxi Diesel Engine Works, and Yunnei Power, together account for 70.57% of the total sales; in the market of single-cylinder diesel engine for garden machinery, top5 enterprises (Changchai, Jiangsu Nonghua Intelligent Agriculture Technology (formerly Jiangsu Jianghuai Engine), Tri-Ring, Shandong Changlin Agricultural Equipment, and Shandong Huayuan Laidong Engine) make up 77.77% of aggregate sales in the industry; in high-power marine diesel engine market, China State Shipbuilding and China Shipbuilding Industry rely on in-house supporting.

China Off-Road Engine Industry Report, 2017-2021 by ResearchInChina focuses on the followings:

- ◆ Overview of internal-combustion engine and off-road engine industry (definition & classification, development trends, industrial policies, etc.)
- ◆ Overview of internal-combustion engine in China (internal-combustion engine and off-road engine output & sales, competitive landscape, market trends, etc.)
- ◆ Major applications of off-road engine (construction machinery, agricultural machinery, garden machinery, marine engine, general machinery, generator set, etc.) (market size, engine sales, supporting structure, competitive landscape, etc.)
- ◆ Five overseas enterprises (Cummins, Deutz, Perkins, Isuzu, Mitsubishi Heavy Industries) and 14 domestic companies (Yuchai, Weichai, Jinan Diesel Engine, Yunnei Power, Anhui Quanchai Engine, Wuxi Diesel Engine Works, etc.) (Profile, financial position, output & sales, main products, production bases, latest developments, etc.)



Source: China Off-Road Engine Industry Report, 2017-2021

Sept 2017

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