

# Forklift Search Trends 2013



Are you a [forklift service provider](#), [renter](#), or someone who is wondering how to start such a business?

Then you are at the right place. I am going to share some helpful material to make your global identity. This information is going to give the knowledge needed on what your goal should be in marketing your business.

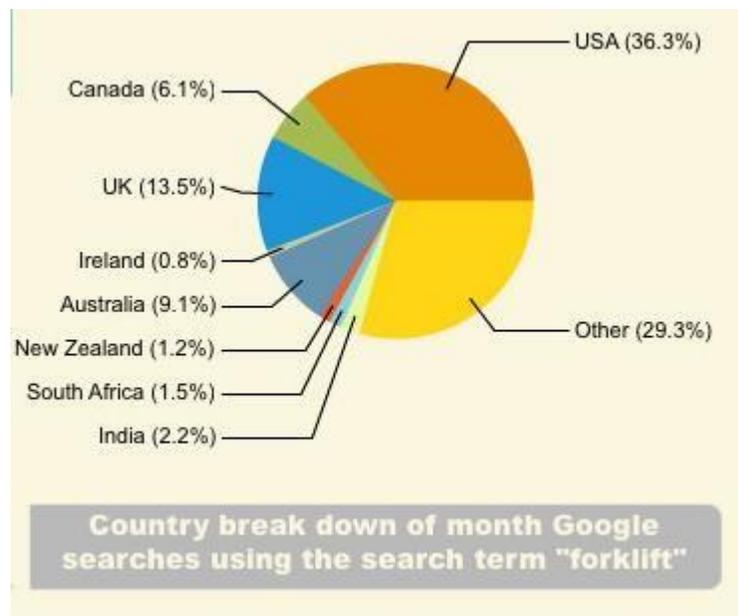
We all know that over the past decade the world has become a global marketplace. In the 19<sup>th</sup> century, the first battery powered forklift was produced and at that time there was only Clark forklift available for handling and moving luggage. Today, there are more than twenty manufacturers globally.

One of the interesting facts is that a few years back many people were searching for everything on the Internet except industrial equipment, such as forklifts, cranes, pallets or trucks. Those who did search for such were very few in quantity. However, things are totally different now. According to a research by Cubic ICE it is presented that the searching trend specifically for forklift is increasing at a rate of 1.5 million/month. An analysis says that coming days can increase these searches more than you could imagine.

## Market Share:

With the increase in online search of industries, the market share has also increased worldwide. The graph depicted on the left shows the breakdown of monthly Google searches using the specific term “forklift” for various countries.

According to this research the USA has a market share of 36.3%, UK 13.4%, Australia 9% and Canada only 6%. Therefore, the USA is currently leading with the highest market share percentage. It is also observed that the USA is currently leading with the highest number of forklift service



centers. This search phenomenon is by Google and different search engines may present different statistics.

### **Brand Popularity by Country:**

As shown above, there are more than 20 manufacturers in the forklift industry; however, only a few of them are popular and preference varies by country. Check below the brand popularity by country.



Until now we have discovered that the USA is the most top ranked country for the forklift sale. Toyota is the most popular Forklift Brand, as Toyota dominates branded forklift search with 22% share of search, while Hyster and Crown are the second most popular manufacturers. Toyota is a Japanese company and Crown Equipment Corporation is based in USA, but both these companies are popular worldwide.

### **Sales vs. Rentals Search:**

The increase in online search for handling equipment is just for the [forklift sales and services](#). The research represents that only 3% monthly searches increasing globally for Forklift Hire and Rentals, out of which only 10% from USA. This percentage is better in the UK and Australia.

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