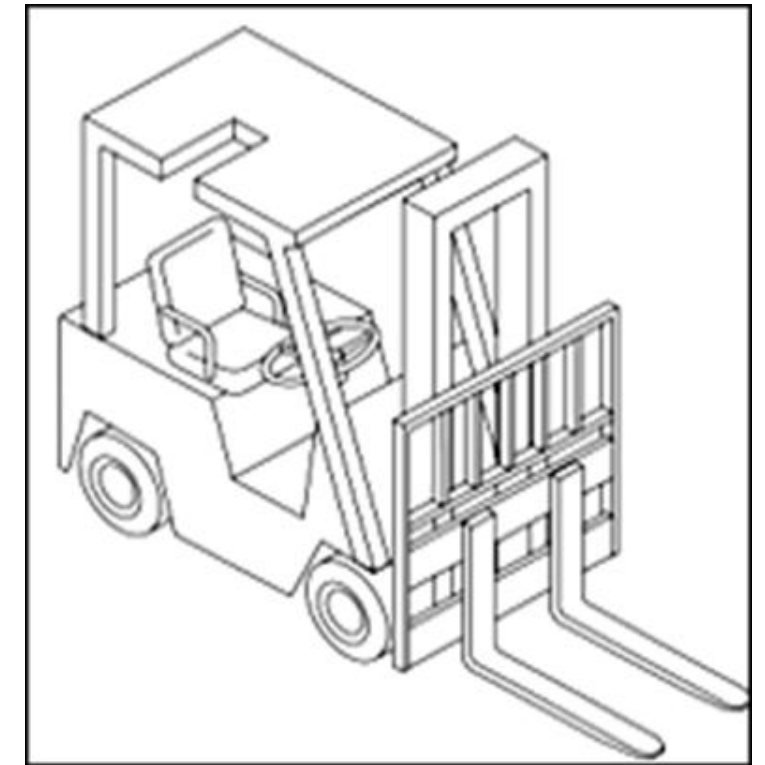
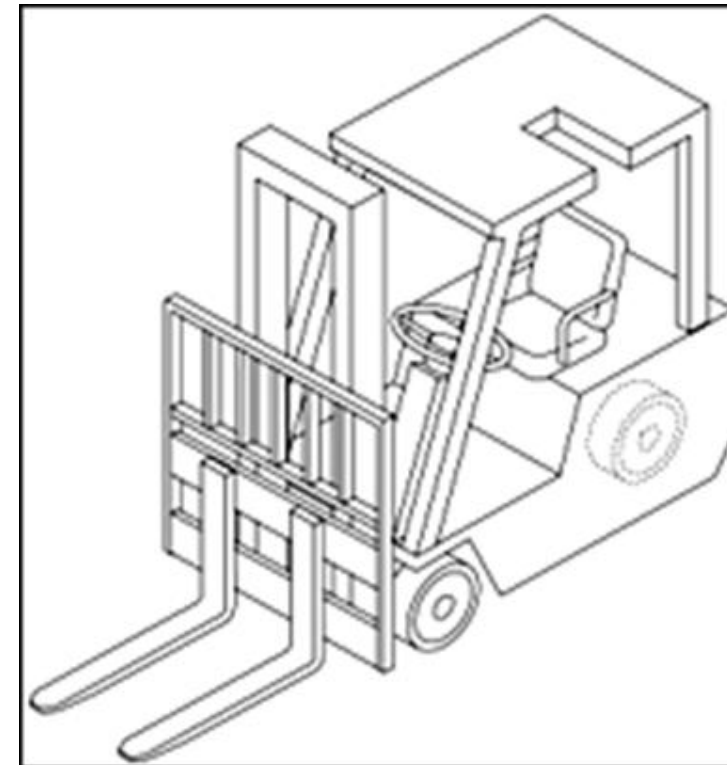
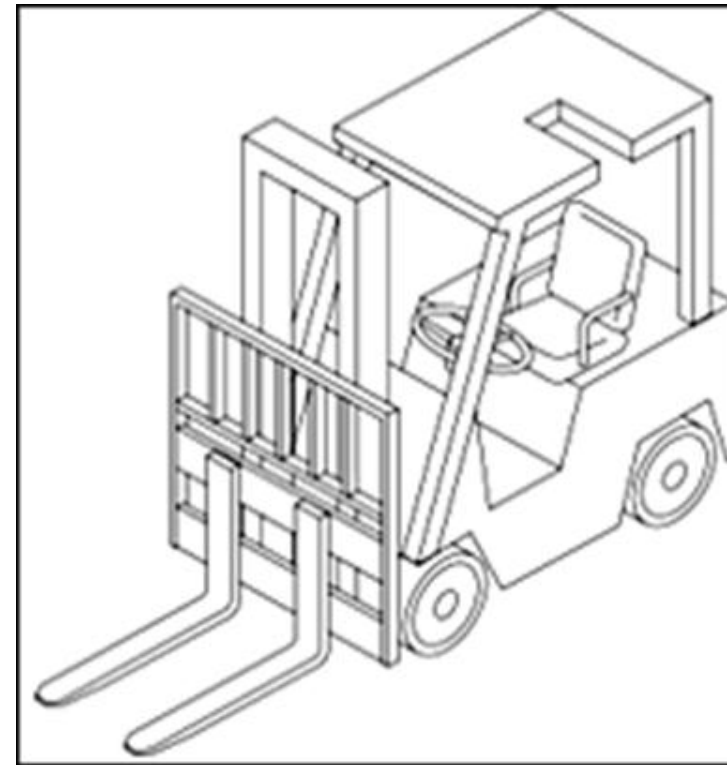
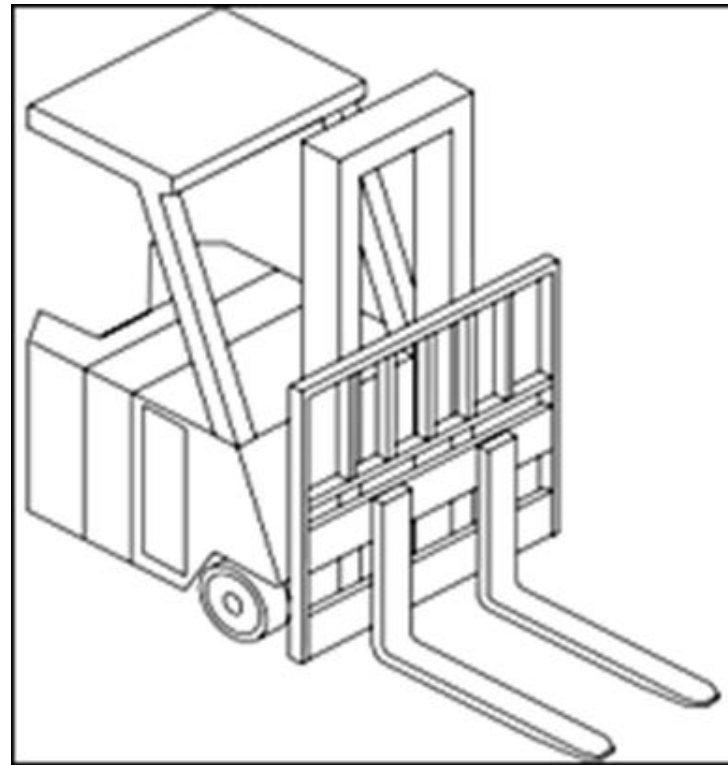


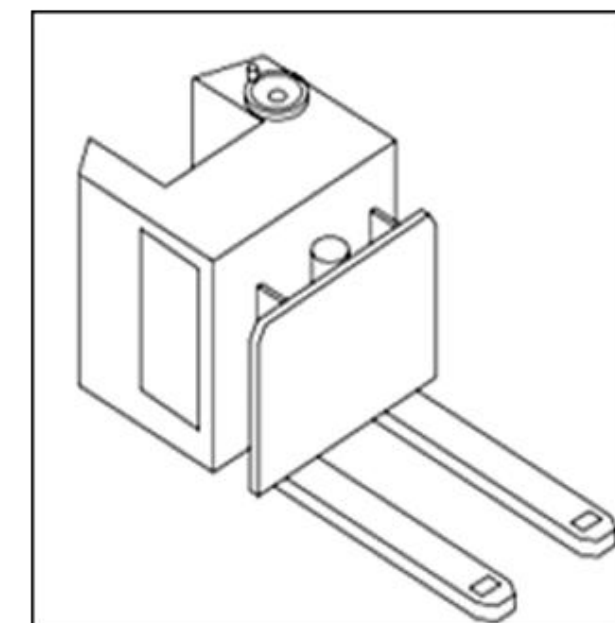
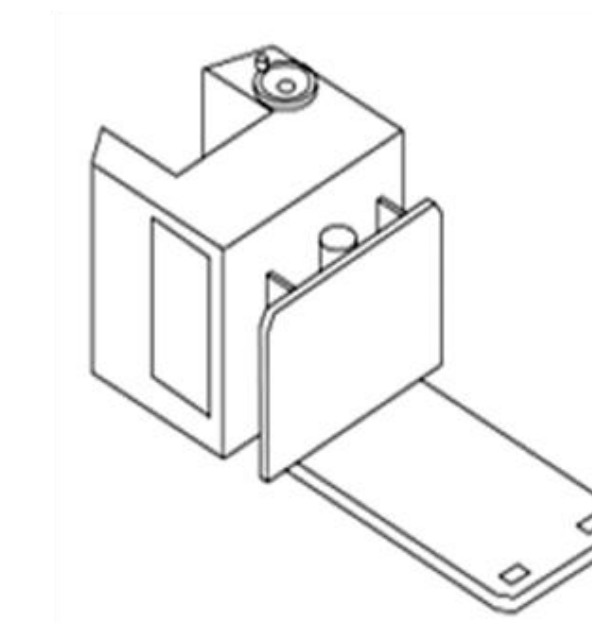
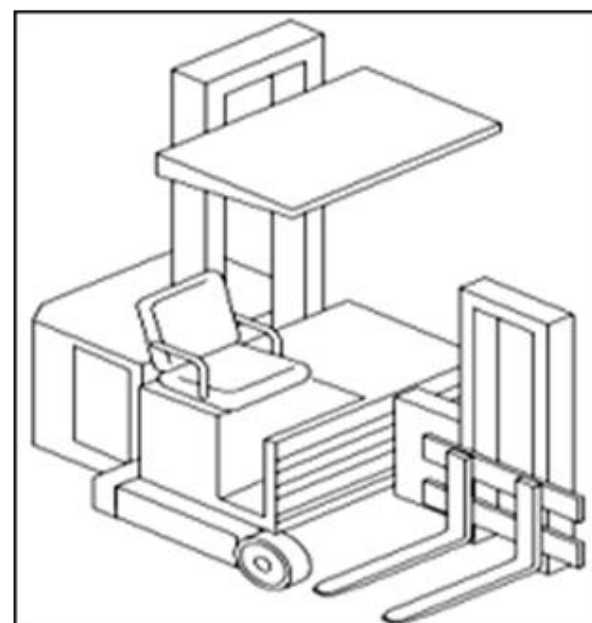
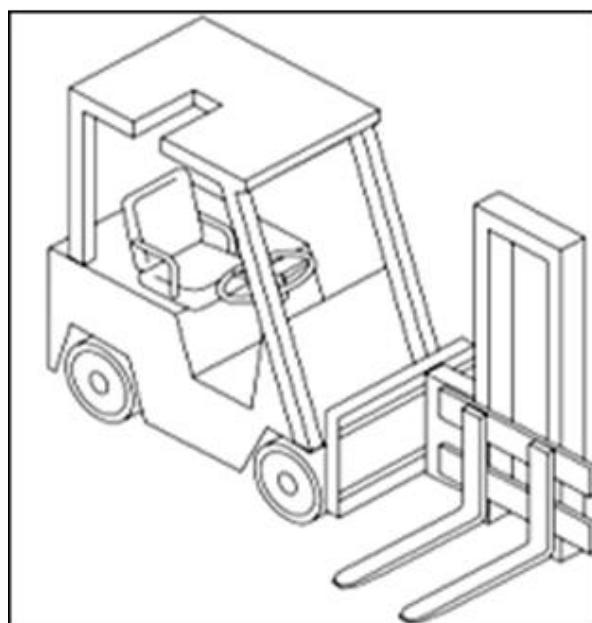
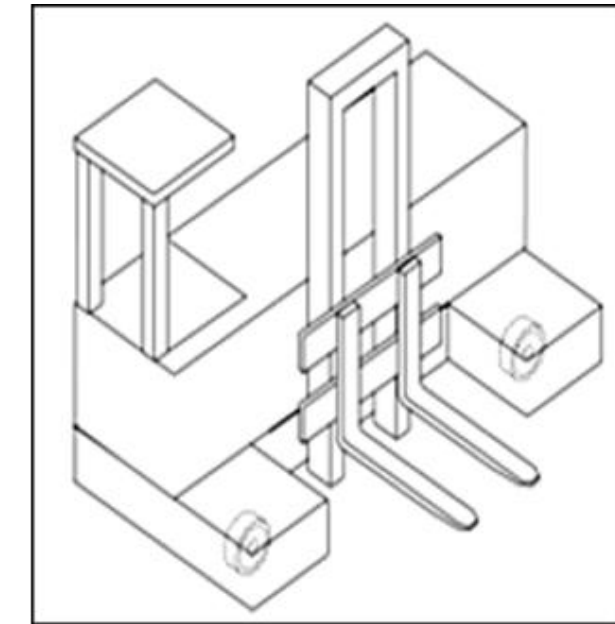
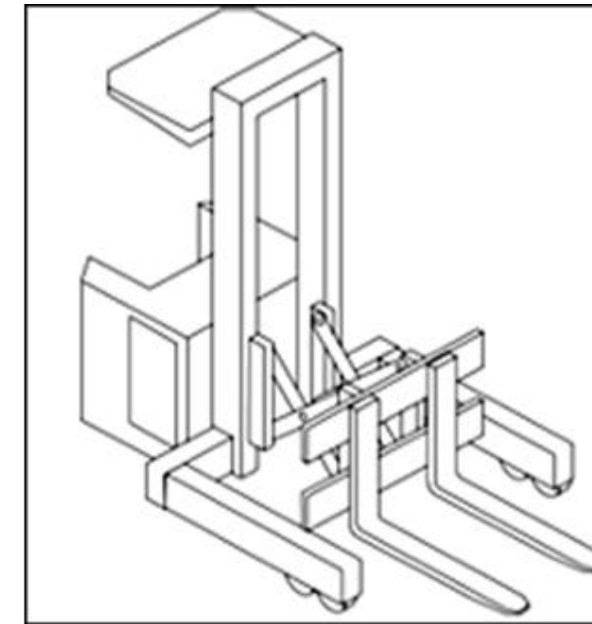
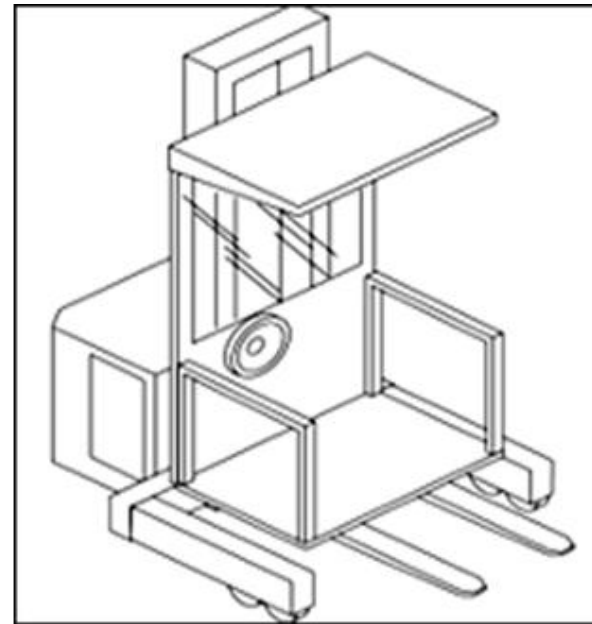
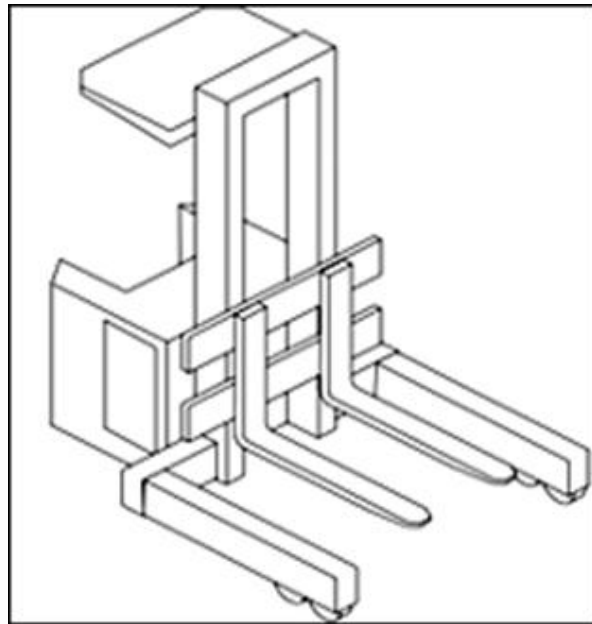
Forklift Market Overview and Future Trend

Forklift Classification by Class

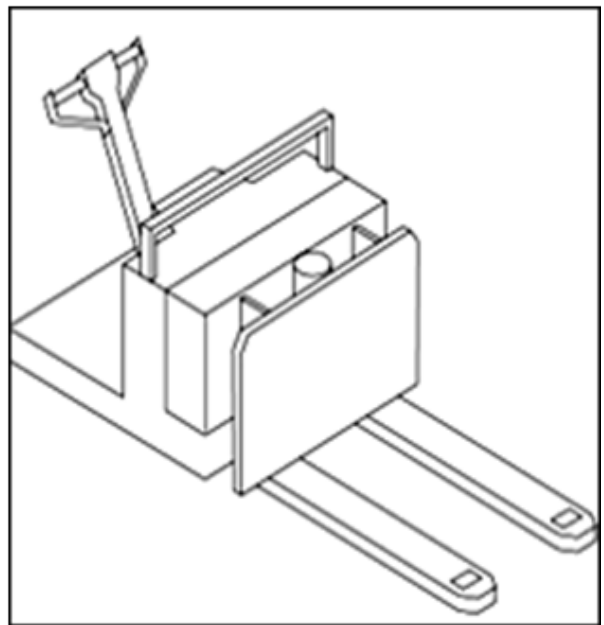
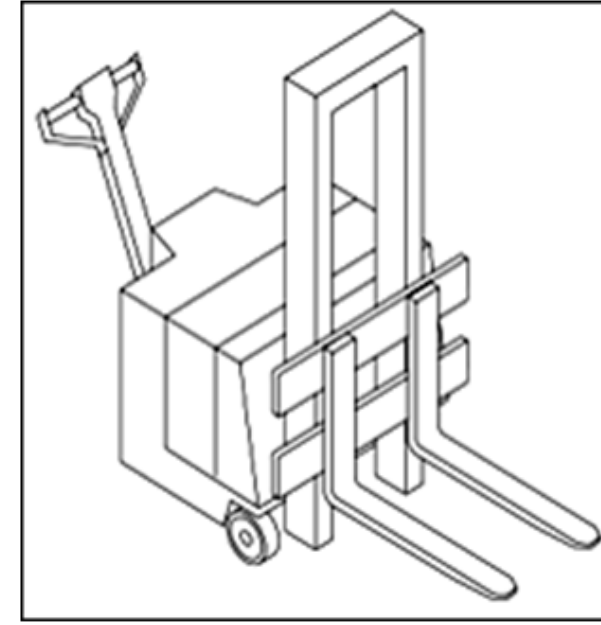
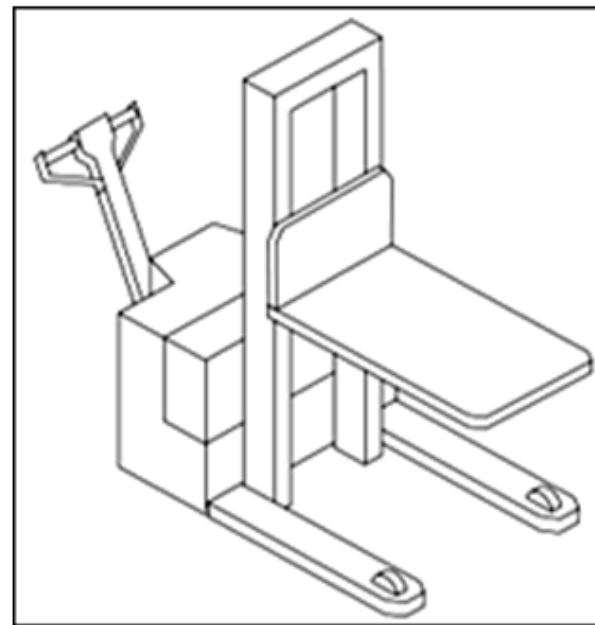
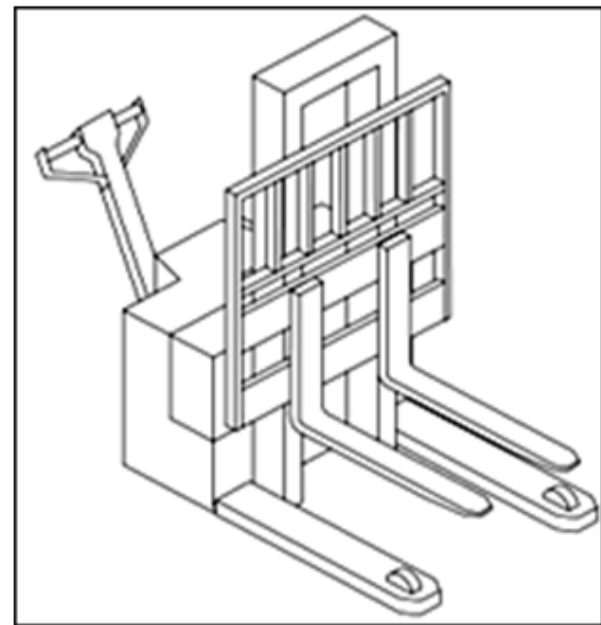
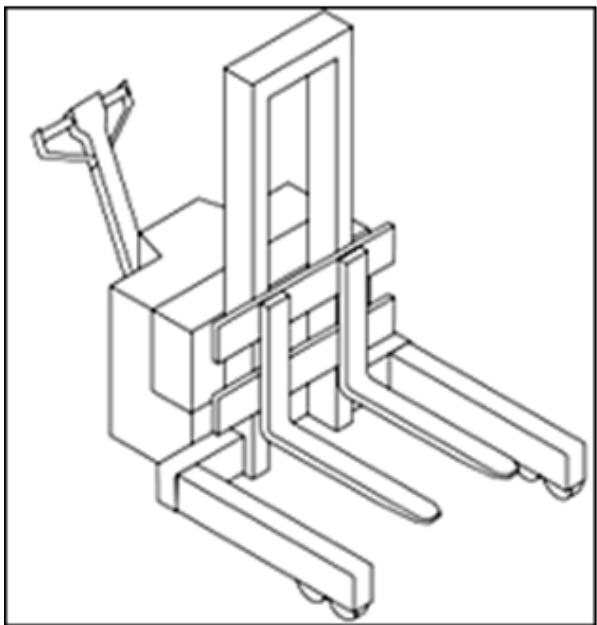
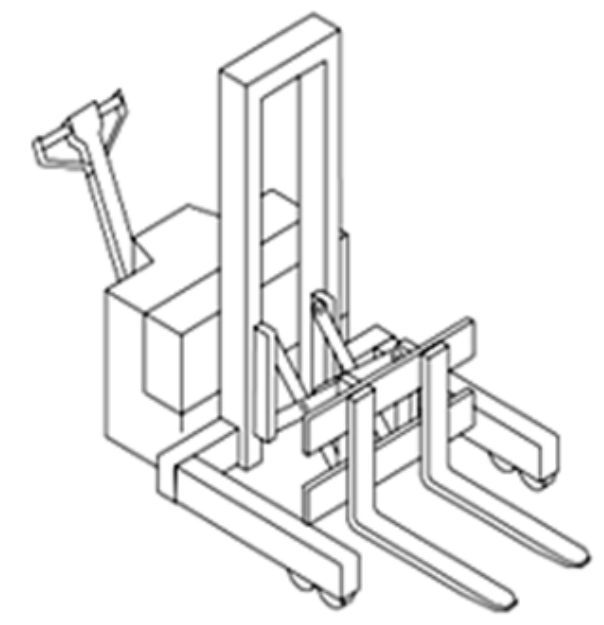
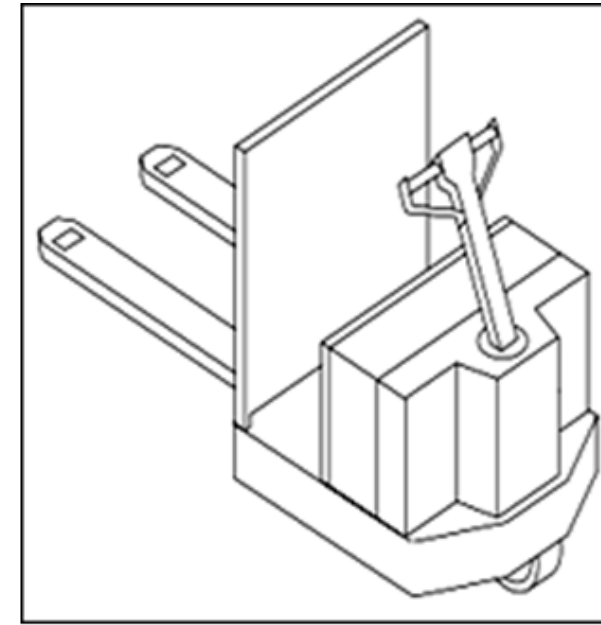
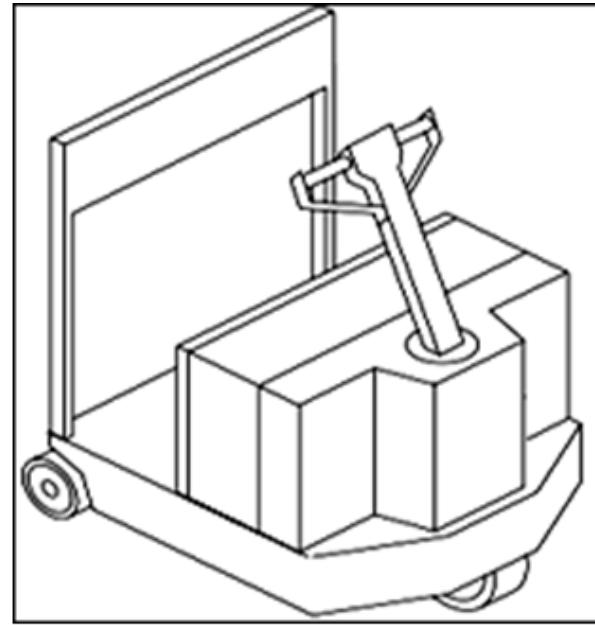
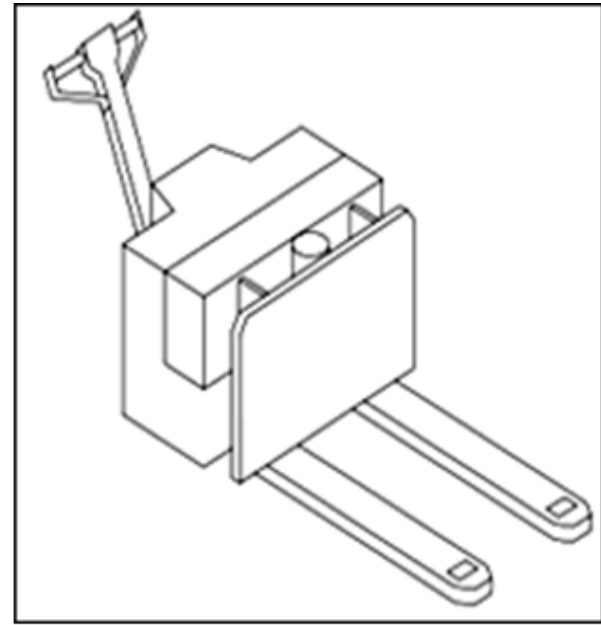
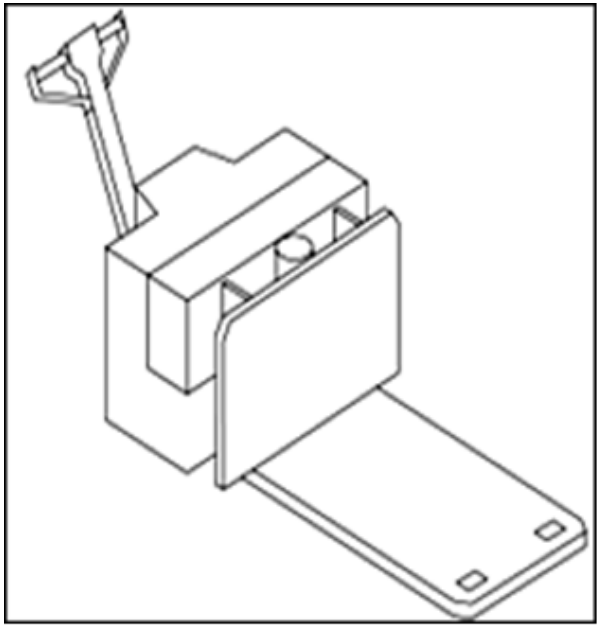
Class I: Electric motor rider trucks



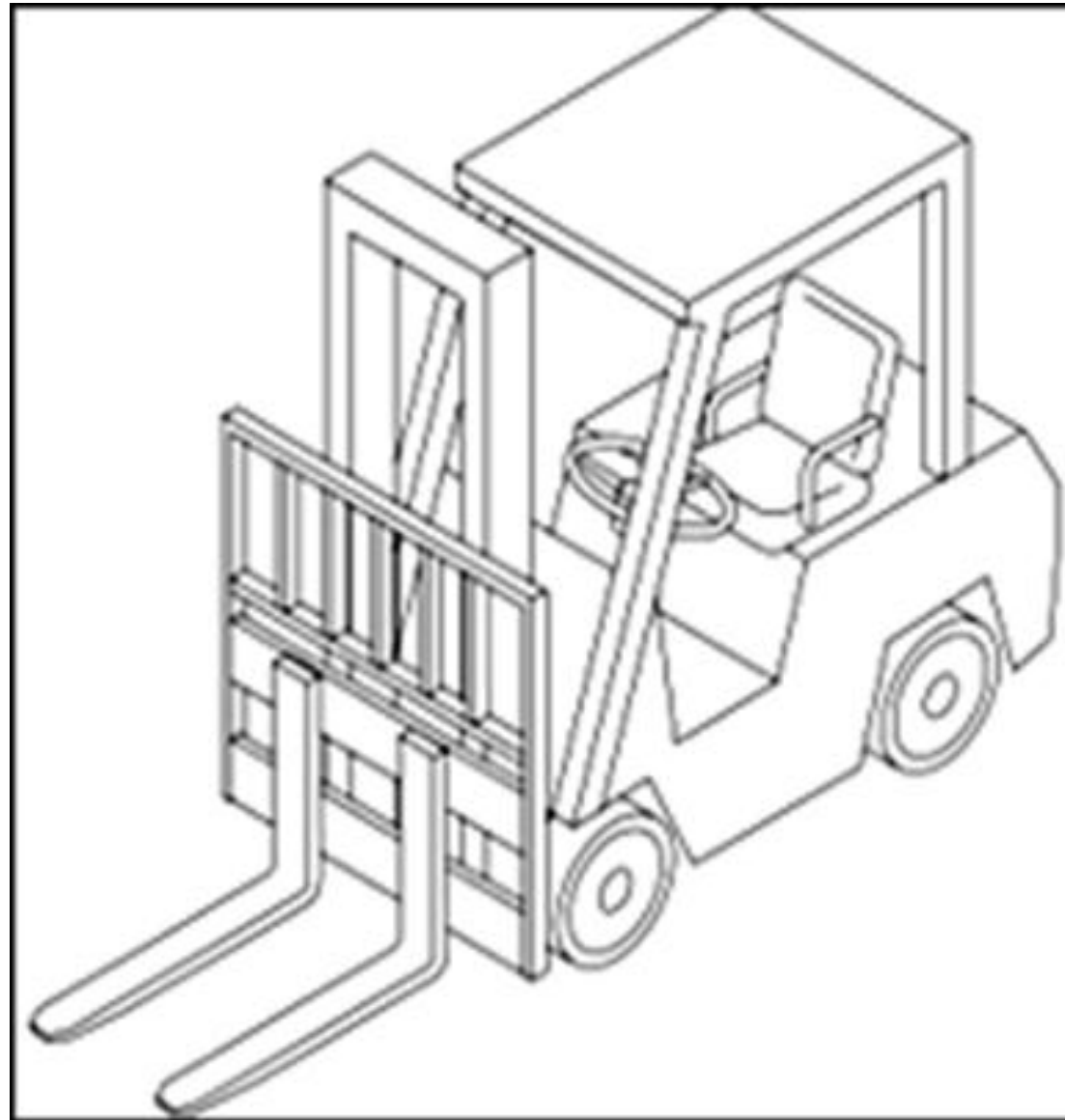
Class II: Electric motor narrow aisle trucks



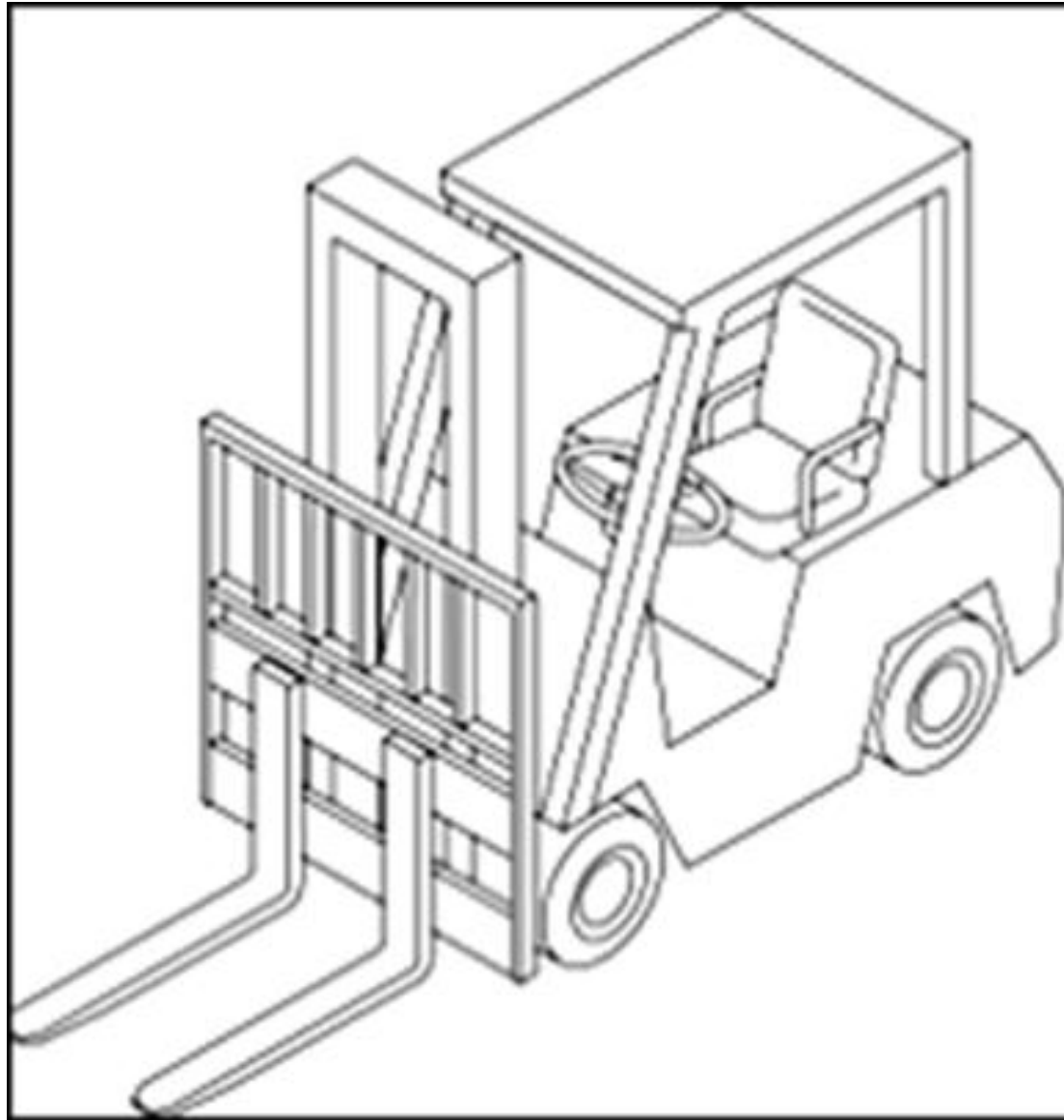
Class III: Electric motor hand trucks or hand/rider trucks



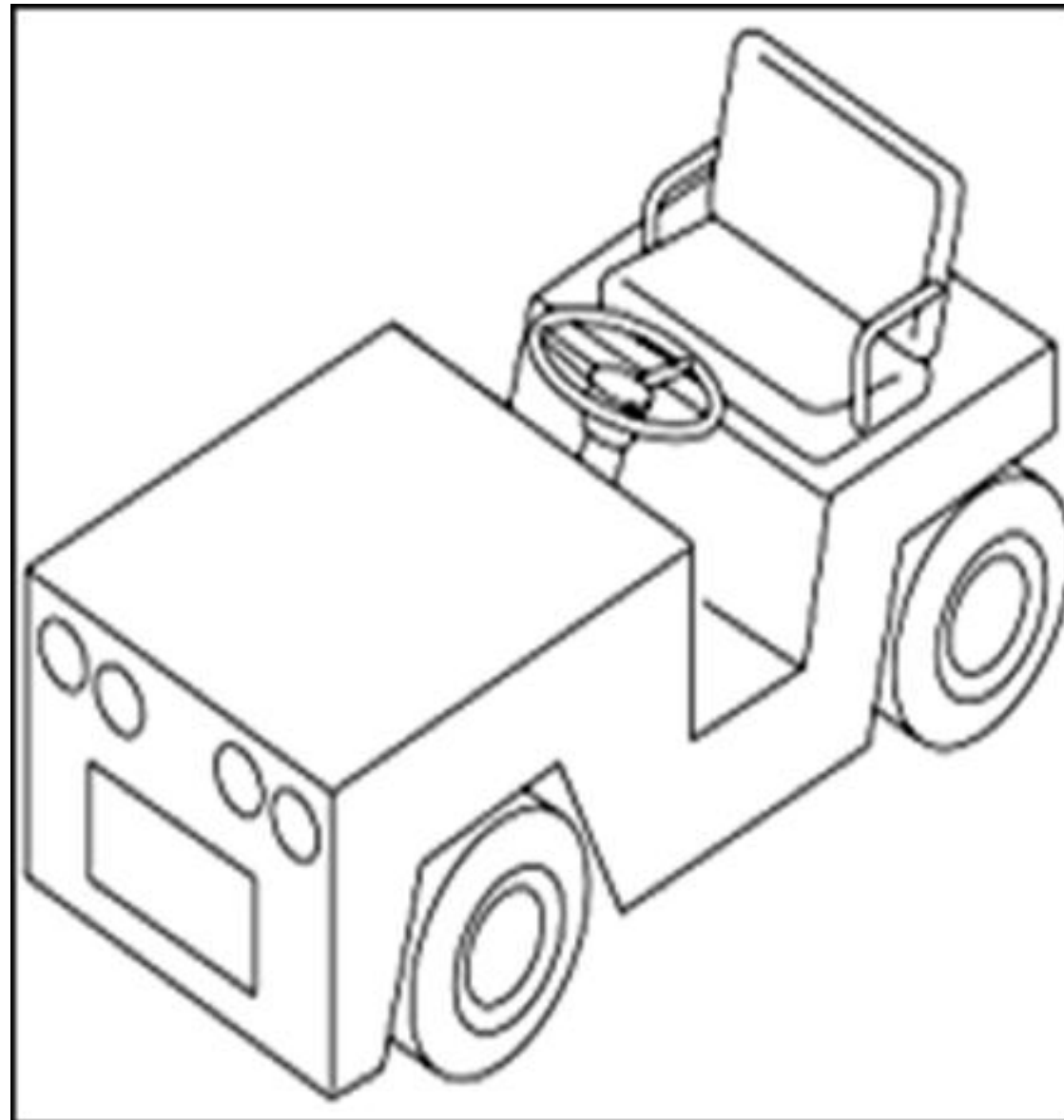
Class IV: Internal combustion engine trucks (solid/cushion tires)



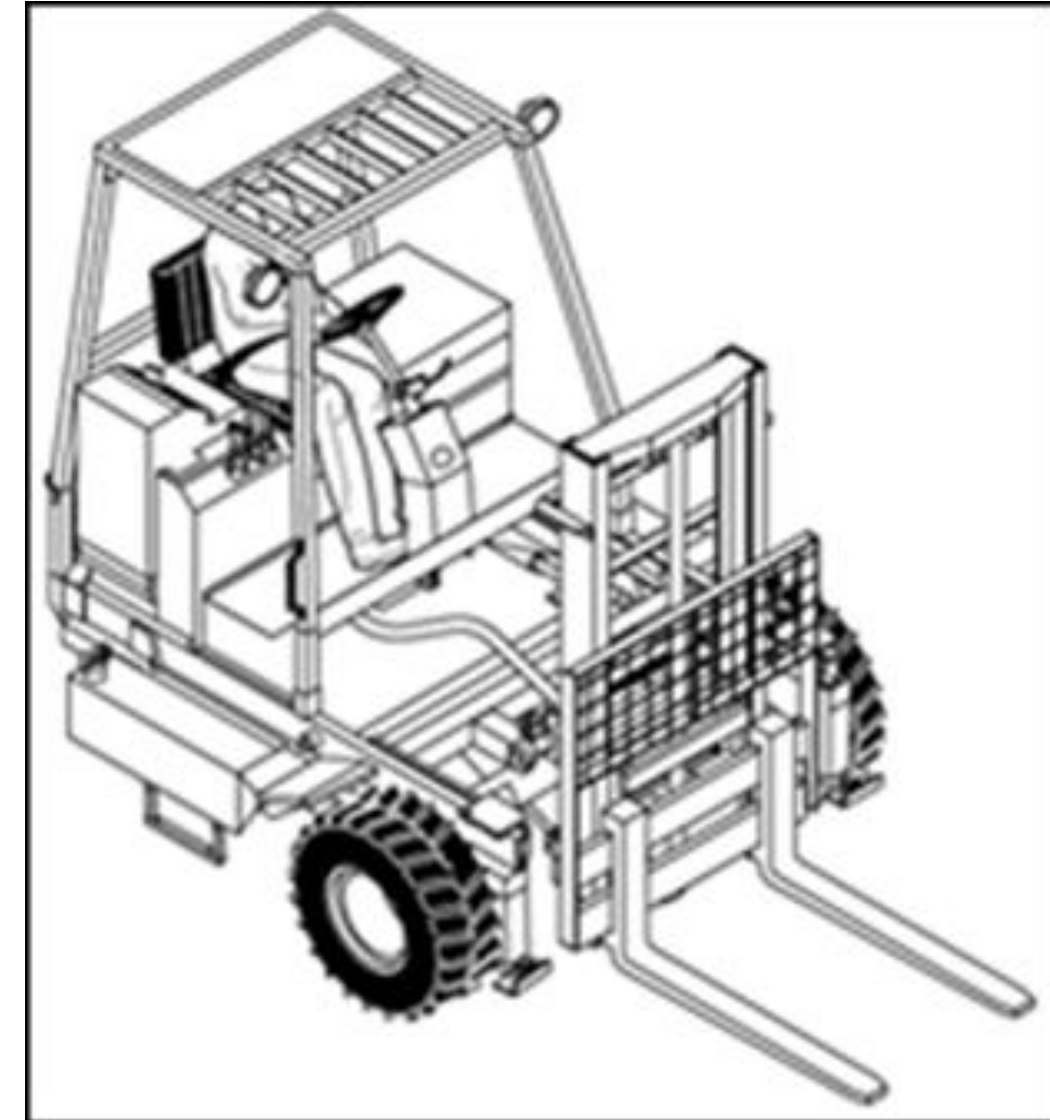
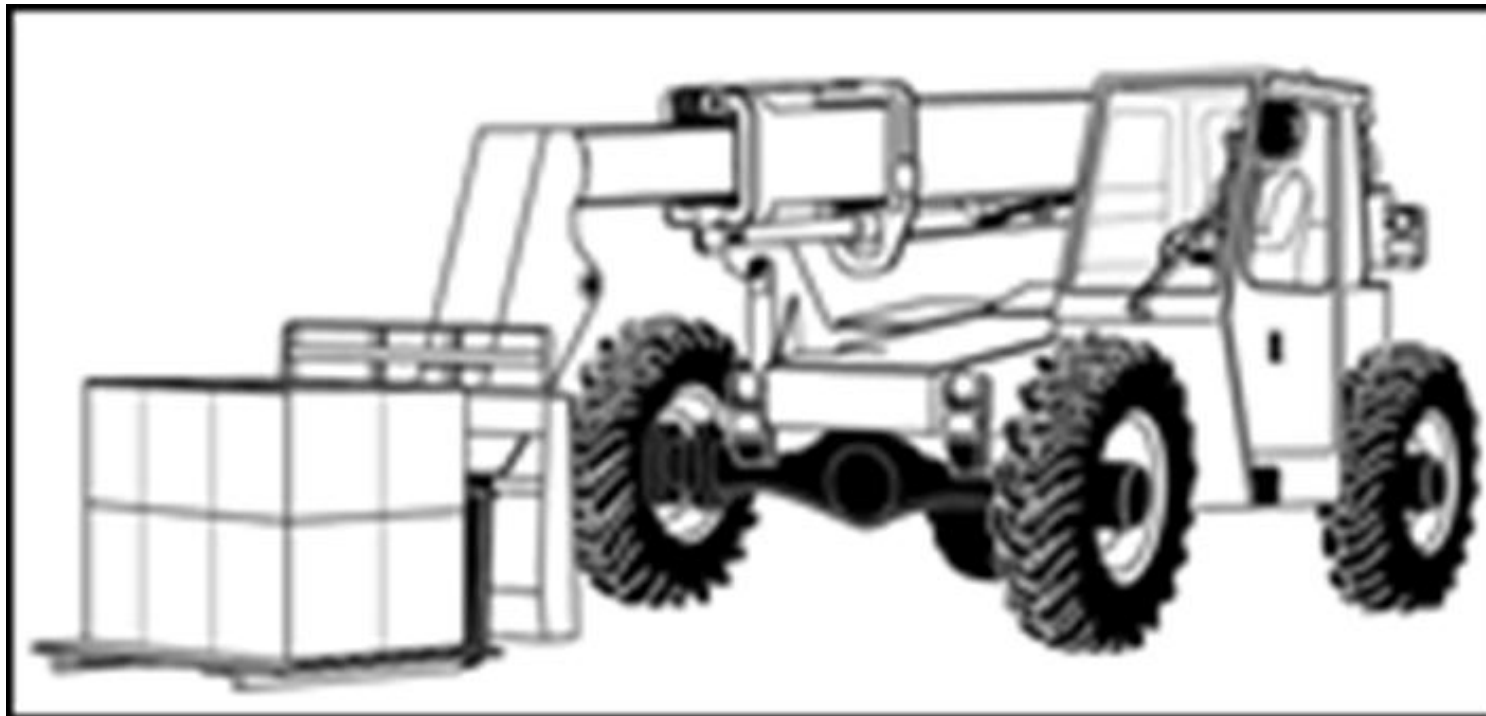
Class V: Internal combustion engine trucks (pneumatic tires)



Class VI: Electric and internal combustion engine tractors



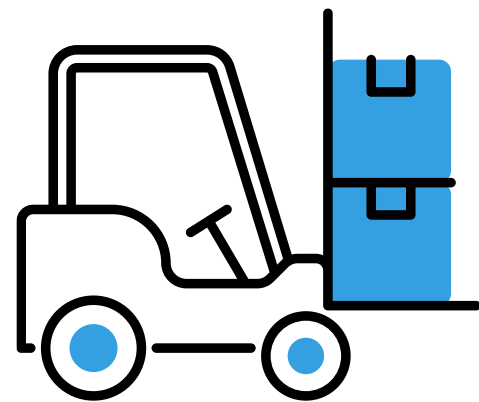
Class VII: Rough terrain forklift trucks



Global Market Size

2024

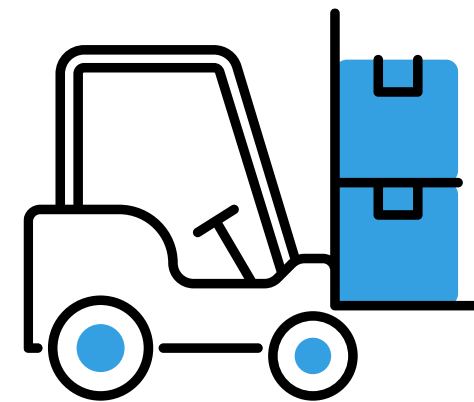
Approx. USD 79.2 Billion
or THB 2,653.9 Billion



1.84 Million units

2025

Approx. USD 86.6 Billion
or THB 2,900.1 Billion

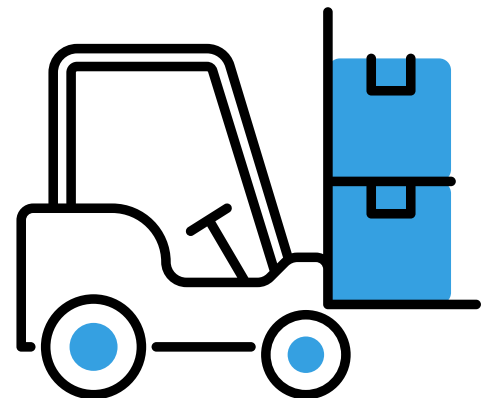


1.92 Million units

Global Market Size Forecast

2026

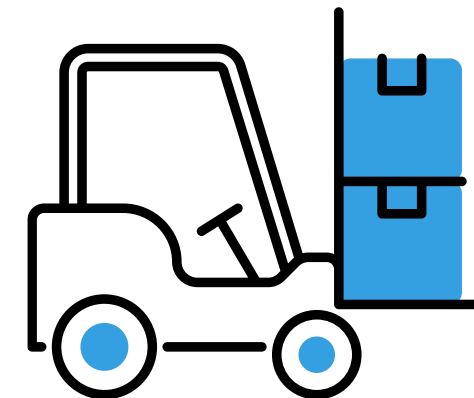
Approx. USD 95.1 Billion
or THB 3,185.5 Billion



2.00 Million units

2034

Approx. USD 229.2 Billion
or THB 7,677.2 Billion



2.86 Million units

Global Growth Forecast: 2026–2034

CAGR	Revenue	11.60 %
	Units	4.50 %

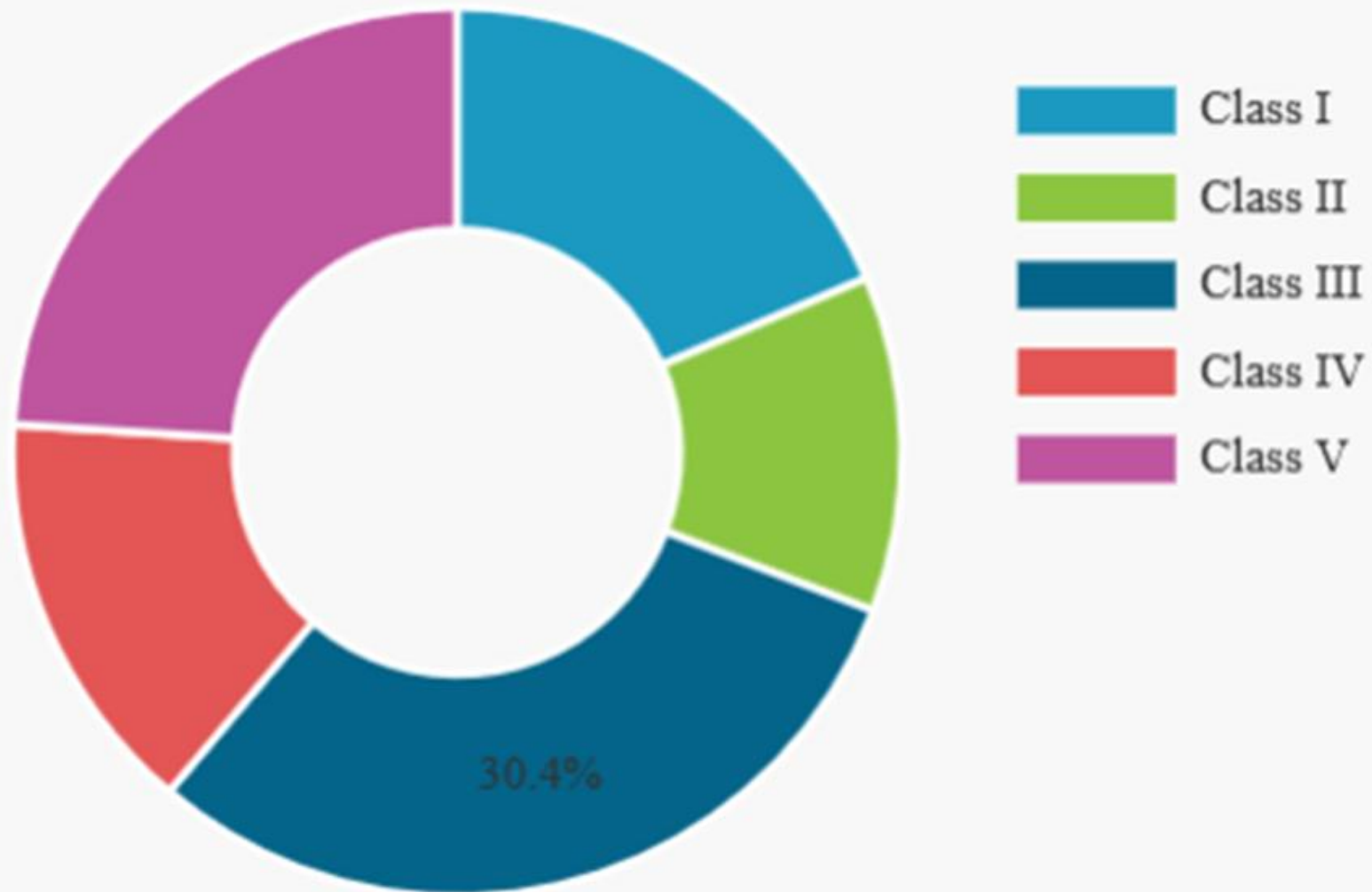


Structural Shift

- Internal combustion -> Electrical Forklifts
- Manual -> Automation & Smart Warehouse

Global Market Share by Class

Global Forklift Trucks Market Share, By Type, 2024

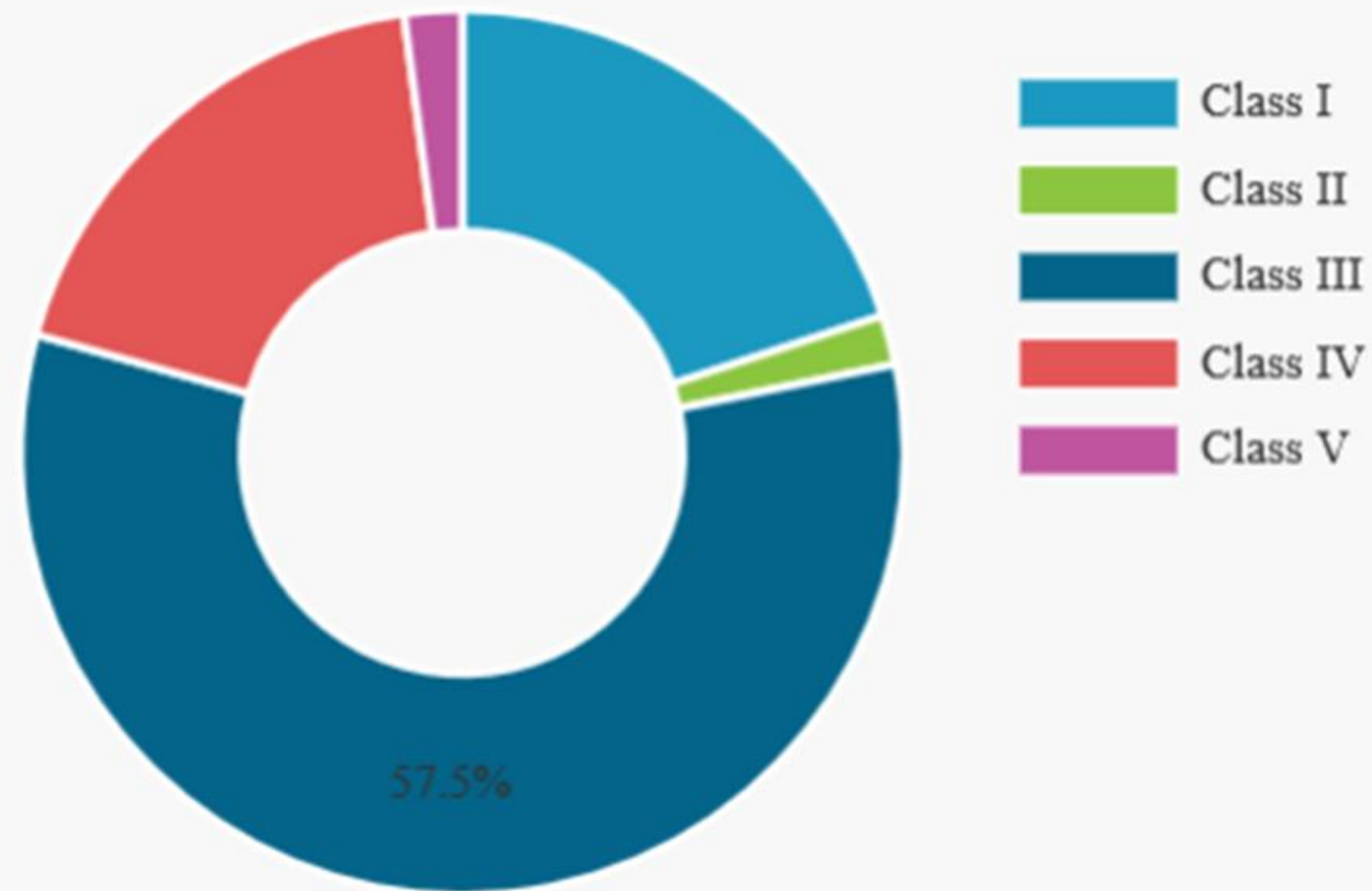


www.fortunebusinessinsights.com

Class III *dominated*
Global Market
Share

Chinese-brands in Global Market

China Forklift Trucks Market Share, By Type, 2024



www.fortunebusinessinsights.com

**Over half of
Chinese-brand forklifts
are Class III.**

Global Market Share in 2023 vs 2024



Billion USD

● 2023 ● 2024



Top 10 brands account for **70%** of global market revenue.

Top10 Market Share in 2023 vs 2024

Revenue Growth

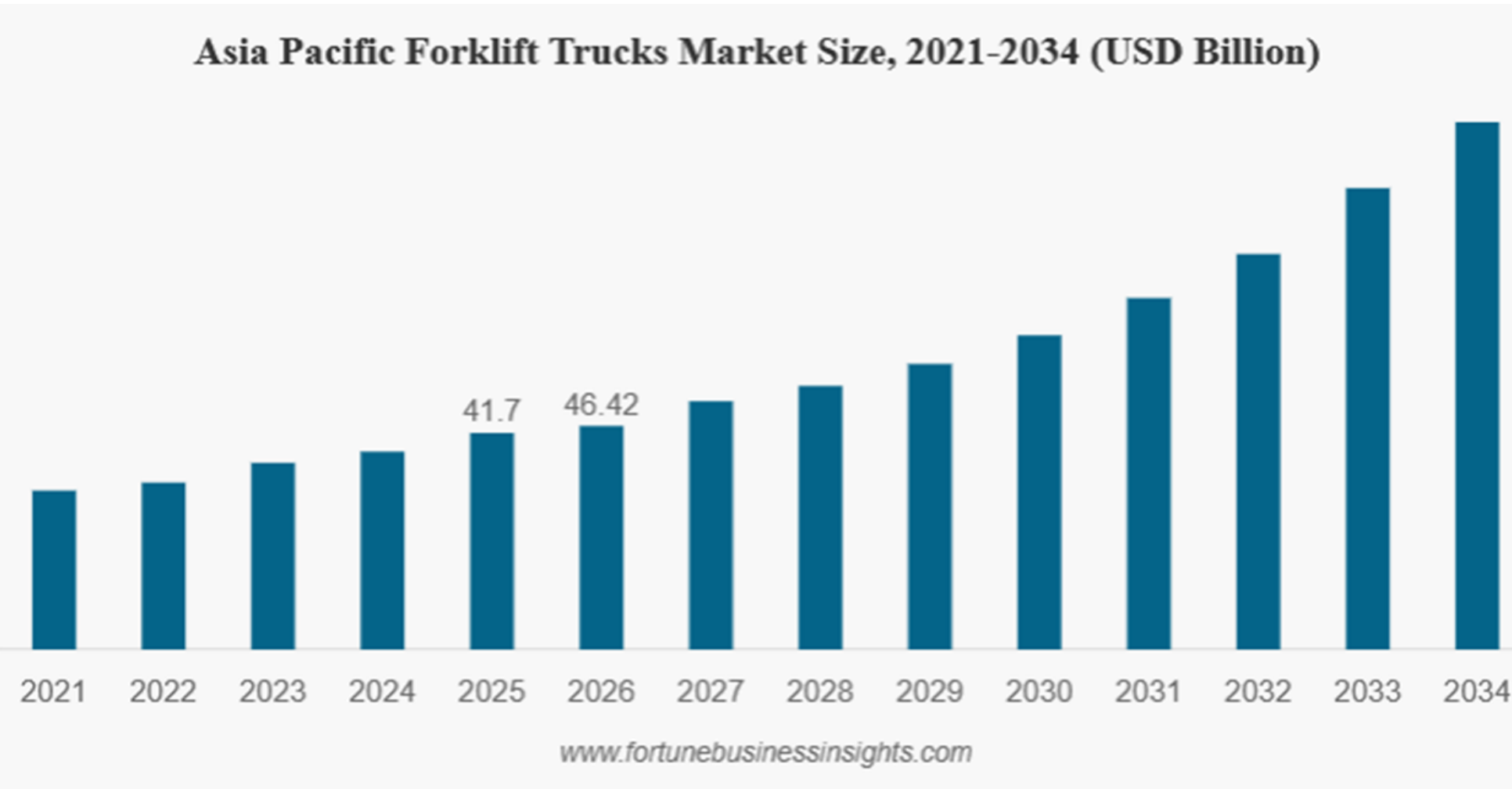
Clark Material Handling	+5.00%
Hyster-Yale	+4.37%
Anhui (HELI)	+2.45%
Crown Equipment	+2.12%
Toyota Industries	+2.07%

Revenue Decline

Doosan Bobcat	-24.00%
Mitsubishi	-4.31%
KION Group	-4.27%
Jungheinrich	-2.78%
Hangcha	-0.17%

Asia Pacific Market in 2025

Asia Pacific Forklift Trucks Market Size, 2021-2034 (USD Billion)



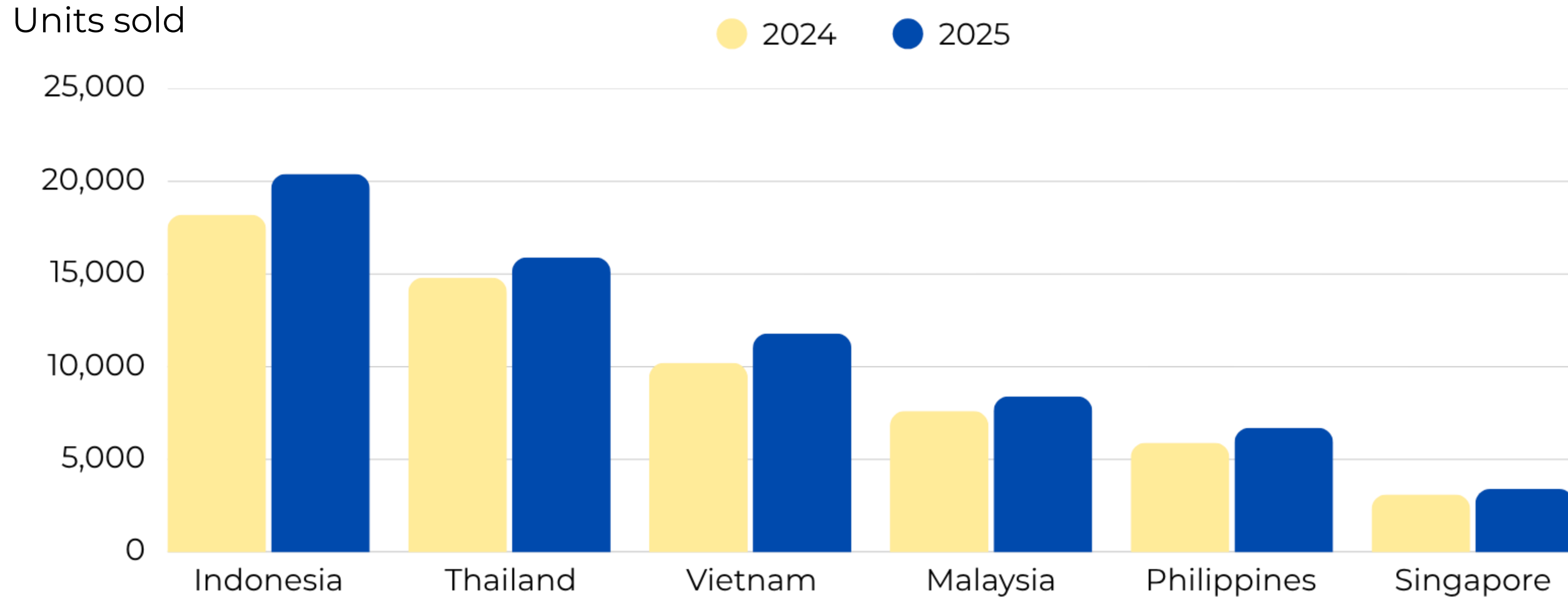
Revenue

USD 41.7 billion, 48.6% of global market

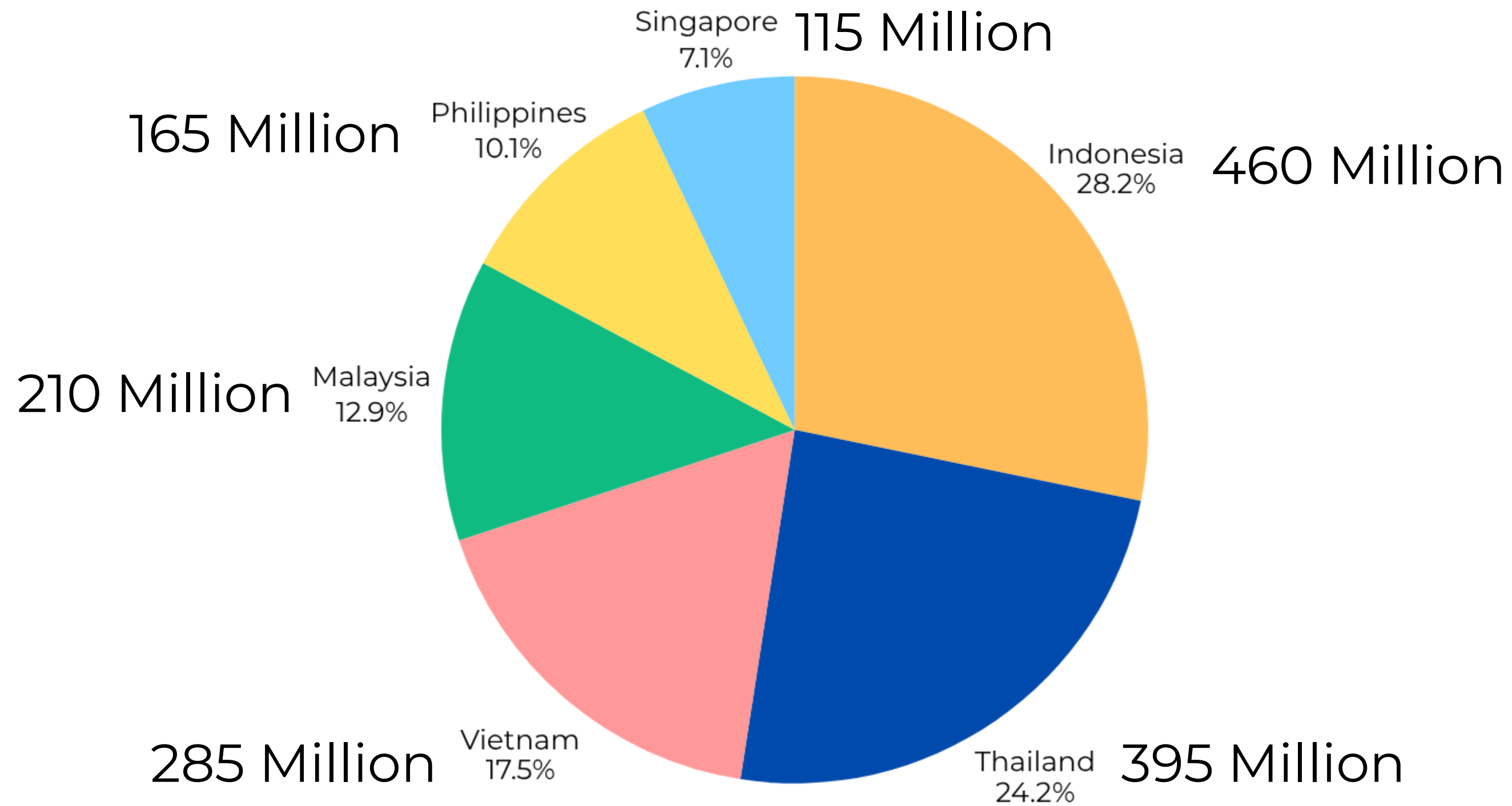
Key markets

China, India, SEA

SEA Forklift Sales (2024–2025)

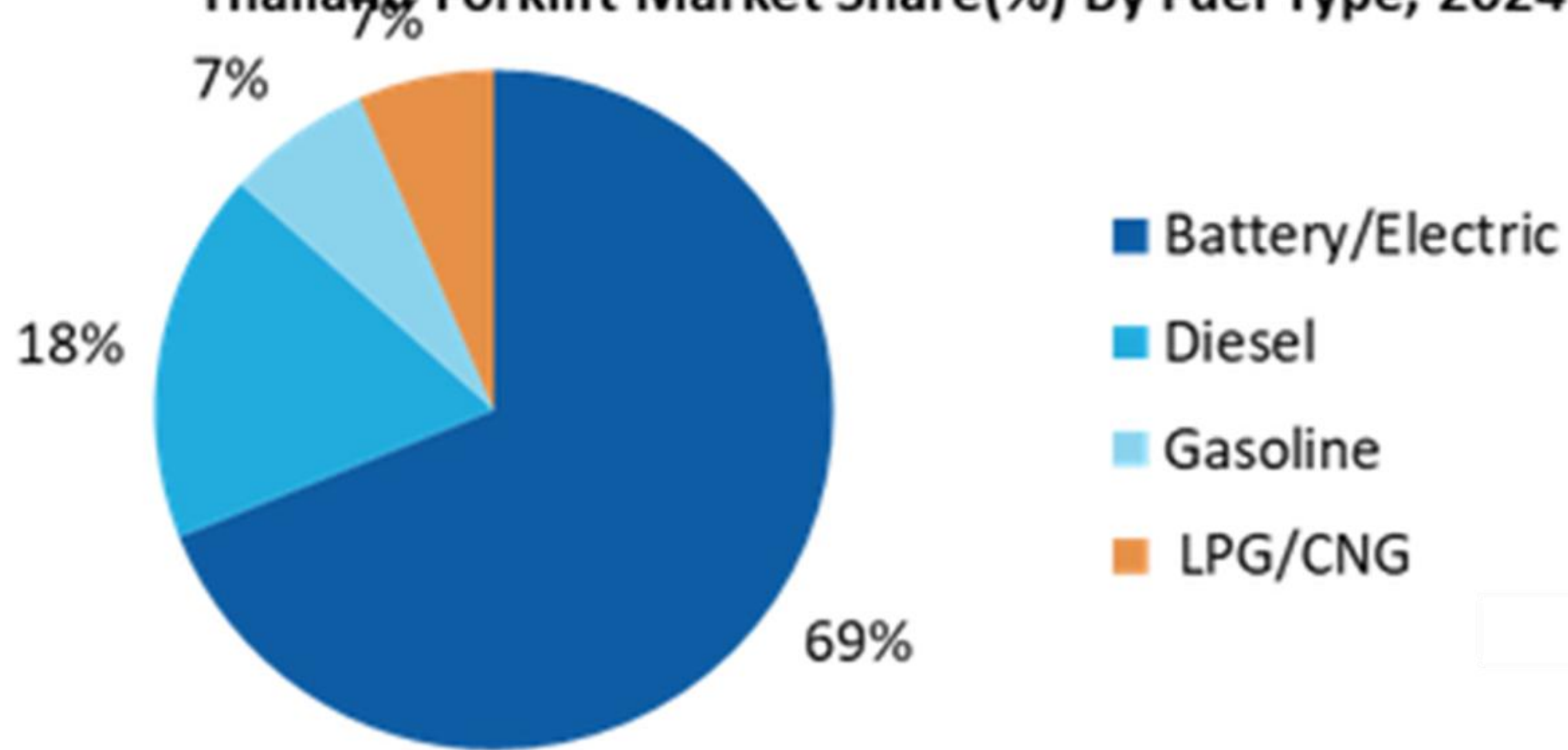


SEA Forklift Market Size in 2025



Thailand Forklift Sales in 2024

Thailand Forklift Market Share(%) By Fuel Type, 2024



CAGR: ~7.4%, 2025-2031

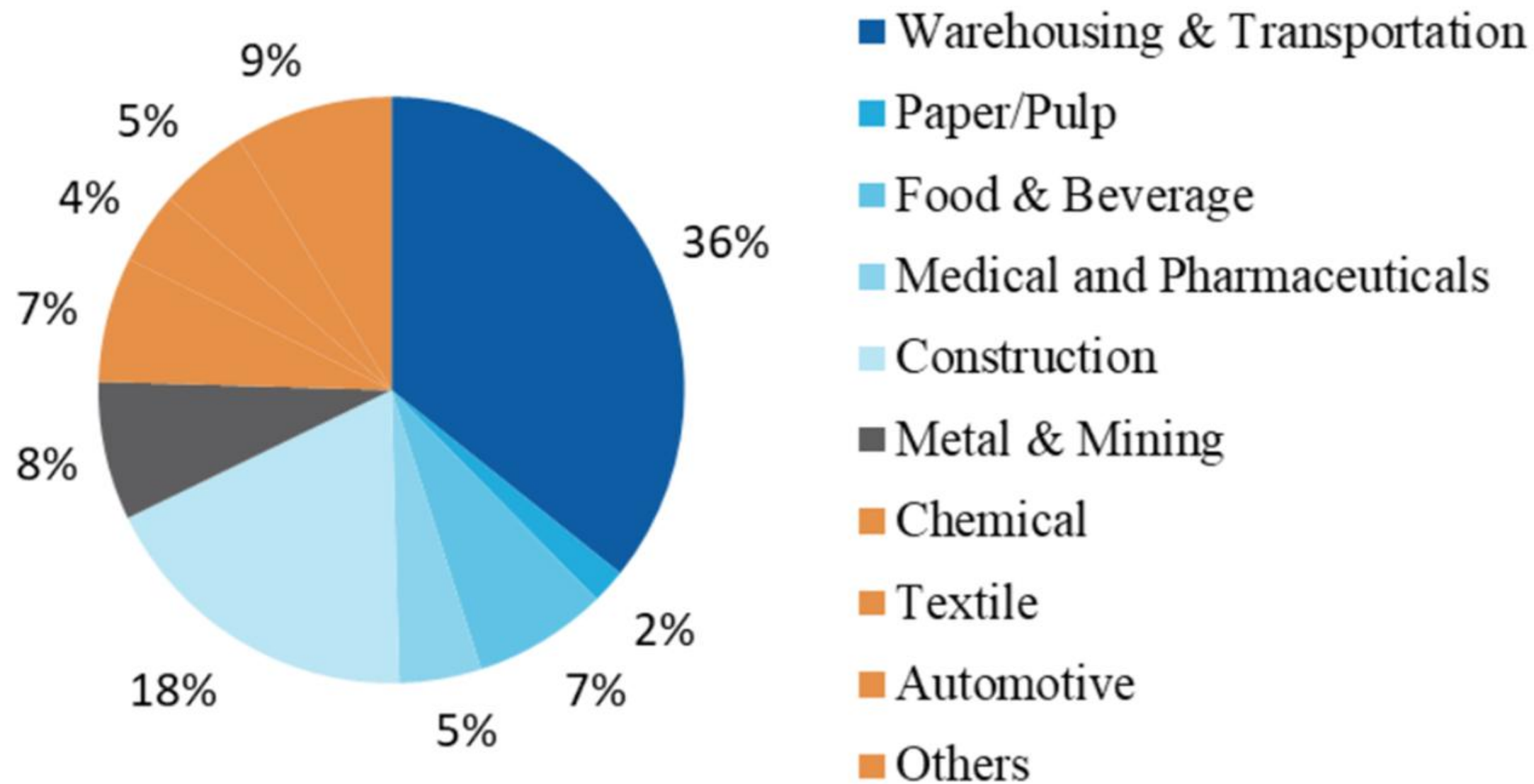
Size: USD 340-360 M

Class I : USD ~77 M

Less Than 5.0 ton: USD ~232.6 M

Thailand Forklift Market by End-User Industry in 2024

Thailand Forklift Market, By End User, 2024



Thailand Forklift Rental in 2024

Thailand Forklift Rental Market Size (In USD Billion)

Thailand Forklift Rental Market
Thailand Forklift Rental Market Size (In USD Billion)

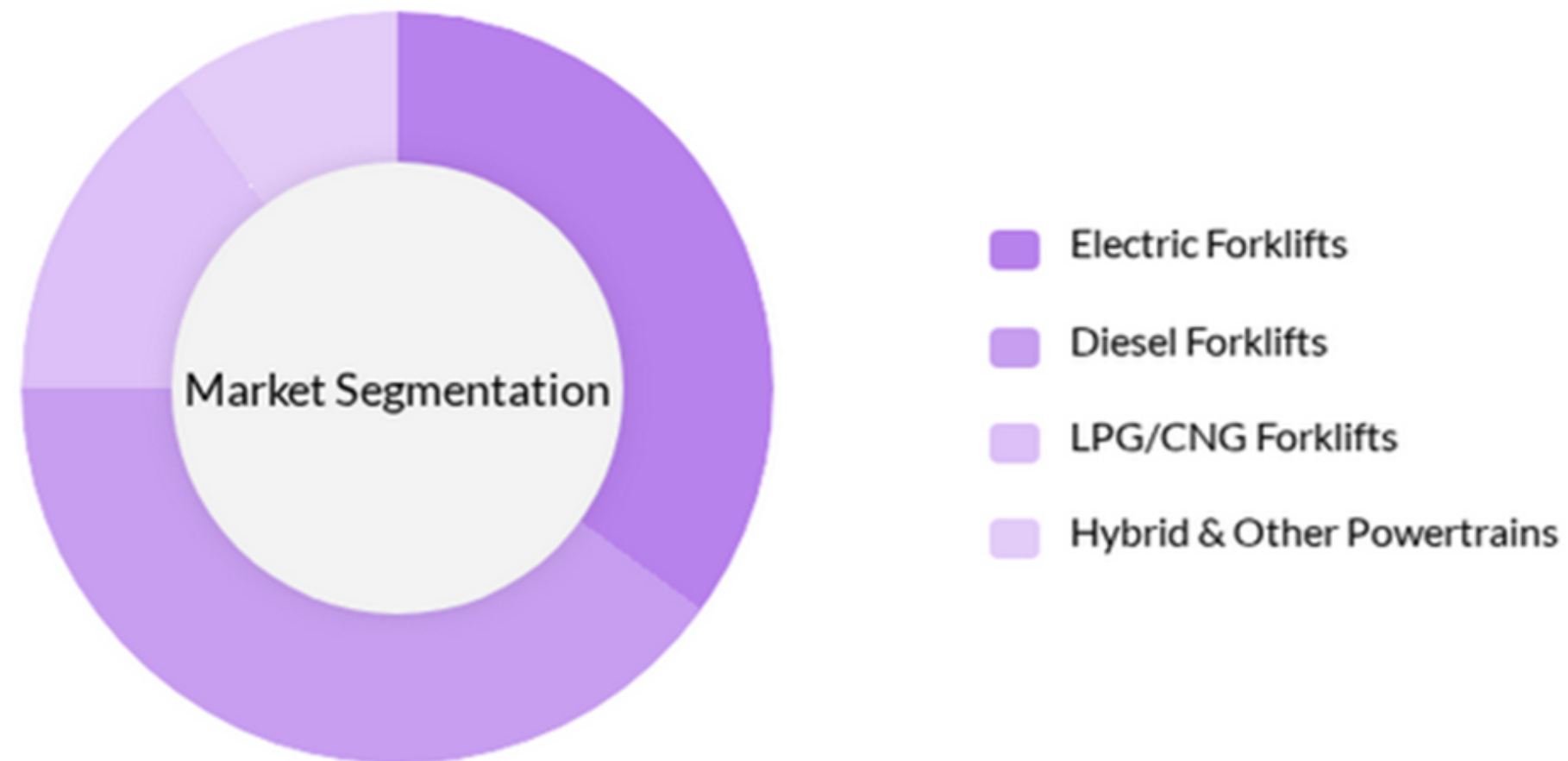


Sources: Ken Research Analysis

Thailand Forklift Rental in 2024

Thailand Forklift Rental Market Segmentation By Power & Fuel Type (in value %)

Thailand Forklift Rental Market
Thailand Forklift Rental Market Segmentation By Power & Fuel Type

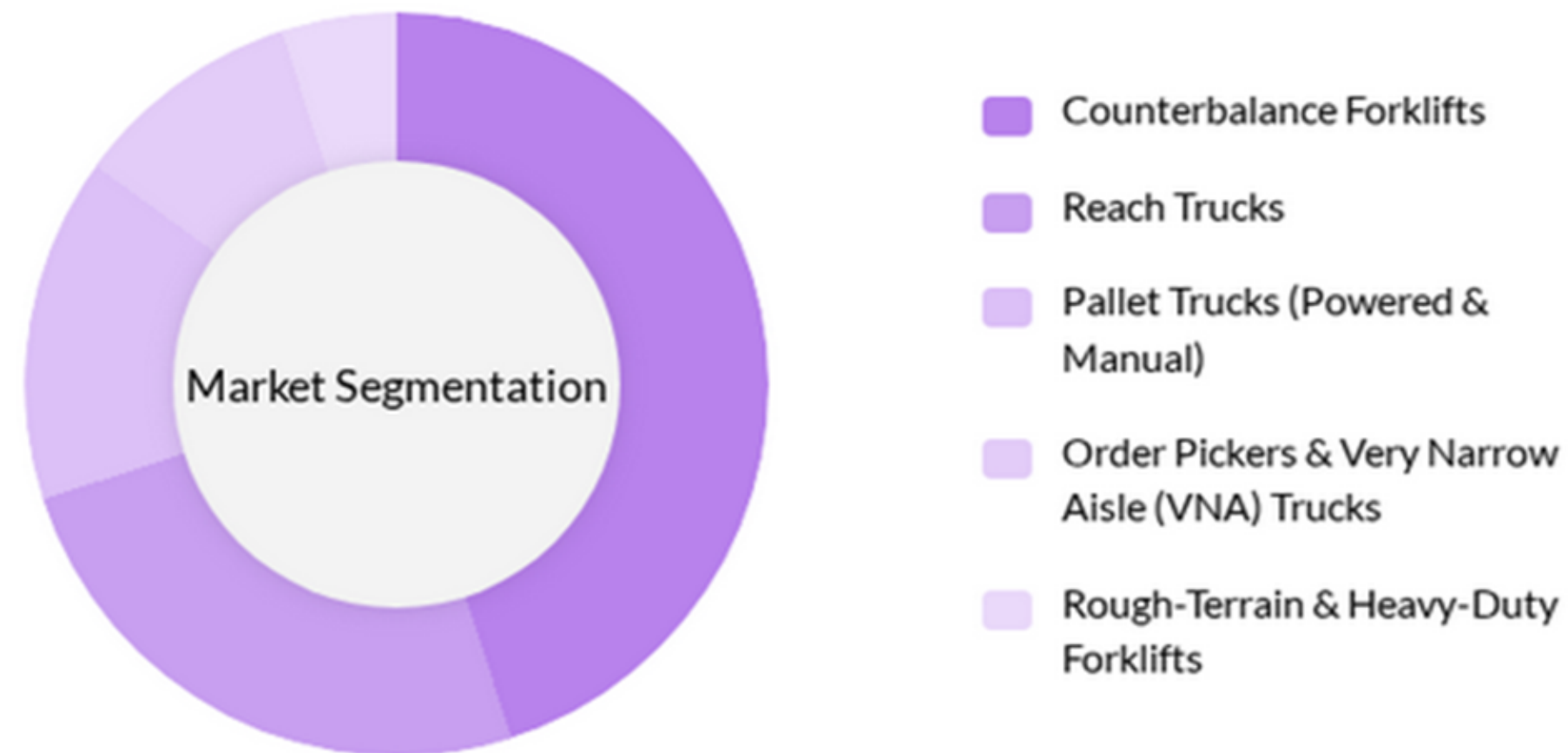


Thailand Forklift Rental in 2024

Thailand Forklift Rental Market Segmentation By Mast & Equipment Type (in value %)

Thailand Forklift Rental Market

Thailand Forklift Rental Market Segmentation By Mast & Equipment Type



Source: Ken Research Analysis

Expansion of Chinese-brand Forklifts in Thailand

Anhui Heli Group

- Announced plans to establish **HELI Thailand** with a THB 20.17 billion investment, holding **75% equity**
- Annual Capacity of **10,000 forklifts & 10,000 lithium battery packs**
- Investment Timeline: Phased over 5 years, with THB 1.51 billion initial investment

Hangcha Group

- Hangcha Thailand is **100%** wholly-owned by **Hangcha Group**
- Annual Capacity of **10,000 forklifts & lithium battery packs**
- Investment Timeline: USD 20 million in registered capital; in July 2025, Hangcha signed a strategic cooperation agreement with JD.com Industrial to support its Thailand operations.

Zhongli Group

- Plans to establish ***Zhongli Thai Forklift*** with ***72% direct shareholding***
- Annual Capacity of **10,000 forklifts & AGVs**
- Investment: USD 10 million phased over five years; on May 2, 2025, a global cooperation agreement was signed with Jungheinrich (Germany) to establish the joint brand '**Anton by Jungheinrich**'.

Expansion of Japanese-brand Forklifts in Thailand

LogisNext Group

- ***Logisnext Manufacturing (Thailand)***, established on August 15, 2011 has registered capital of approximately THB 445 million
- Associated Entity to **Nichiyu Asia (Thailand)**

Thailand's Forklift Market Transition



Forklift Industry Trends in 2026

Electrification

Rapid shift to electric forklifts for sustainability and cost savings

Automation

Autonomous forklifts, IoT fleet management, smart warehouse solutions

Forklift Industry Trends in 2026

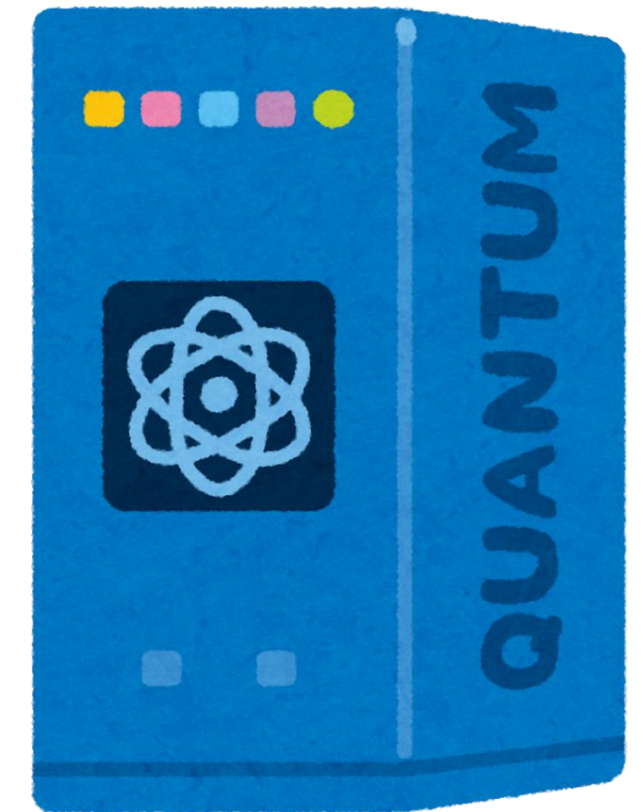
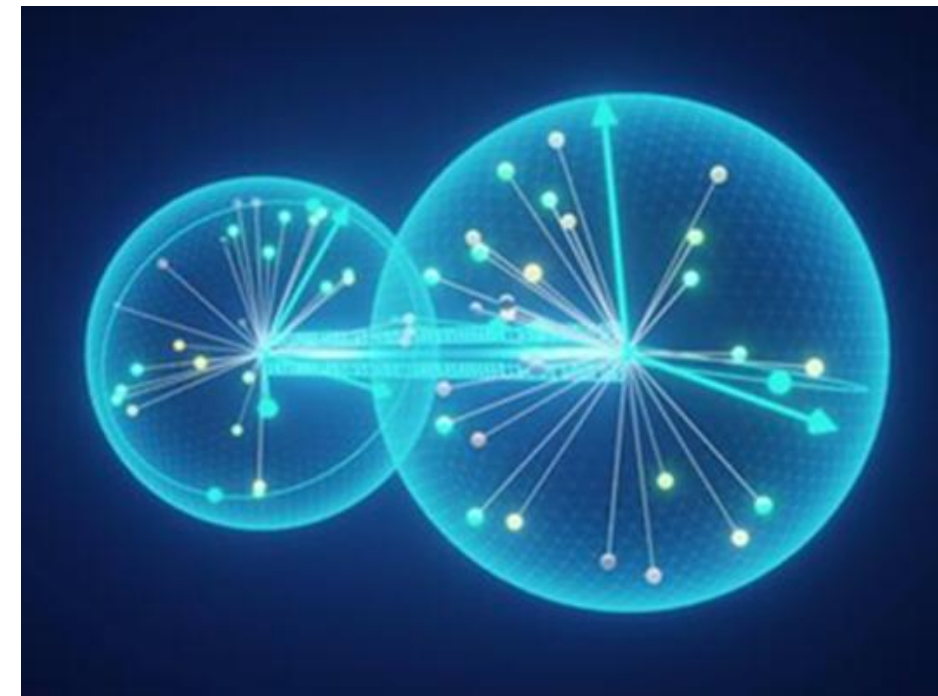
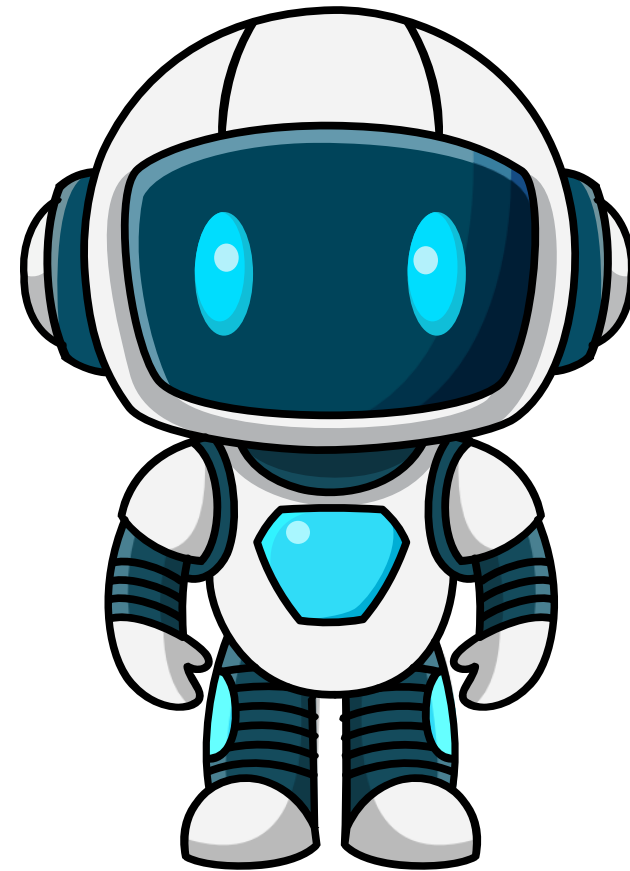
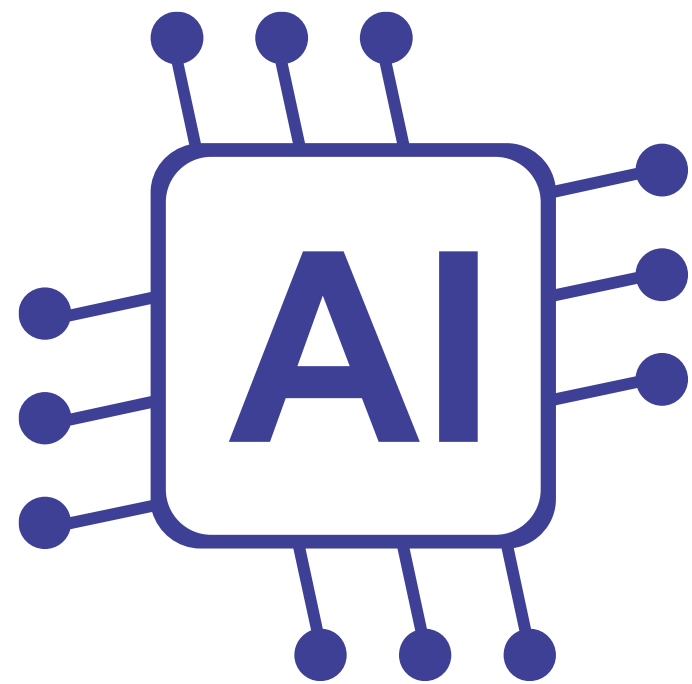
E-commerce demand

Fulfillment centers fueling growth

Industry diversification

Construction, Automotive, Cold chain logistics

Impact factors on Future Trends



Q & A



Thank You