

IN THE NEXT ISSUE OF



Place your products in front of more than 31,000 crane, telehandler and aerial work platform buyers & users who will read the September issue of **Cranes & Access**...



THIS ISSUE WILL INCLUDE:



THE BIG VERTICAL DAYS SHOW GUIDE

The comprehensive 50 page guide to Vertical Days 2025 will feature every exhibitor with details of products and services on display. The major show returns to the Newark Showground in Nottinghamshire on September 10th and 11th and is set to be the largest in its 20 year history.

ALONG WITH FEATURES ON:

SPIDER LIFTS

We look at the latest developments and new manufacturers in this steadily growing and important market sector as more and more end users appreciate their variety and capabilities.



LOADER CRANES

We take a look at the latest product and technological developments, including recent new product launches and some unusual and interesting applications. If you have any information to share, we would love to hear from you.



ROUGH TERRAIN CRANES

Although small in overall sales numbers in many markets, the Rough Terrain crane is often an essential item of equipment on site. We look at some of the latest developments including the arrival of battery electric powered units.



Send any information, news, photographs or ideas on these subjects to editor@vertikal.net

Every issue of **C&A** is also packed with our **regular columns** and **news** plus **reader's letters, books, models, training**, along with the latest news from **CPA, ALLMI, and IPAF**.

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IPAF PUBLISHES RENTAL MARKET REPORTS

IPAF has published its annual aerial work platform rental market reports, which suggest slower growth across most markets in 2024. The reports estimate the size of the global aerial work platform rental fleet and include information on rental revenue and rates, fleet size, utilisation levels, changes in fleet mix, machine power sources, investment and machine retention periods. The analysis covers rental markets across Europe, the United States, and Asia, and was conducted by Ducker Carlisle.

Last year, aerial work platform rental markets in both Europe and the US recorded revenue growth, though the pace of growth slowed compared to previous years.

EUROPEAN MARKET

According to the survey, European rental market revenues increased three percent last year, to reach around €3.5 billion, while companies added a total of around 8,000 units to the regional fleet, an increase of two percent. France's fleet remained flat, the UK is said to have contracted by two percent, while Italy and the Netherlands recorded growth, but at slower levels.

Rental rates are said to have increased by one percent overall, with Nordic countries recording two to three percent increases, while Germany and France were lower. Average utilisation was 64 percent, with Italy and the Nordic region reporting higher utilisation levels, while other markets reported declines. Fleet investment fell six percent in 2024 compared to 2023.

US MARKET

The North American powered access rental market is reported to have improved one percent in terms of revenues, while total aerial work platform rental fleet is now estimated at 857,000 units, with no expansion recorded. The average utilisation was reported as 71 percent while rental rates were one percent higher, as companies focused on utilisation and cash flow rather than price increases. Investment declined to five percent in 2024 from 13 percent in 2023, as companies prioritised fleet renewal and adopting more cautious approaches by aging their fleets a little.

ASIA

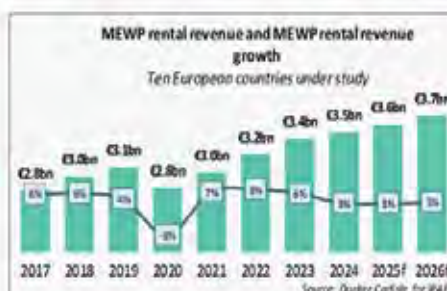
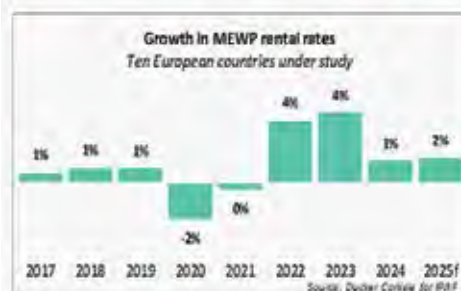
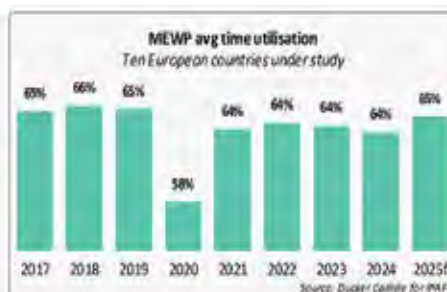
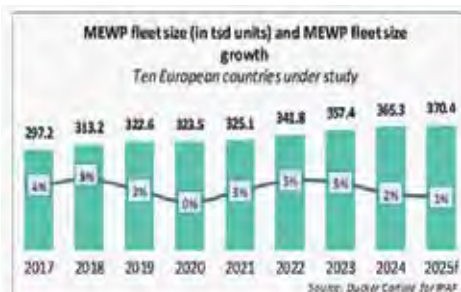
The Chinese aerial work platform rental market is estimated to have declined 19.6 percent in 2024 following several years of rapid growth. As a result, fleet growth slowed, as utilisation rates and rental rates declined. The market is said to have entered a 'correction phase' due to oversupply, reduced demand, and competitive pressures, as rental companies faced fewer projects.

The Indian market is reported to have grown by 32 percent, with a 24 percent growth in the national fleet while utilisation improved four percent.

Saudi Arabia's rental market grew by 33 percent, with an 18 percent increase in fleet size. The growth coincides with construction projects including NEOM, Qiddiya, the Red Sea Project, and the Riyadh Metro.

IPAF chief executive Peter Douglas said: "The indicators, trends, and forecasts featured in these reports offer essential insights for anyone operating in the powered access market - not only rental companies, but also equipment manufacturers, suppliers, and investors. They provide the data needed to make informed decisions on investment planning, strategic growth, and overall business direction."

IPAF manufacturer, supplier, distributor and rental company members can apply for a free copy of the report at www.ipaf.org/reports while non-members can purchase the report.



Attendees during the conference

IPAF ASIA CONFERENCE IN SOUTH KOREA

The IPAF Asia Conference was held in South Korea in July, with 180 delegates attending the event at the Doubletree hotel in Seoul Pangyo. The annual conference serves as a gathering for the region's powered access industry. The programme featured presentations on safety standards, regulatory updates and digital integration.

The afternoon included equipment demonstrations from Sinoboom, XCMG and Herd. Several interactive activities included a platform Safety Champion Challenge and IPAF Passport Activity, with prizes including tickets to future IPAF events.



An XCMG boom in operation

IPAF PARTNERS WITH VPPPA

IPAF North America and the Voluntary Protection Programs Participants' Association (VPPPA) have formed an alliance to improve workplace safety standards. The collaboration focuses on promoting prevention strategies, advancing safety technologies and educating professionals on the safe use of aerial work platforms. The alliance aims to unite efforts for safer work environments through safety management systems, equipment manufacturers, and certified safety solutions.

Chris Williams, VPPPA executive director said: "VPPPA's strategic alliance with IPAF is built on our organisation's shared vision: to ensure that every worker goes home at the end of their shift in the same, or better, condition than which they arrived."

