

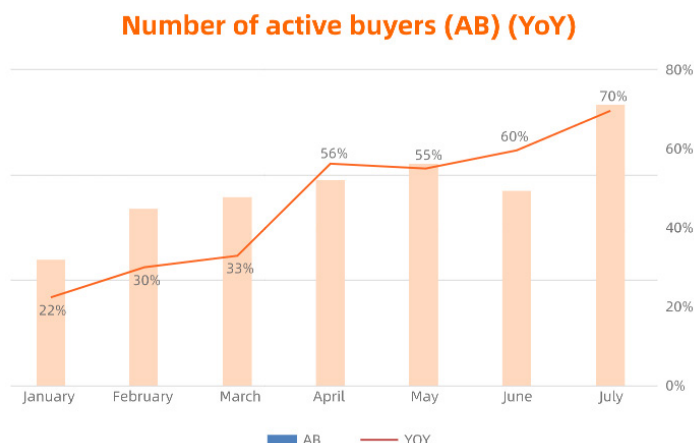
INDUSTRY REPORT

Machinery



Platform data performance

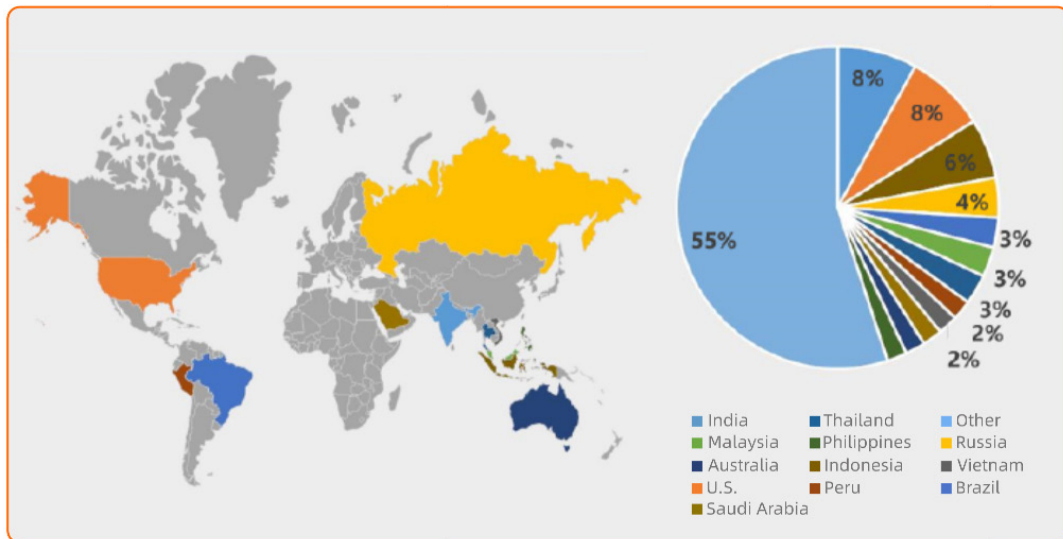
Business opportunity and potential



- According to Alibaba.com data from 2019, the average number of inquiries sent by customers, the number of buyers and the number of orders per customer in the Engineering & Construction Machinery category showed an upward trend
- In the first seven months of 2019, the number of buyers sending inquiries in the construction machinery industry increased by an average of 45%, and the number of orders increased by an average of 127%
- In April 2019, the New Trade Festival's traffic reached its peak, and its popularity has continued to this day, with high buyer activity and good business prospects

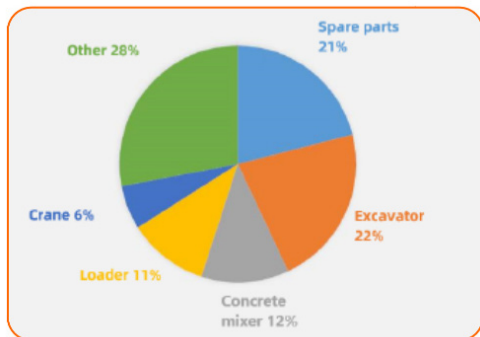
Buyer country distribution

Market share for the Engineering & Construction Machinery category on Alibaba.com

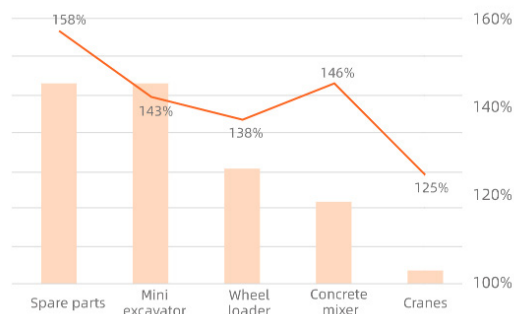


Popular keywords

Most popular search terms in the Engineering & Construction Machinery category



Main keywords in the Engineering & Construction Machinery category and their annual growth rate



“Excavator” was the most popular search term in the Engineering & Construction Machinery category, accounting for 22% of overall traffic. The next most popular search terms were “spare parts,” “concrete mixer,” “loader” and “crane,” at 21%, 12%, 11% and 6% respectively.

Top 4 keywords



1000kg hydraulic mini excavator



Excavator spare parts for heavy duty machinery



0.8 2.2 crawler small digger mini excavator



Track roller spare parts excavator parts

The specificity of these keywords shows that buyers are highly professional and have clear requirements.

Popular products

Top 3 products



Construction machinery crawlers (rubber and metal) are the most popular products in the Engineering & Construction Machinery category on Alibaba.com. The next most popular are accessories compatible with specific brands, such as CAT, Volvo and Komatsu. Construction machinery attachments are also important to buyers, for example breakers and buckets.



Top 4 earth-moving machinery



1 Small excavators



2 Small loaders



3 Small compactors



4 Bulldozers

Earth-moving machinery that buyers are most interested in products are less than three tons. These products have a wide range of applications, low technical requirements, and low prices. Buyers in both developed and developing countries have a high demand for these products.

Top 3 hoisting machinery



1 Car cranes



2 Small hoisting machines



3 Gantry cranes

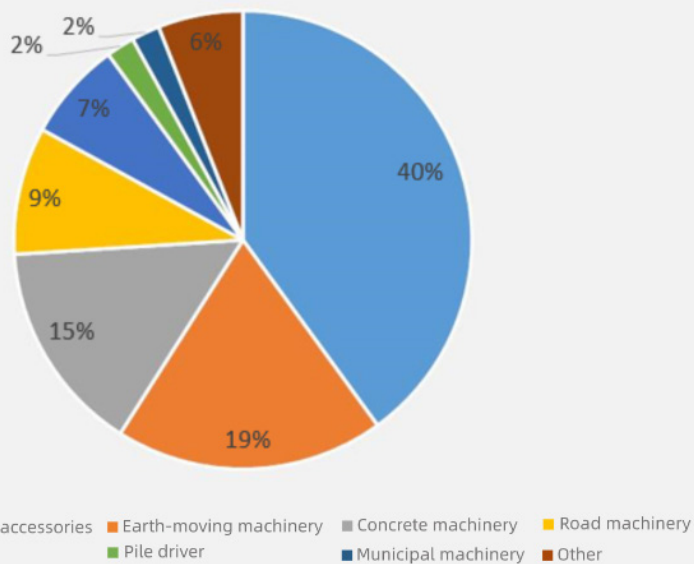
Cranes for lifting vehicles are widely used in all municipal construction projects and as a result, these products are ranked first in most countries. Small hoisting machines with a wide range of applications, that are simple in structure and have a low price, are also popular with buyers on Alibaba.com.



Suppliers on Alibaba.com

I Distribution of suppliers

In the Engineering & Construction Machinery category on Alibaba.com, suppliers are concentrated in the following products: Engineering machinery parts, earth-moving machinery, concrete machinery, road machinery, lifting machinery, pile driver, municipal machinery, mining machinery, mortar spraying machinery, construction hoists, rammers, and wipers.



About Alibaba.com

Our story

Founded in 1999, Alibaba.com was the very first business unit of Alibaba Group, and has become the world's leading B2B cross-border e-Commerce platform. Alibaba.com has

- Created a new foreign trade business operating system with the support of advanced technologies and digital products;
- Integrated digital transactions and digital credit systems to construct a comprehensive international trading system
- Mission: Provide a one-stop digital trading platform for small- and medium-sized enterprises (SMEs) around the world
- Adhered to the principle of 'customer first', the Alibaba.com mission is based on customer requirements and industry trends

Our data



150mil+
registered users



180mil+
global active buyers



300K+
daily inquiries



200+
countries and areas



40+
industries



5900+
categories



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