

Overviews of the Italian economy, construction sector, equipment rental market

Gian Luca Benci

Assodimi – external affairs



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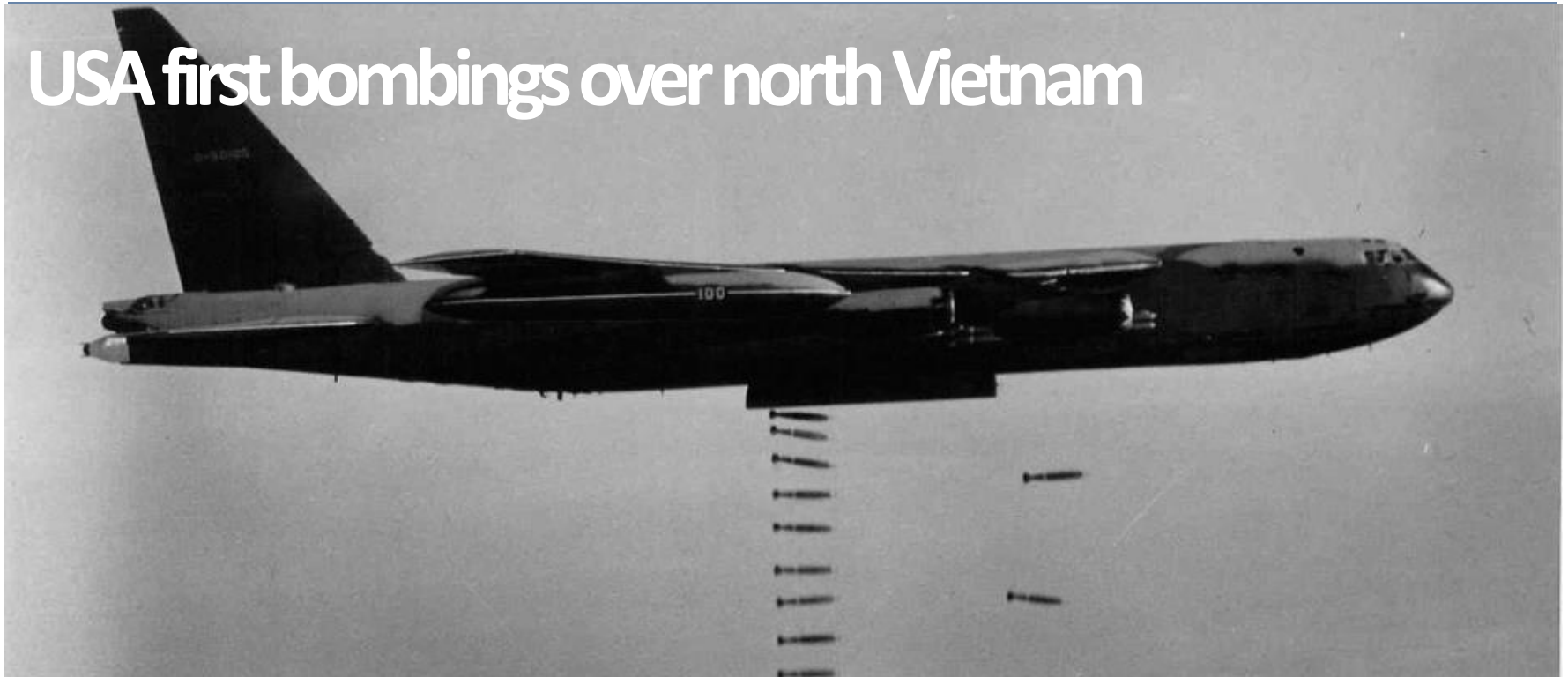
1966

John Lennon: “we are more popular than Jesus now!”



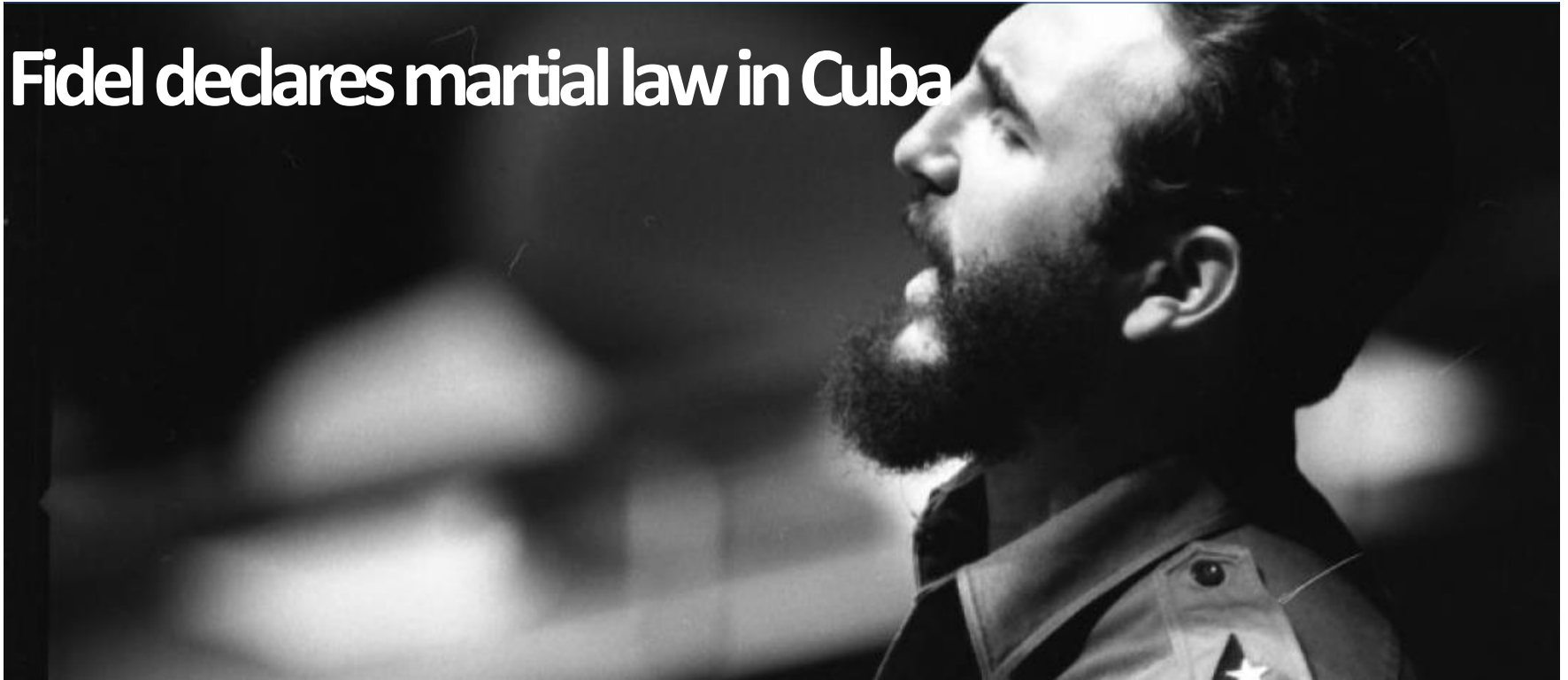
1966

USA first bombings over north Vietnam

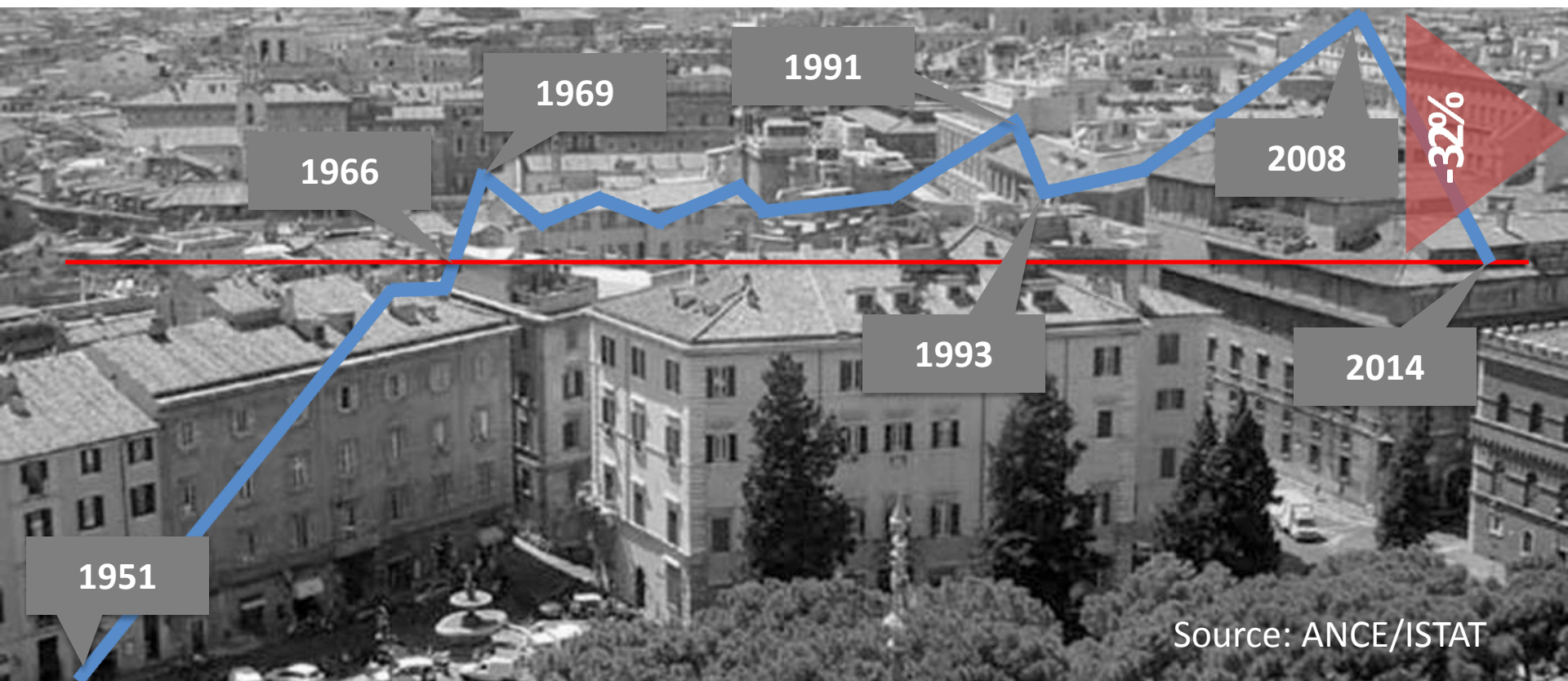


1966

Fidel declares martial law in Cuba



The construction industry in Italy



Source: ANCE/ISTAT

The construction industry In Italy

-32%

The construction industry In Italy



-32%

The construction industry in Italy

2008 - 2014

TOTAL OUTPUT

-32%

RESIDENTIAL

-23%

NON RESIDENTIAL

-41%

The construction industry in Italy

2008 - 2014

RESIDENTIAL

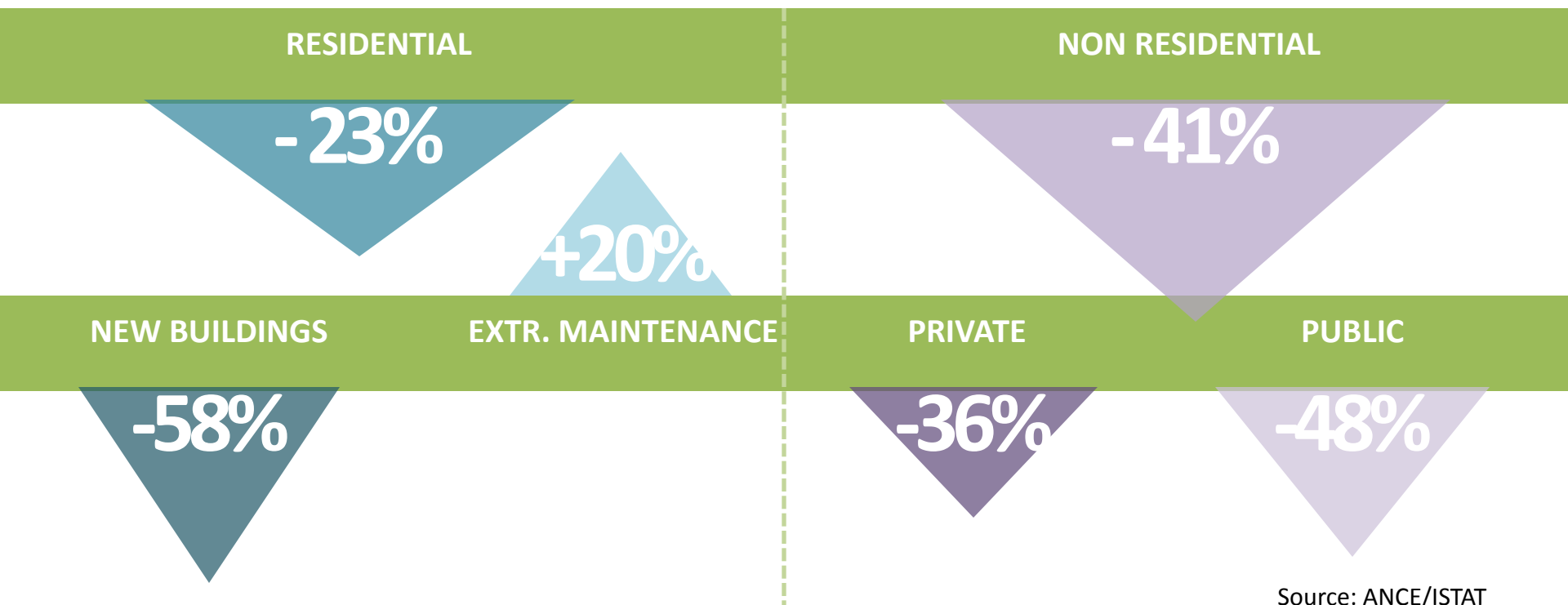
-23%

NON RESIDENTIAL

-41%

The construction industry in Italy

2008 - 2014



Source: ANCE/ISTAT

The construction industry in Italy

Residential: building permits for new houses

Year	Houses (number)	Surface (m ²)
2005	278,602	20,479,027
2009	141,586	10,703,097
2013	53,463	4,487,611
2005 - 2013	-81%	-78%

Source: ISTAT

The construction industry in Italy

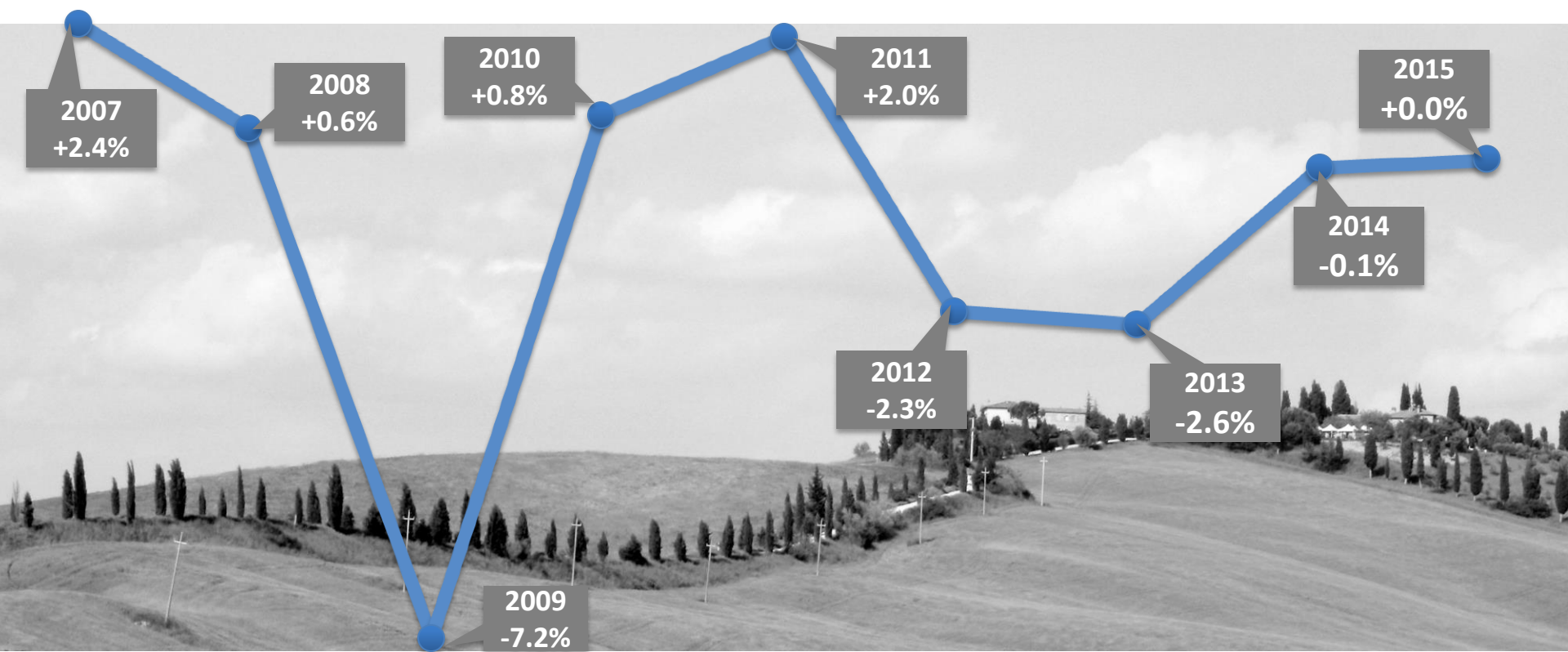
Residential: building permits for extraordinary maintenance

Year	Number
2005	342,396
2009	447,728
2013	1,273,800
2005 - 2013	+272%

Source: ISTAT

Italian GDP

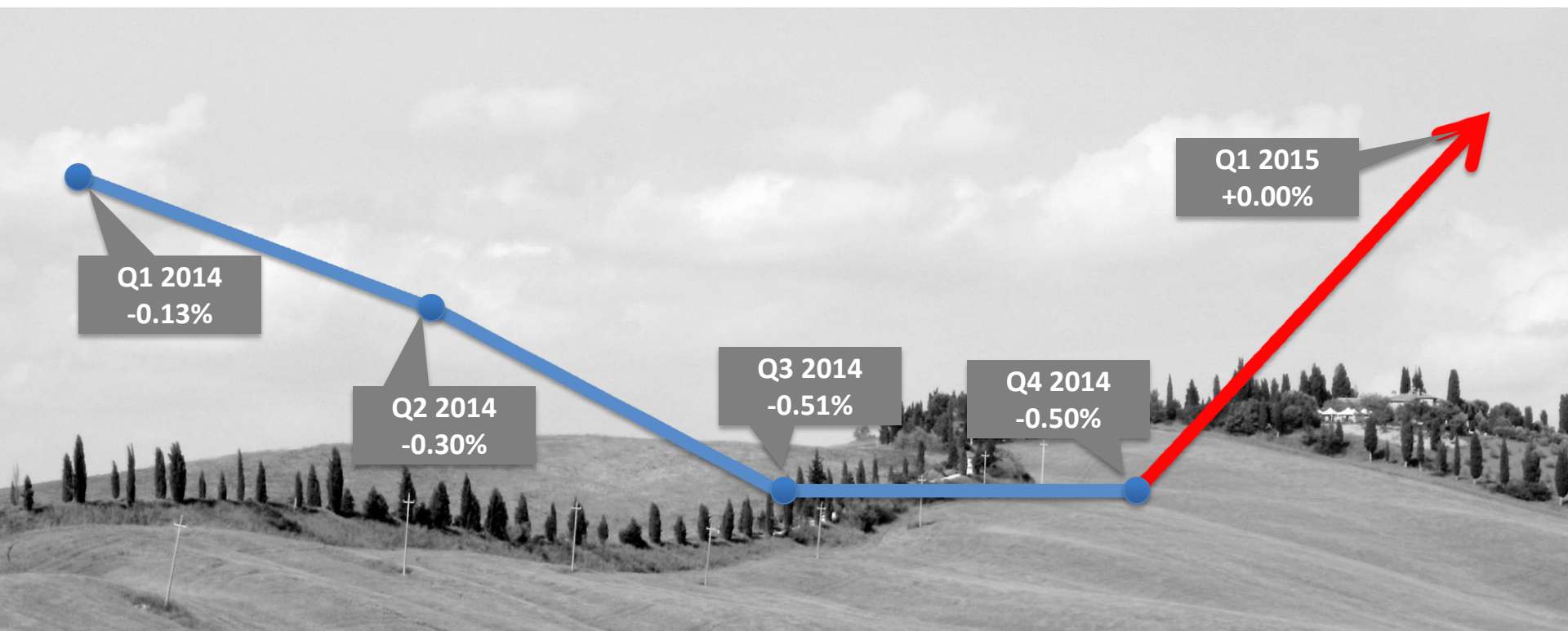
(yearly first quarter variations)



Source: ISTAT

Italian GDP

(yearly variations over the same quarter of the previous year)



Source: ISTAT

Past Italian governments



Today Italian government



01 /

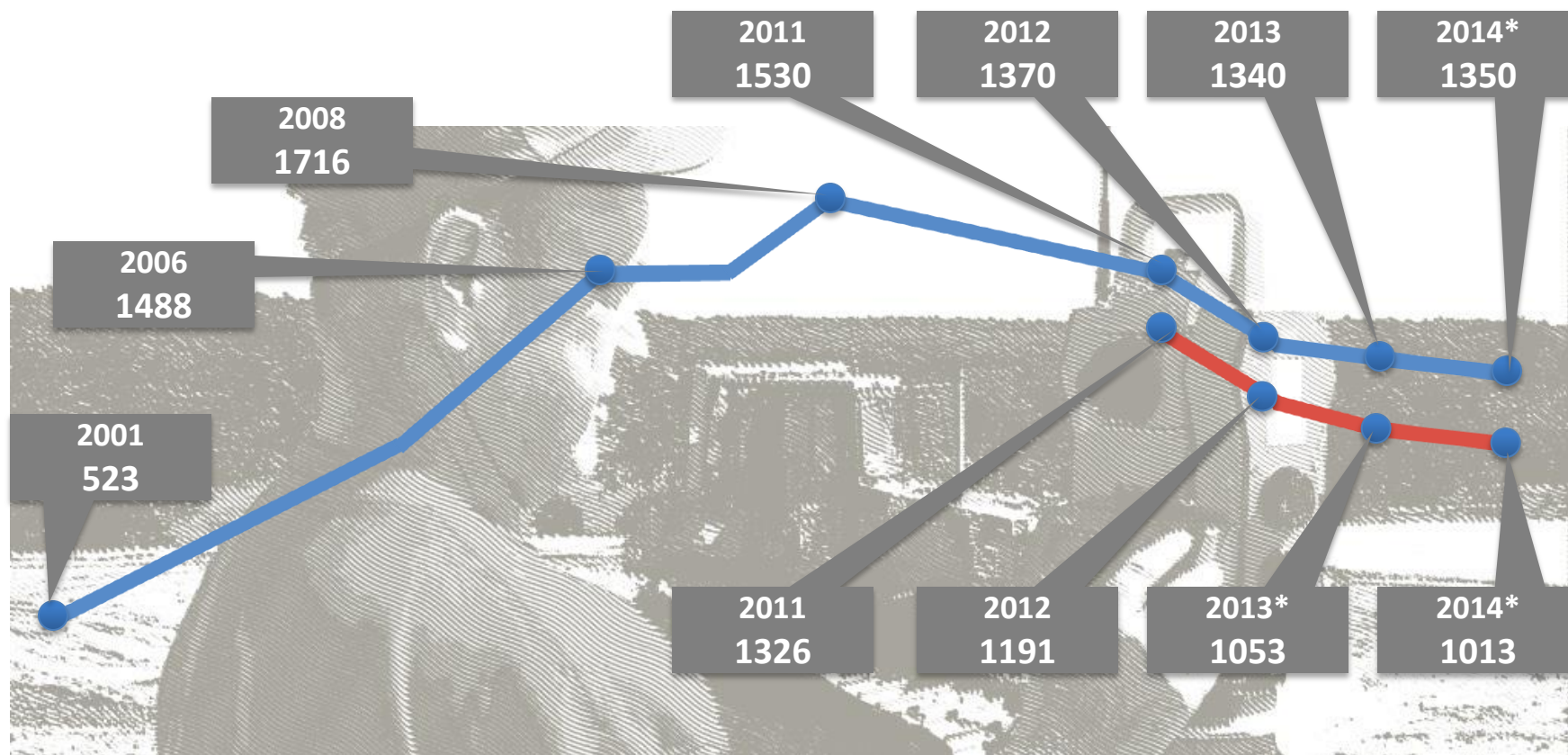
The Italian context

02 /

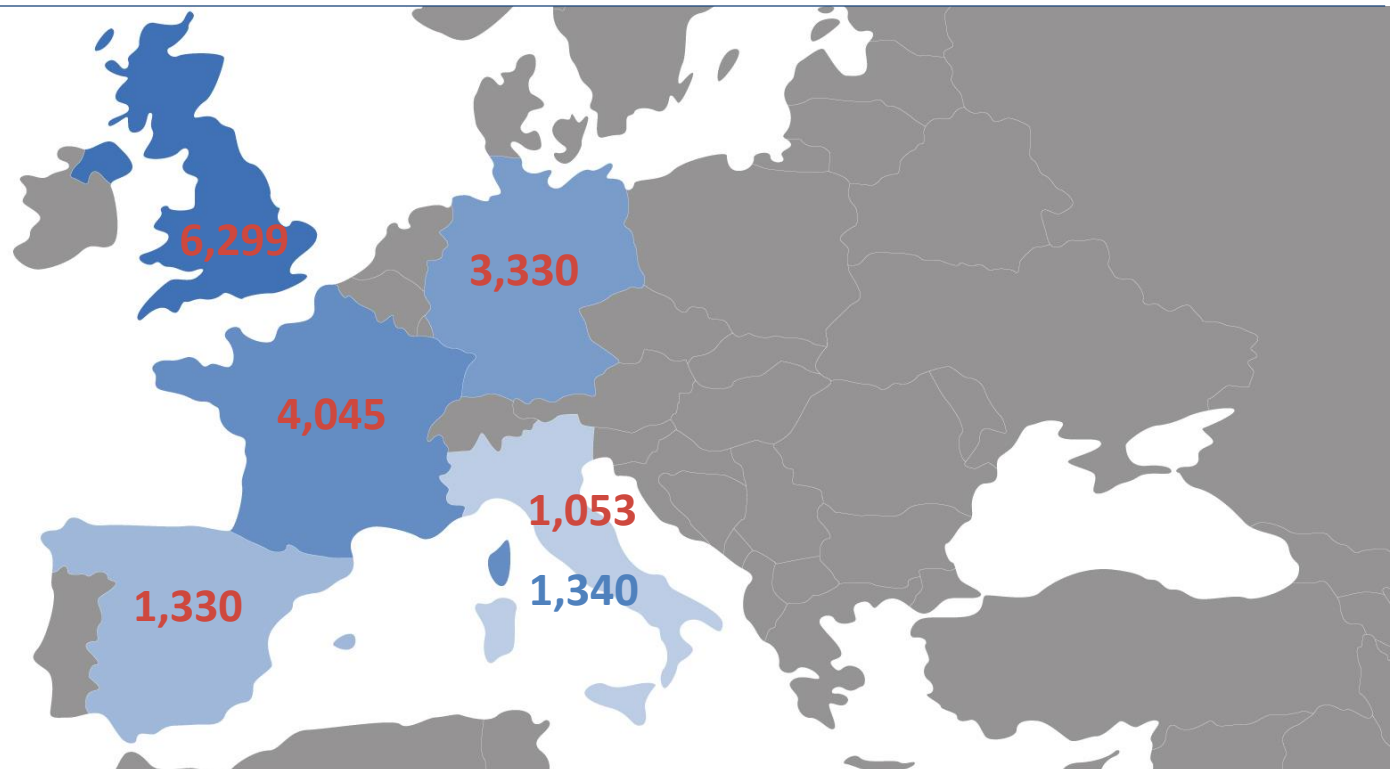
The equipment rental industry in Italy

Figures marked with * are estimates

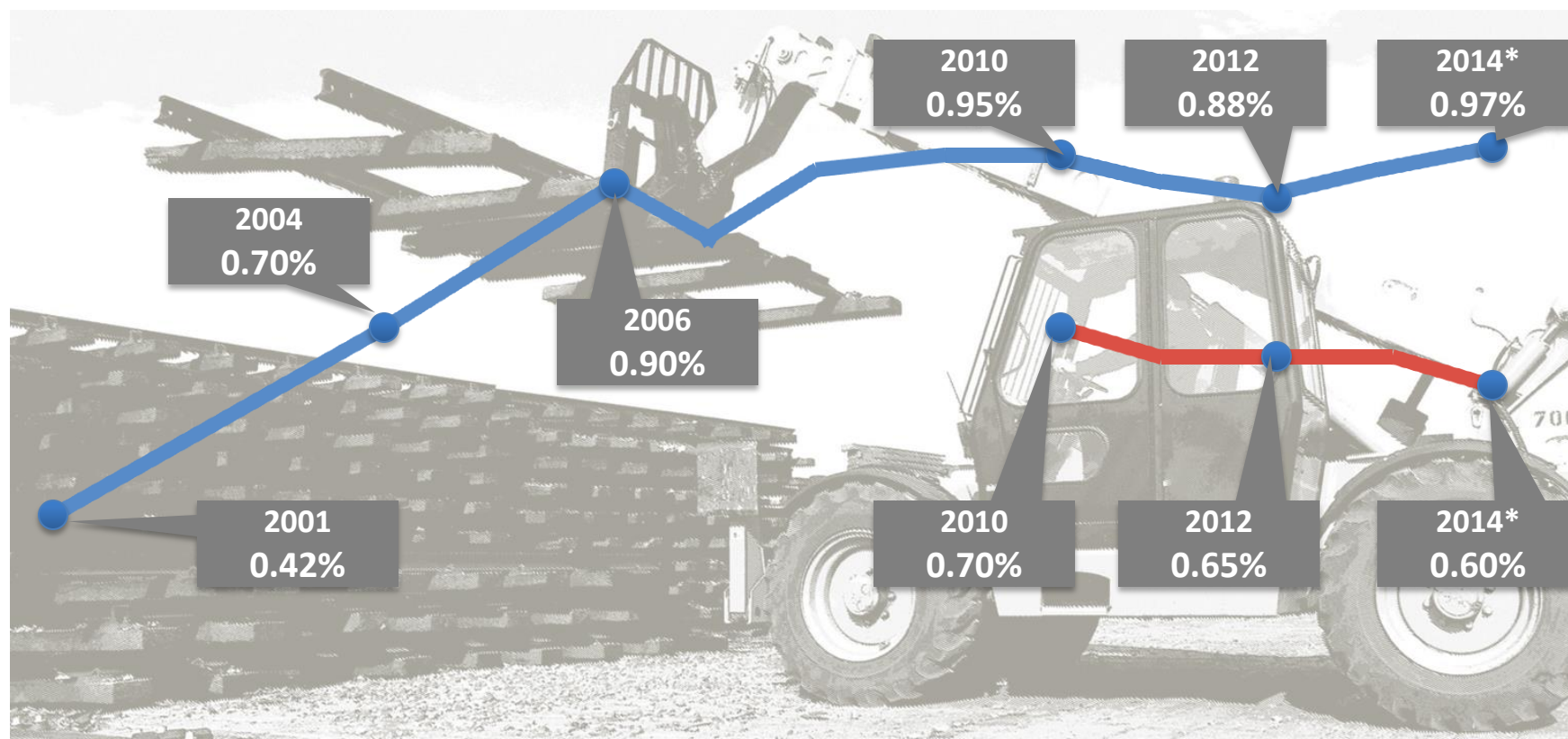
Turnover million €, source **Assodimi** and **ERA**



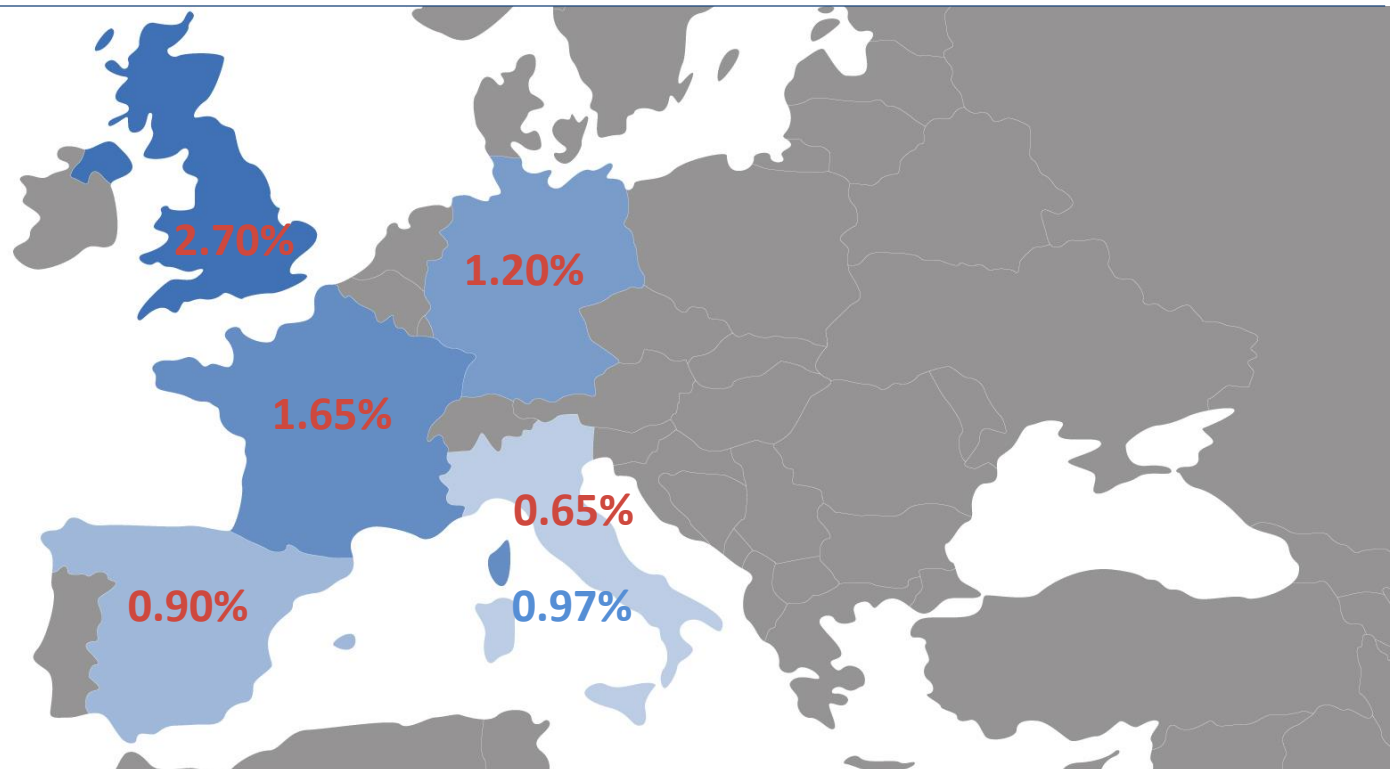
Turnover (2013, source [Assodimi](#) and [ERA](#))



Penetration rate (source **Assodimi** and **ERA**)

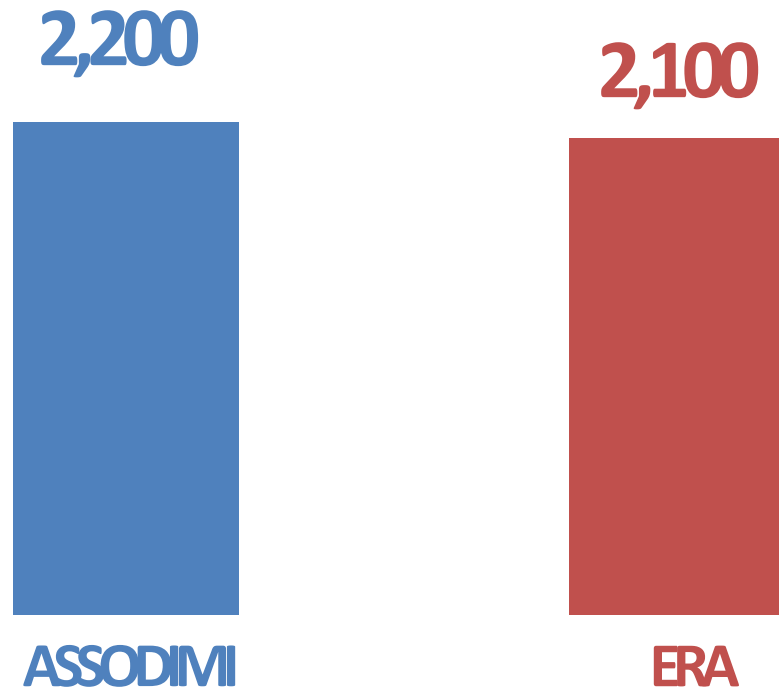


Penetration rate (2013, source: [Assodimi](#) and [ERA](#))



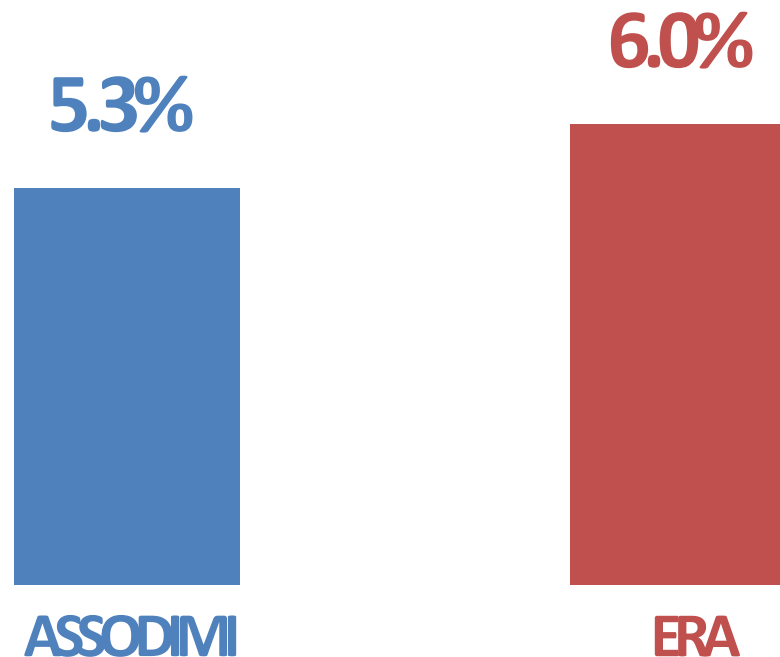
Rental fleet size (2013)

Value of the rental fleet (original cost, million €)



Investments (2013)

Investments in rental equipment / value of the rental

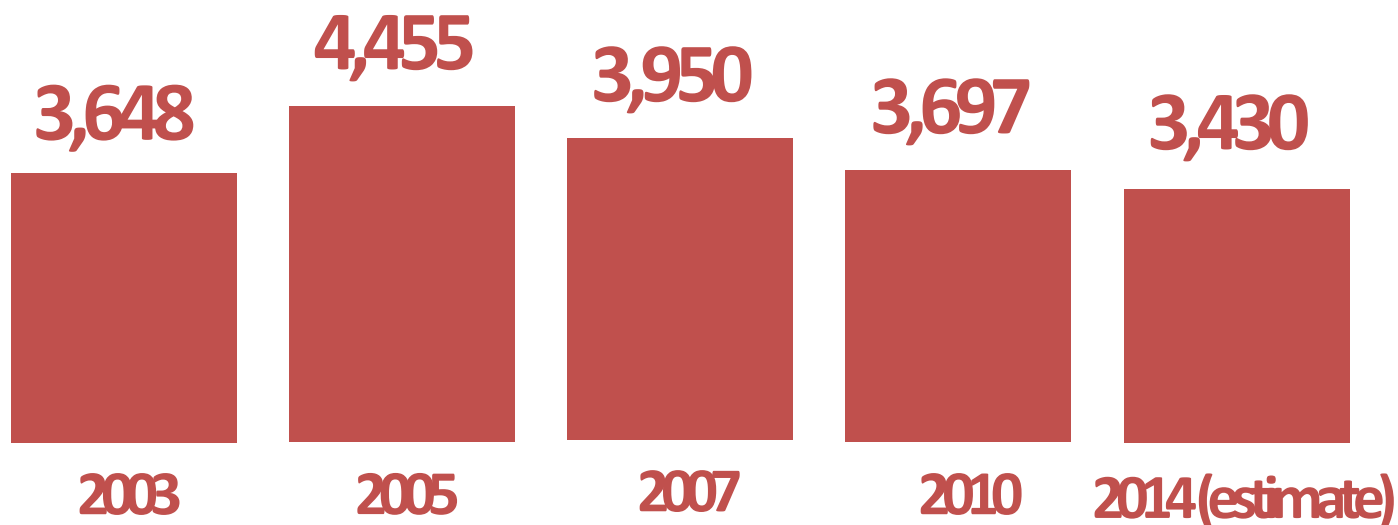


Turnover (million €, source: Assodimi)

SECTOR	2007	2014*	%Δ
Powered access & telehandlers	214	290	+40.2%
Scaffolding	217	270	+24.4%
Power generation, air compressors, temperature control	154	180	+16.9%
Modular & sanitary space	75	110	+46.7%
Earthmoving	373	270	-27.6%
Other construction equipment	186	110	-40.9%
Tower cranes	84	20	-76.2%
Other sectors (demolition, pumps, drilling, transports)	222	90	-59.5%
TOTAL	1524	1350	-11.4%

Market composition

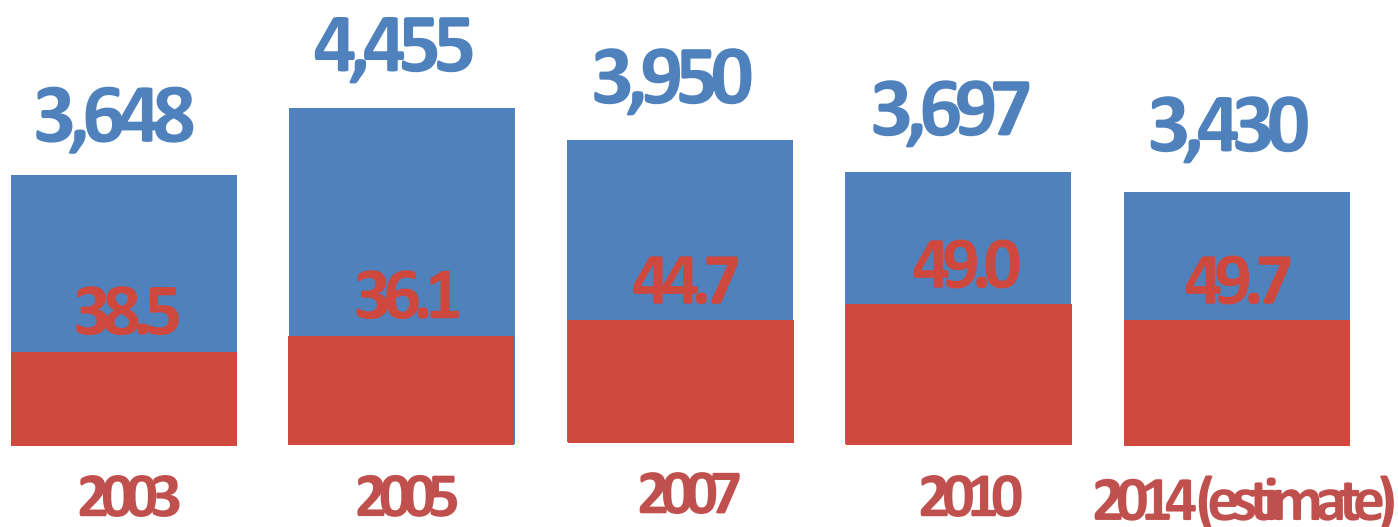
Rental companies and distributors (source: Assodimi)



Market composition

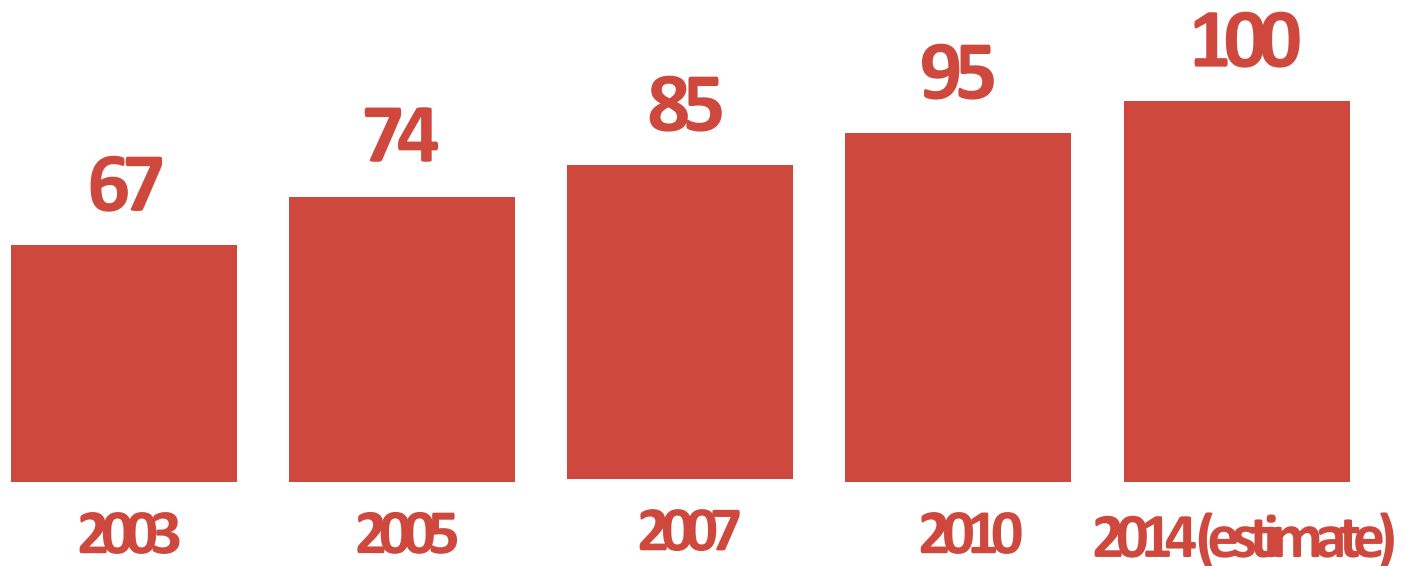
Rental companies and distributors (source: Assodimi)

Specialized rental companies (source: Assodimi)



Market composition

Rental companies with more than 3 branches (source: Assodimi)



Conclusions

1

Positive sentiment

2

The “crisis lesson”

3

Identifying rental companies

Thanks

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