

2024



TB/AUCTIONS  
**MARKET  
PULSE**

Insights into Europe's  
Digital Auctions in 2024

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# TBAuctions Market Pulse

## Insights into Europe's Digital Auctions

Welcome to the first edition of TBAuctions' Market Pulse, your source for insights into the European used industrial equipment market. With this report, we will provide key trends and data-driven analysis, helping you navigate market developments, pricing dynamics, and shifts in demand across various equipment categories.

**This edition offers an overview of the used industrial equipment landscape, along with focused insights into select machinery segments.** While this is just a glimpse of the vast inventory available across our brands, it highlights key asset trends and price movements shaping the market.

### About Us

As Europe's leading digital auction platform for B2B machinery and equipment, TBAuctions connects buyers and sellers across borders, ensuring efficient, sustainable, and value-driven transactions. Through our trusted brands: Klaravik, Troostwijk Auctions, Surplex, Auksjonen, PS Auction, British Medical Auctions, Vavato, HT Auctions & Valuations, and Auktionshuset dab - we connect **2.2MM lots** to our yearly **700K+ bidders** through our intelligent auctioning technology, helping over **46K sellers** maximize asset value and contribute to the circular economy.

**62K**

monthly bidders

**46K**

unique sellers per year

**1.5B**

net auction sales (EUR)

**30**


countries we operate in


If you would like to explore our full range of available assets, we invite you to visit one of our brands. If you are looking for insights on specific equipment not covered here, our sales representatives will be more than happy to assist you.

## Heavy equipment auction trends

In this report, we analyze key auction trends for major equipment categories within Agriculture, Logistics and Earthmoving & Construction, including:

 **Pricing index\*:** Insights into average sales prices across categories.

 **Top-selling brands:** The manufacturers leading demand in auctions.

 **Asset age & average price:** A look at how equipment moves through the secondary market.

 **Regional buyer trends:** Understanding where demand is strongest across our 170-country buyer base.

With over 200 views/lot, TBAuctions is at the forefront of transforming industrial asset sales. Whether you are a buyer, seller, or industry expert, our data-driven insights will help you navigate this dynamic market.

Thank you for joining us for the first edition of the **TBAuctions Market Pulse** - let's dive into the latest auction trends!

*\*Prices normalized on a raw index based on 2023 Auction data.*



# AERIAL WORK PLATFORMS

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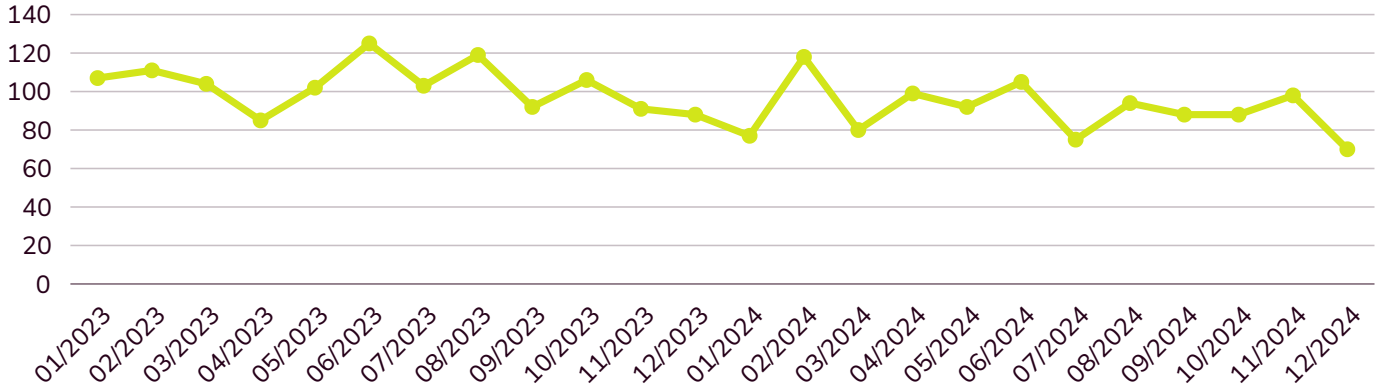
Aerial Work Platforms (AWPs) are widely used in construction, warehousing, facility maintenance, and logistics, where safe and efficient access to elevated areas is essential. Despite a 17% drop in average lot value, demand surged by 34.4%, highlighting a strong secondary market as buyers seek cost-effective alternatives. Northern Europe leads demand, outpacing Benelux and Continental Europe. Boom lifts and telehandlers remain particularly popular, with rising auction volumes driven by fleet renewals and workplace safety regulations. Meanwhile, electric models are gaining traction due to growing sustainability concerns.



# Aerial Work Platforms

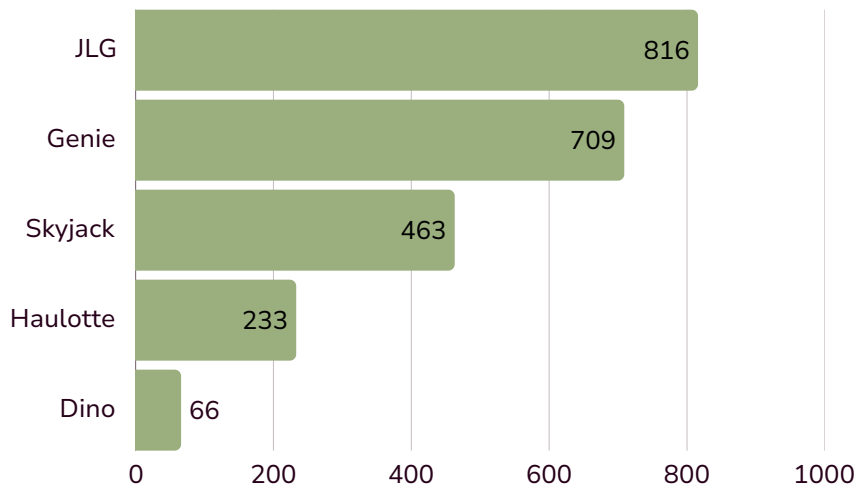
## Price Index

In €



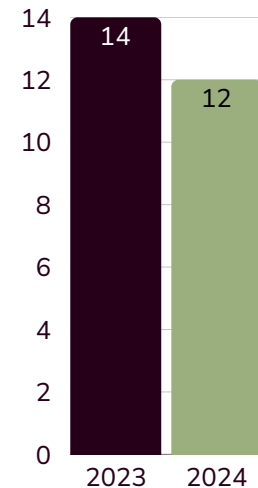
## Brands

# items sold



## Median Age

In years



## Total Items Sold

in 2024

**3,341**

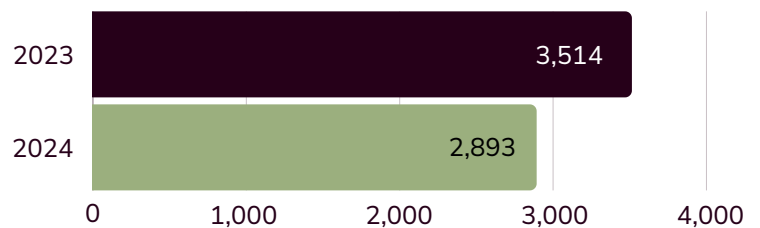
## Change YoY

Total items sold

**34.4%**

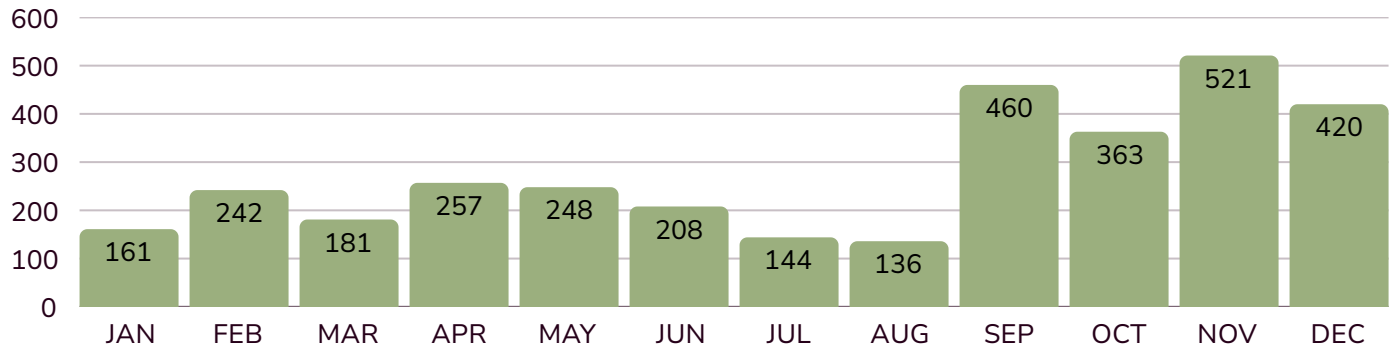
## Median Asset Prices

In €



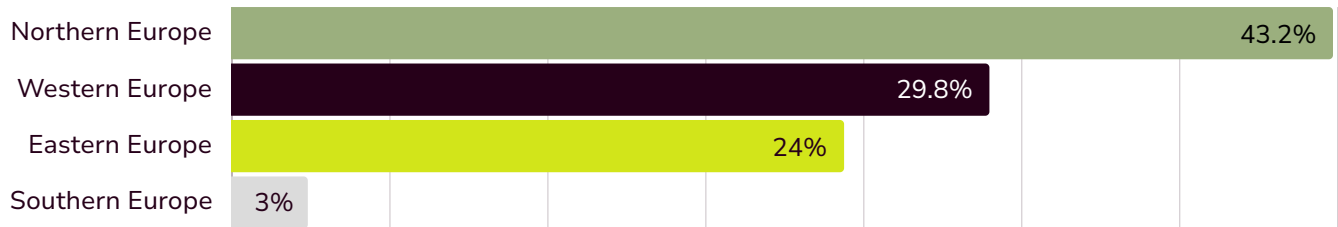
# Aerial Work Platforms

## Items Sold

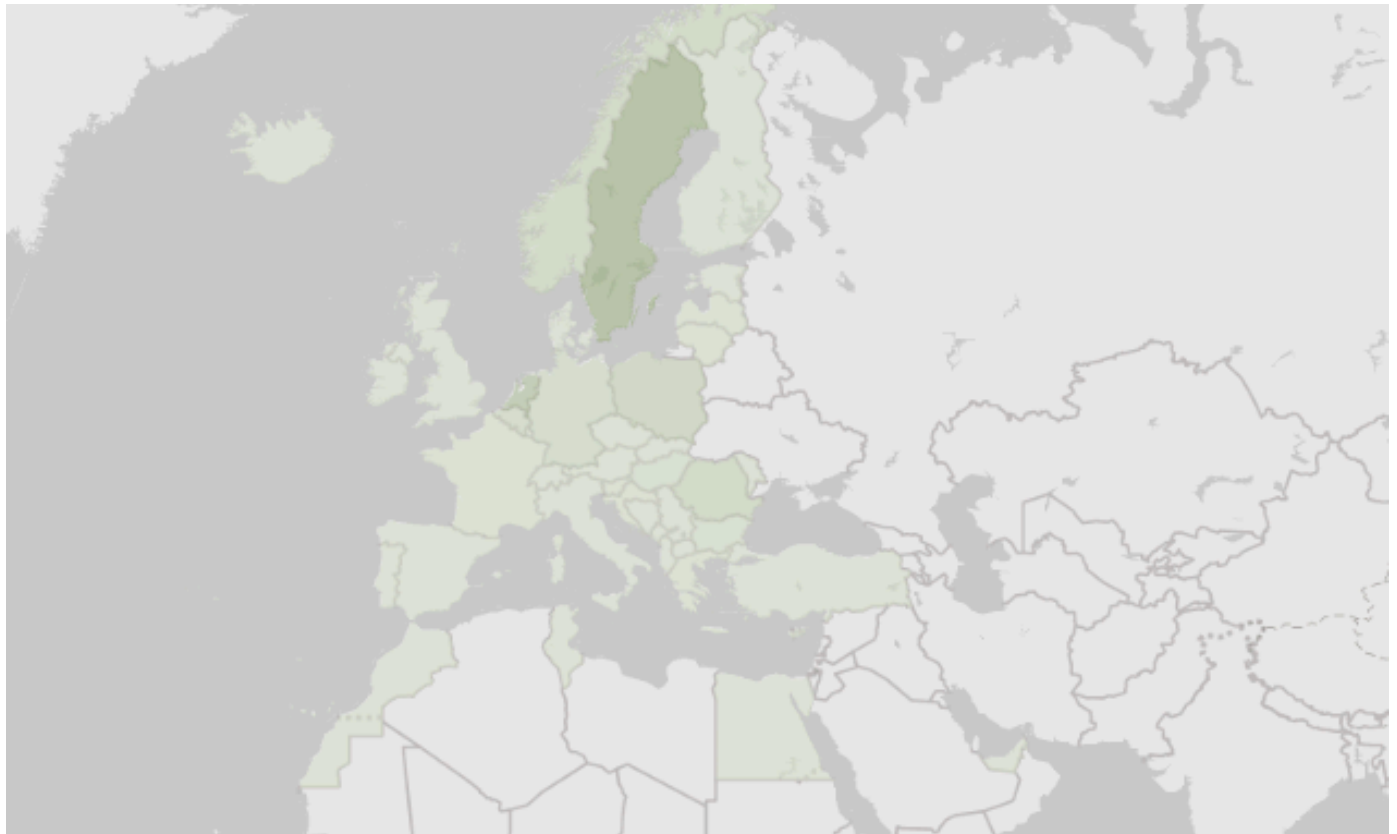


## Buyer Region

# items sold



## Buying Locations





# DOZERS & WHEEL LOADERS

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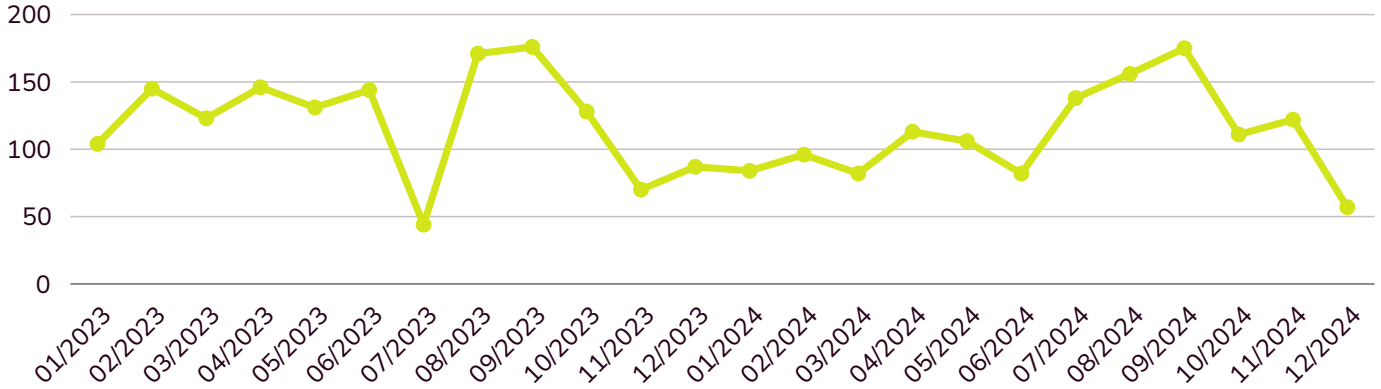
Dozers and Wheel Loaders play a vital role in earthmoving, mining, infrastructure, and large-scale construction projects. Sales in this category increased by 39%, with a 6% decline in average lot value, largely due to variations in equipment mix. Wheel loaders maintain stable pricing, while dozers show more fluctuation due to lower transaction volumes. Auction activity continues to increase as companies prioritize cost-effective fleet expansion.



# Dozers & Wheel Loaders

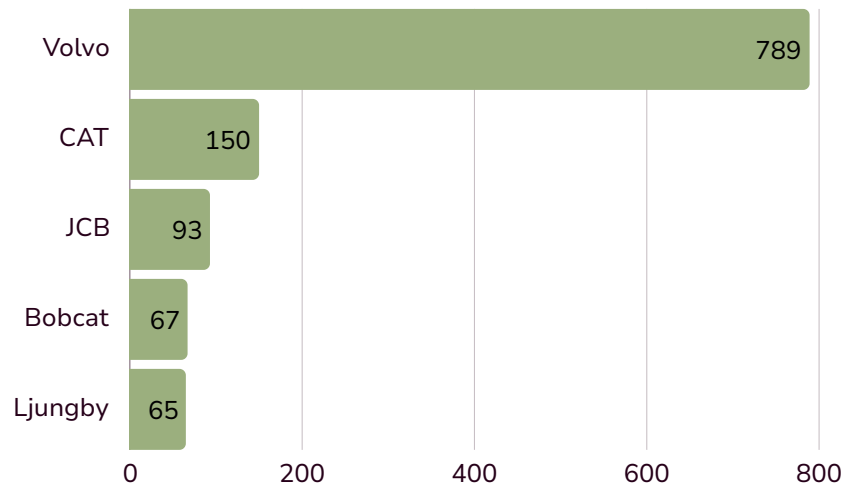
## Price Index

In €



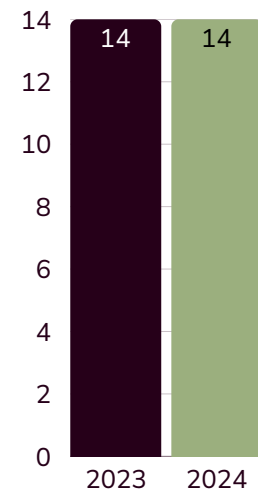
## Brands

# items sold



## Median Age

In years



## Total Items Sold

in 2024

**2,154**

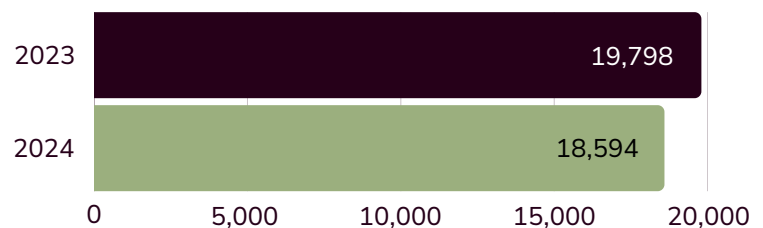
## Change YoY

Total items sold

**39.1%**

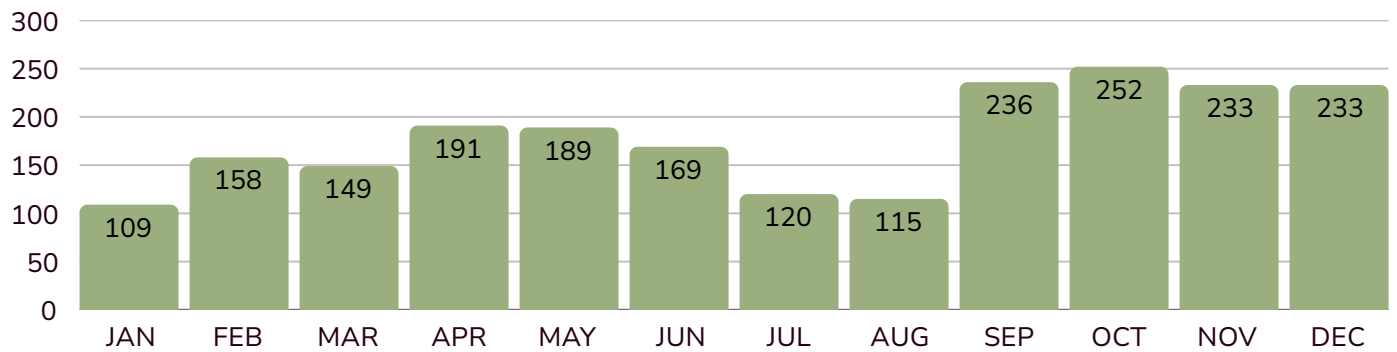
## Median Asset Prices

In €



# Dozers & Wheel Loaders

## Items Sold

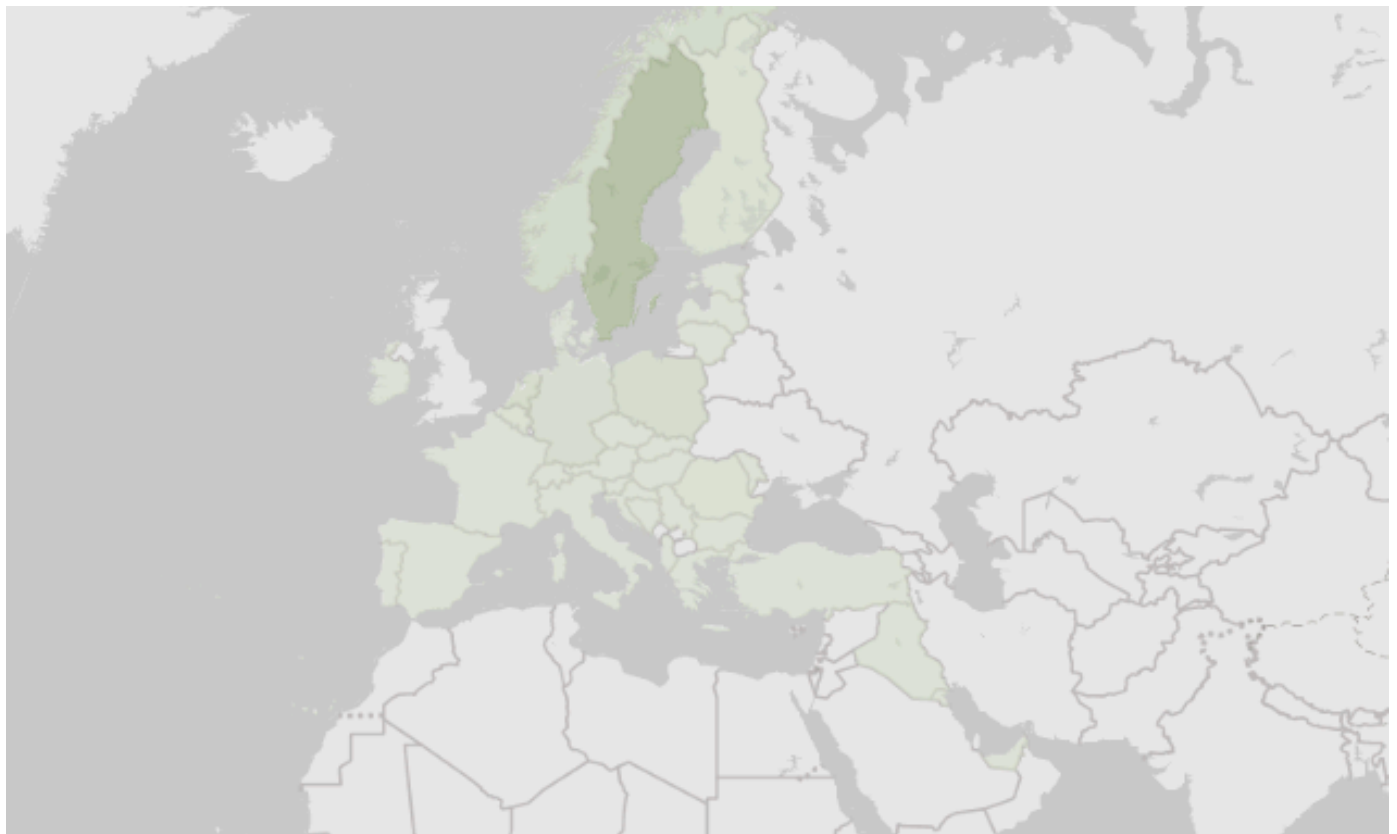


## Buyer Region

# items sold



## Buying Locations





# DUMPERS

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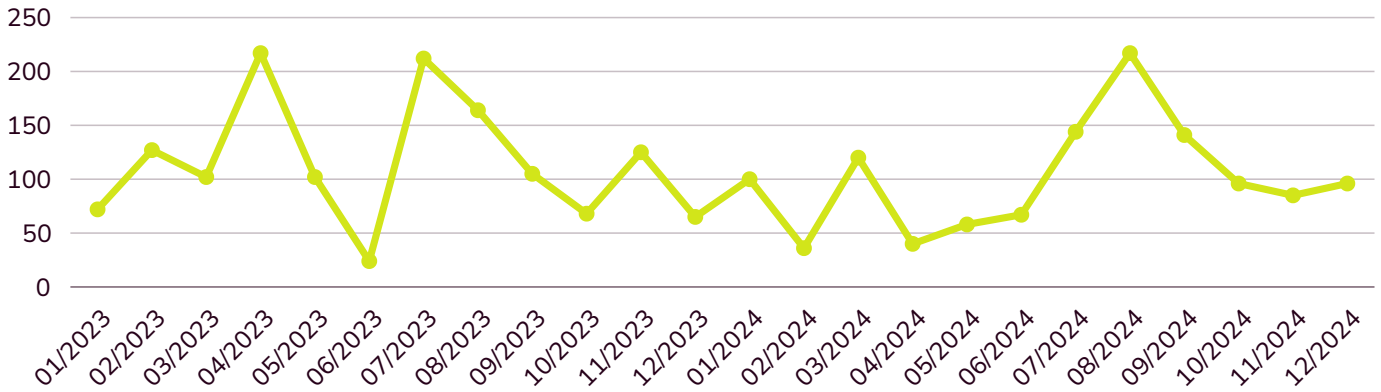
Dumpers are essential for material transport in construction, mining, and agricultural applications. The category saw a 194% surge in sales, albeit from a small baseline, leading to high price volatility and a 32% drop in average lot value. There is a shift towards newer, smaller dumpers, as buyers prioritize efficiency and lower fuel consumption. Electric models are becoming more attractive, especially for urban and sustainability-focused projects. The strongest demand has come from Western Europe, where ongoing infrastructure investments drive purchases.



# Dumpers

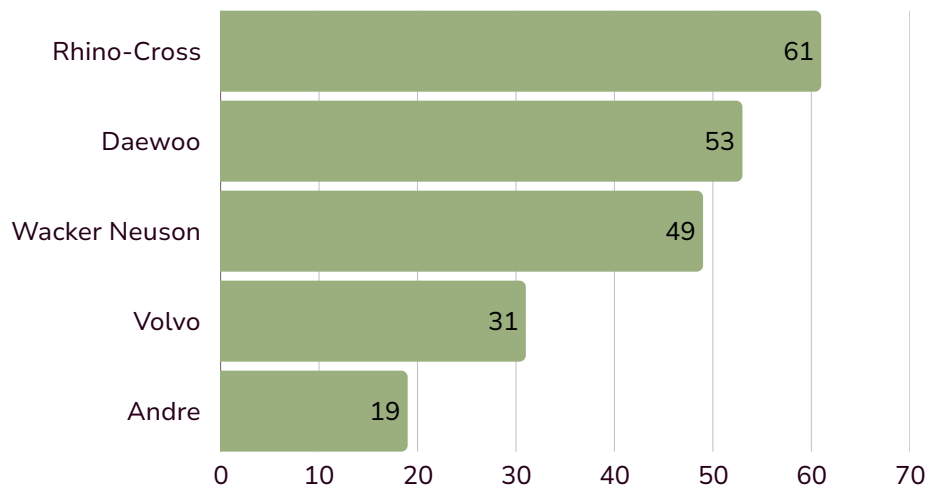
## Price Index

In €



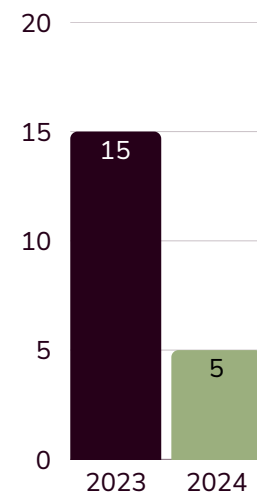
## Brands

# items sold



## Median Age

In years



## Total Items Sold

in 2024

404

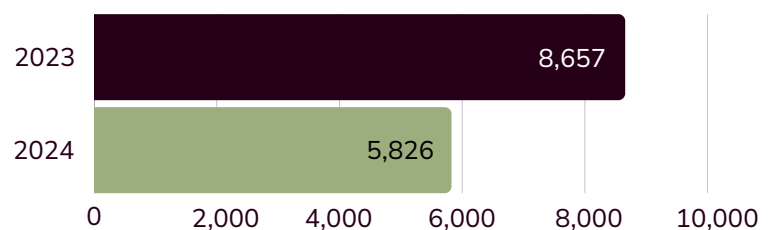
## Change YoY

Total items sold

194.9%

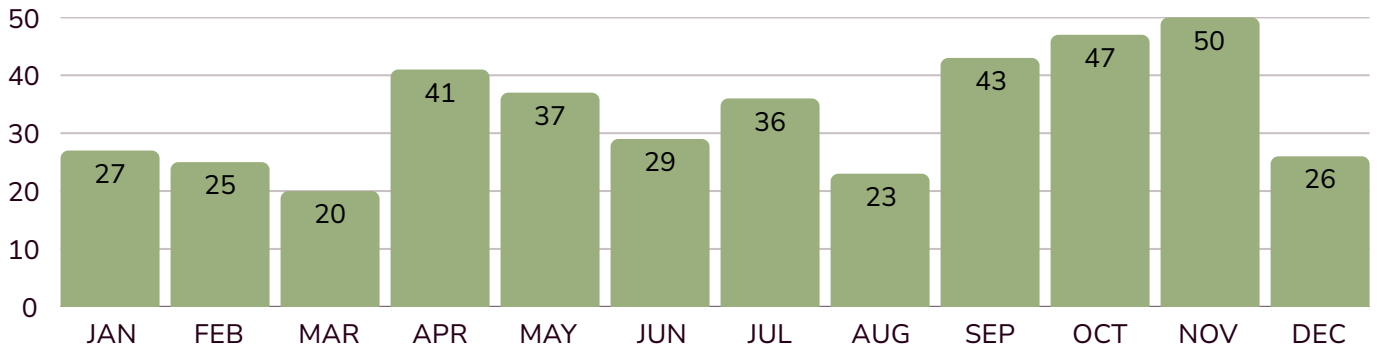
## Median Asset Prices

In €



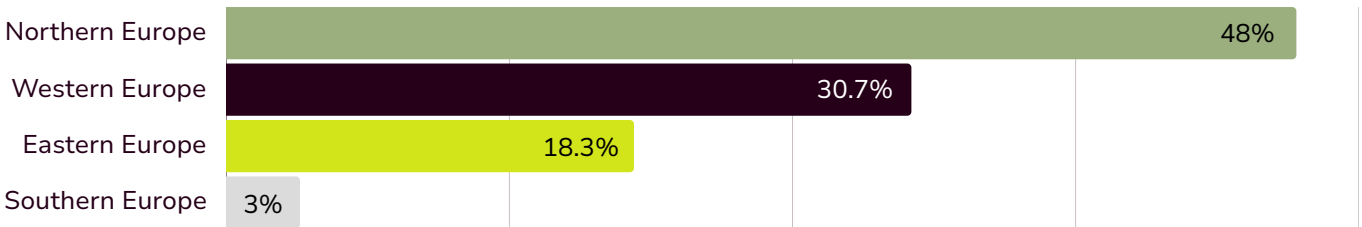
# Dumpers

## Items Sold

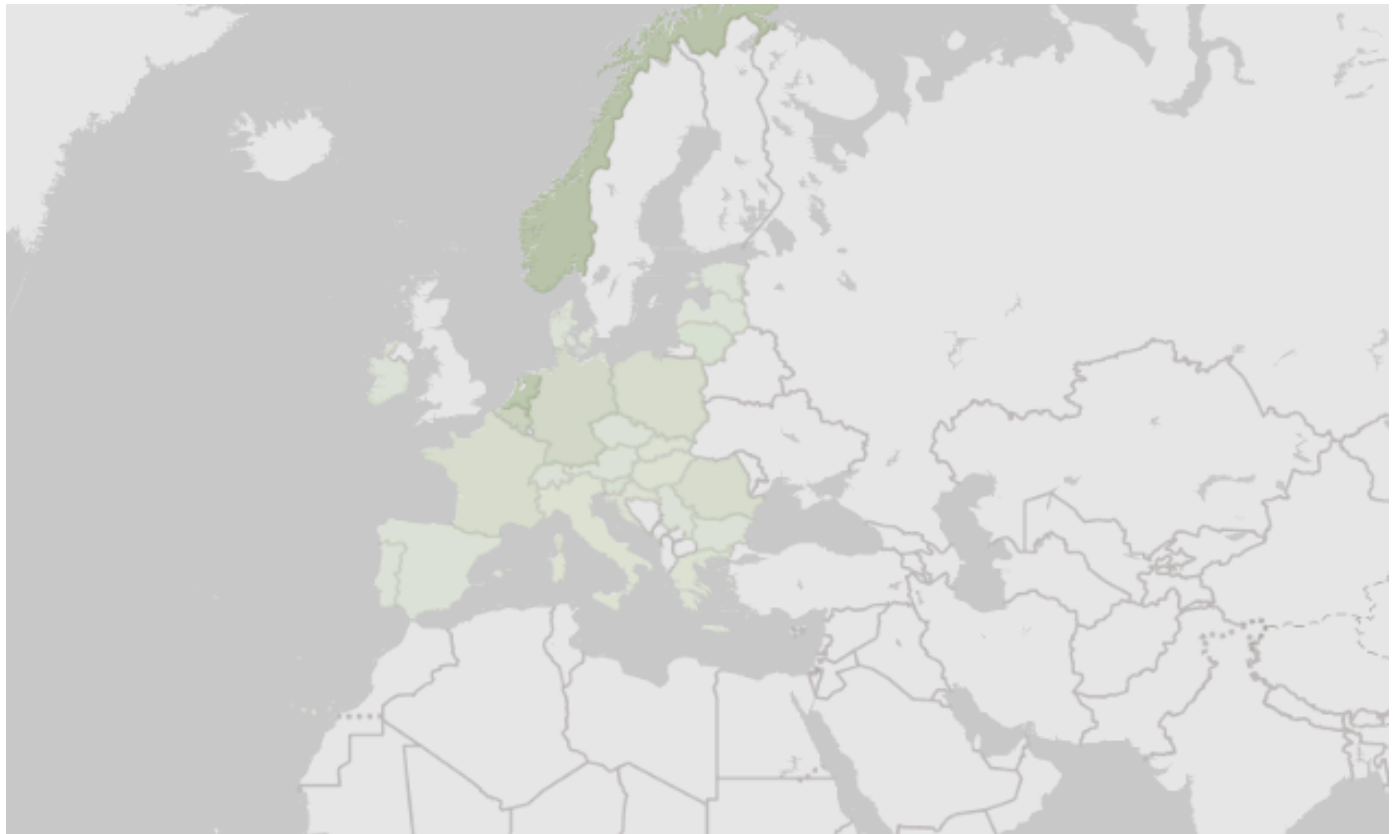


## Buyer Region

# items sold



## Buying Locations





# EXCAVATORS

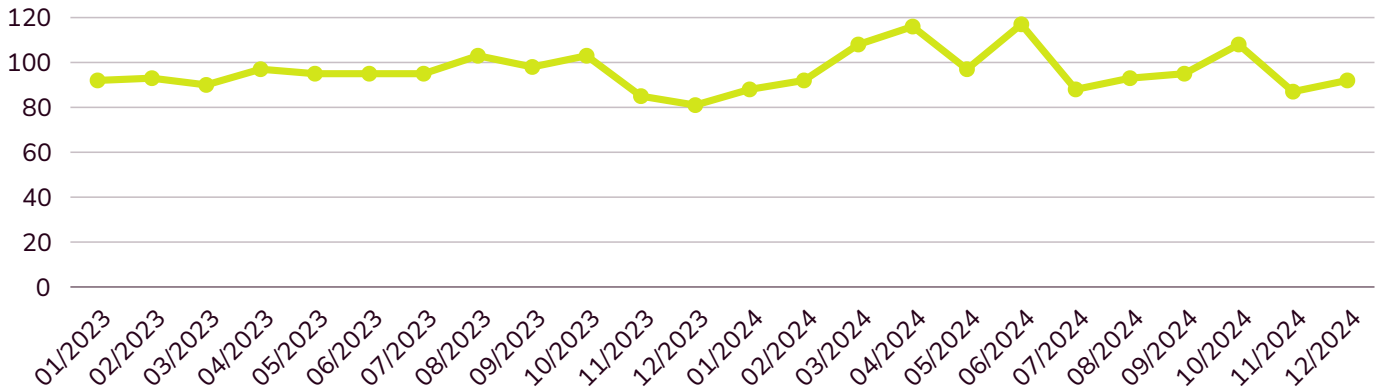
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Excavators are fundamental in construction, demolition, utilities, and infrastructure development. The category saw a 15% increase in lots sold and a 2% price rise, supported by a slight decrease in the average age of units sold. Northern Europe leads demand, and although market reports indicate a growing preference for compact excavators for use for urban projects, this is yet to be observed in our data.

# Excavators

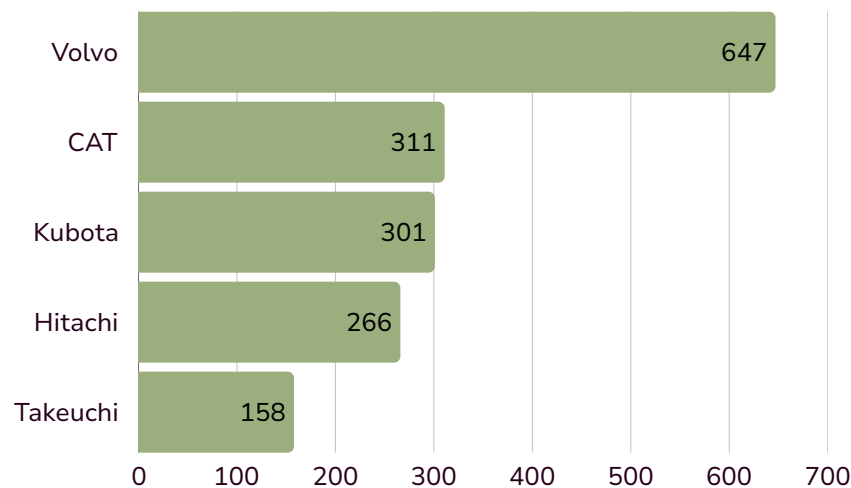
## Price Index

In €



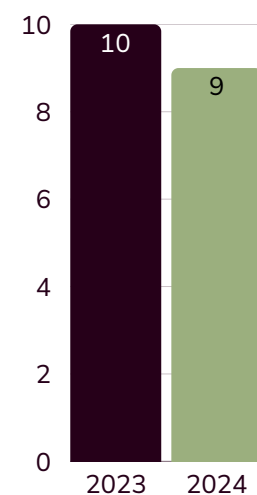
## Brands

# items sold



## Median Age

In years



## Total Items Sold

in 2024

**3,920**

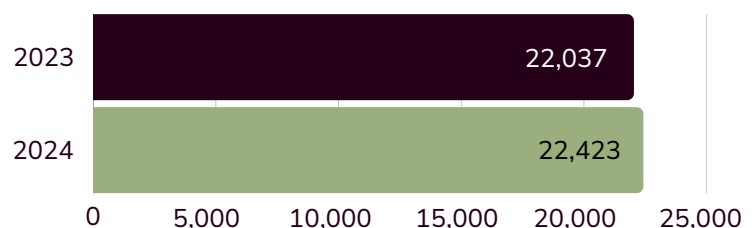
## Change YoY

Total items sold

**14.6%**

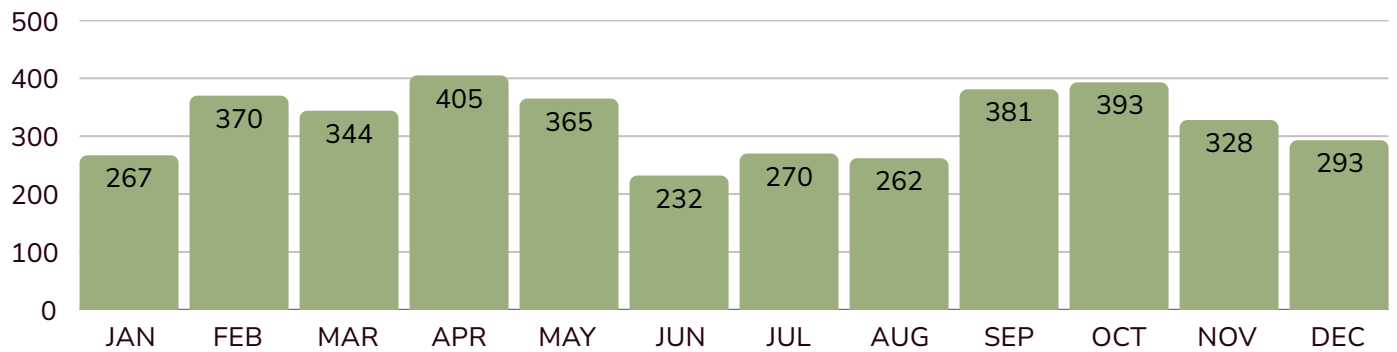
## Median Asset Prices

In €



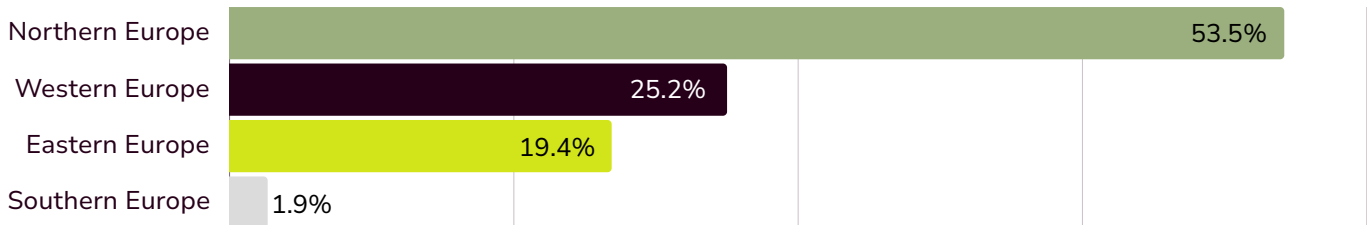
# Excavators

## Items Sold

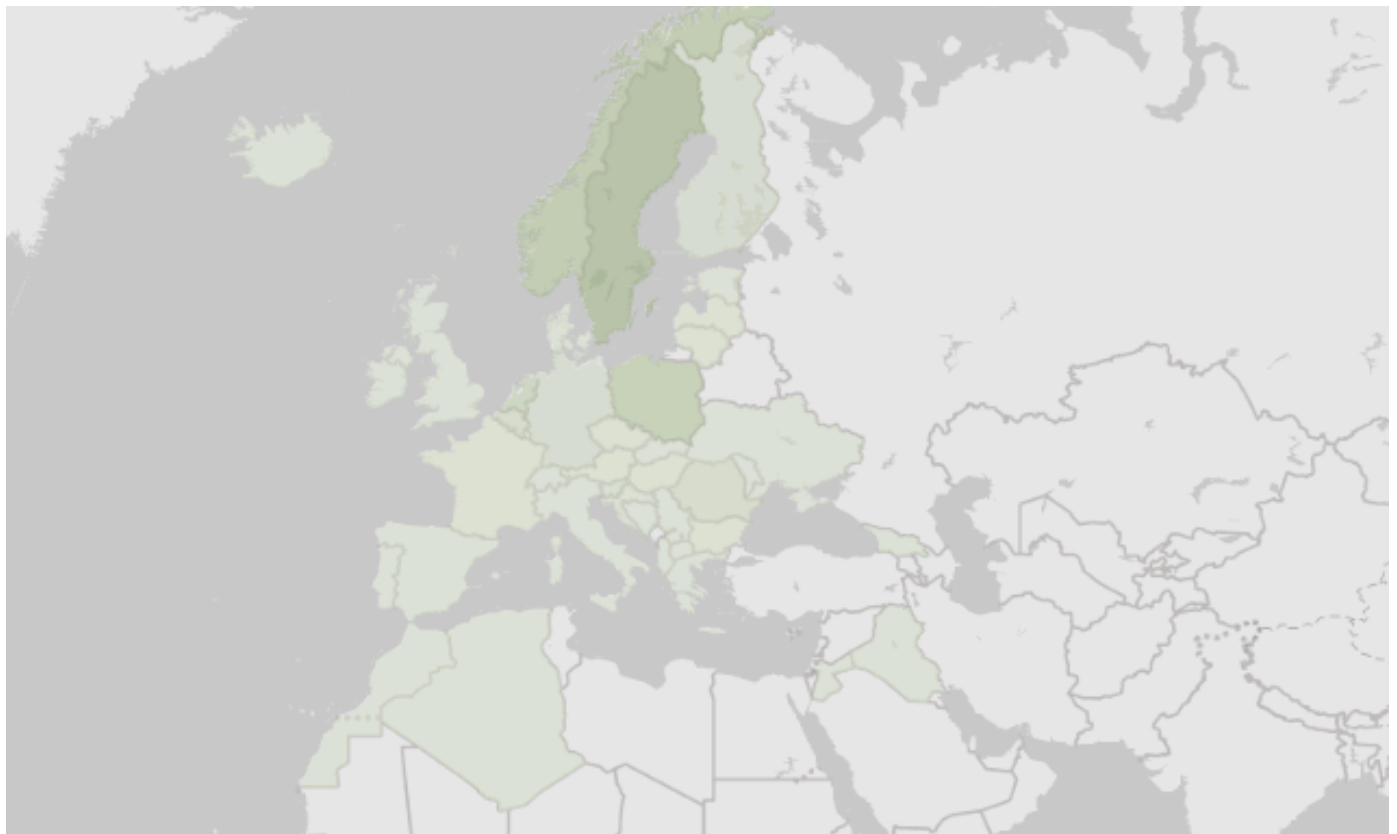


## Buyer Region

# items sold



## Buying Locations





# FORKLIFT TRUCKS

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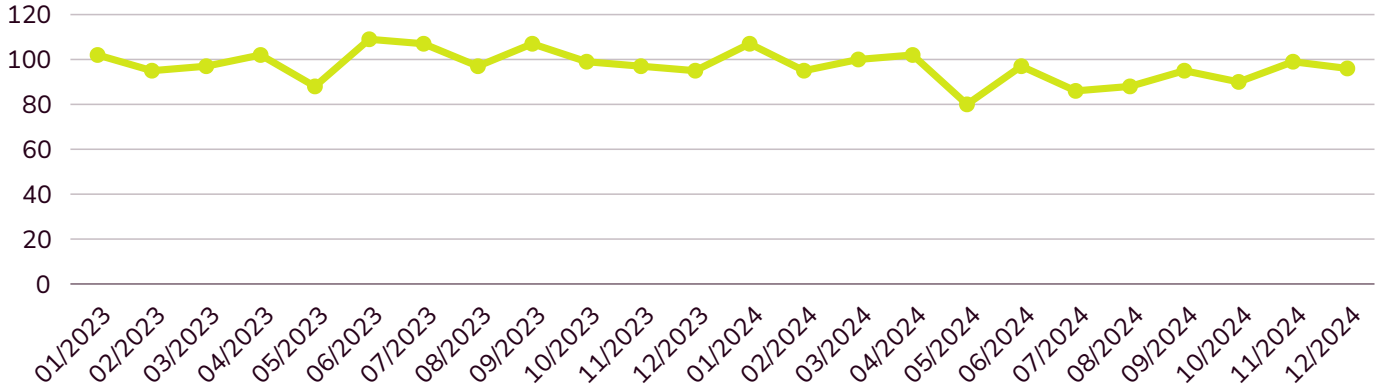
Forklift Trucks are crucial in logistics, warehousing, manufacturing, and retail, ensuring efficient material handling and storage operations. Sales increased 24%, while lot values dipped by 5%, reflecting steady demand. Linde remains the dominant brand, accounting for a significant share of units sold. The secondary market is shifting toward electric forklifts, driven by sustainability goals and emissions regulations. Diesel forklifts remain available at competitive prices, but demand for battery-powered alternatives is increasing, particularly in Northern and Western Europe.



# Forklift Trucks

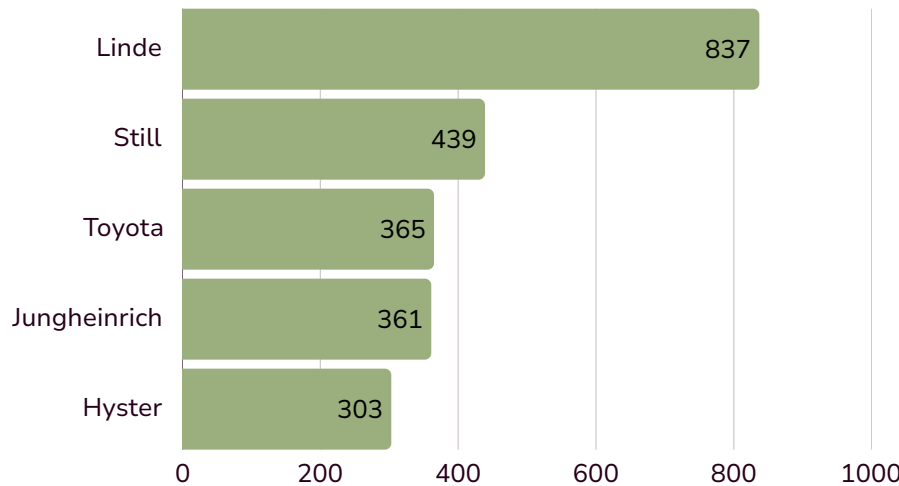
## Price Index

In €



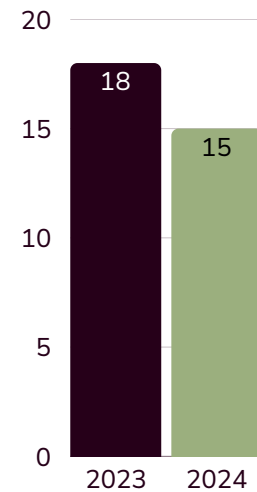
## Brands

# items sold



## Median Age

In years



## Total Items Sold

in 2024

**4,219**

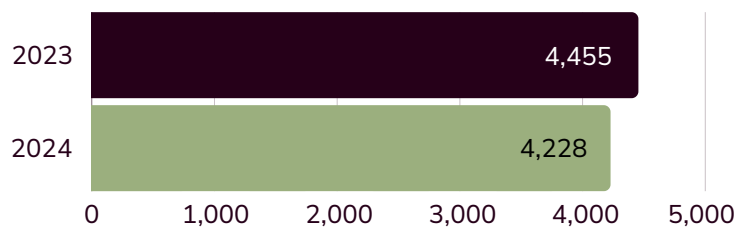
## Change YoY

Total items sold

**24.1%**

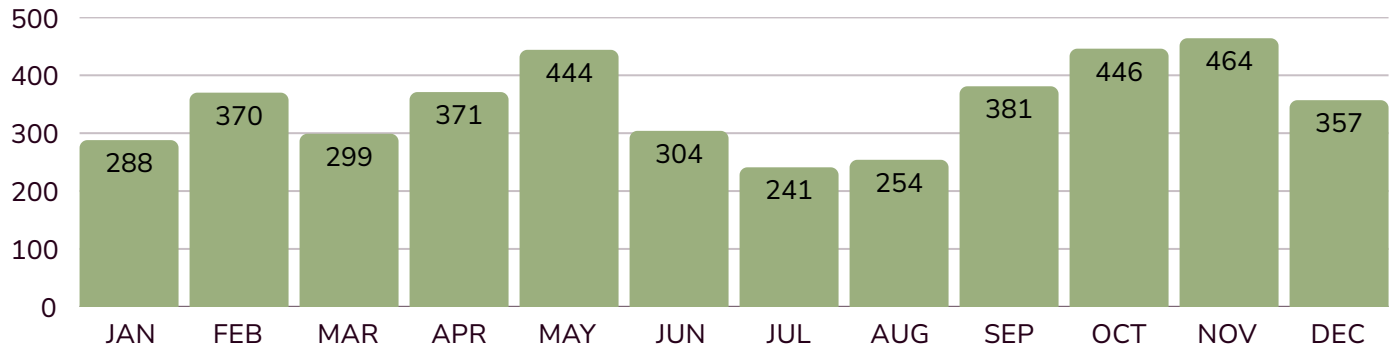
## Median Asset Prices

In €



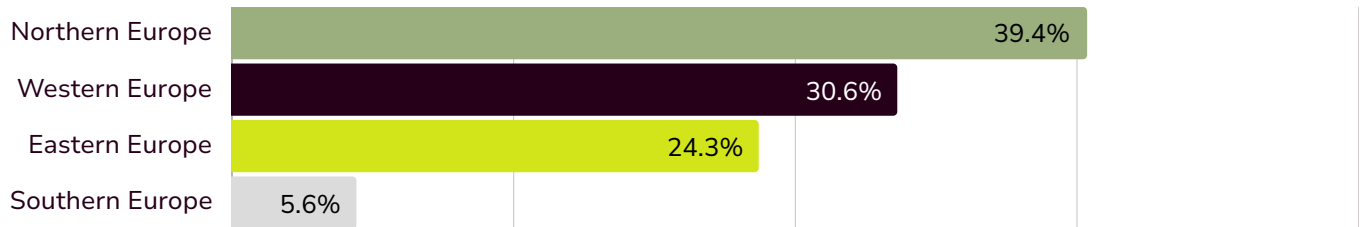
# Forklift Trucks

## Items Sold

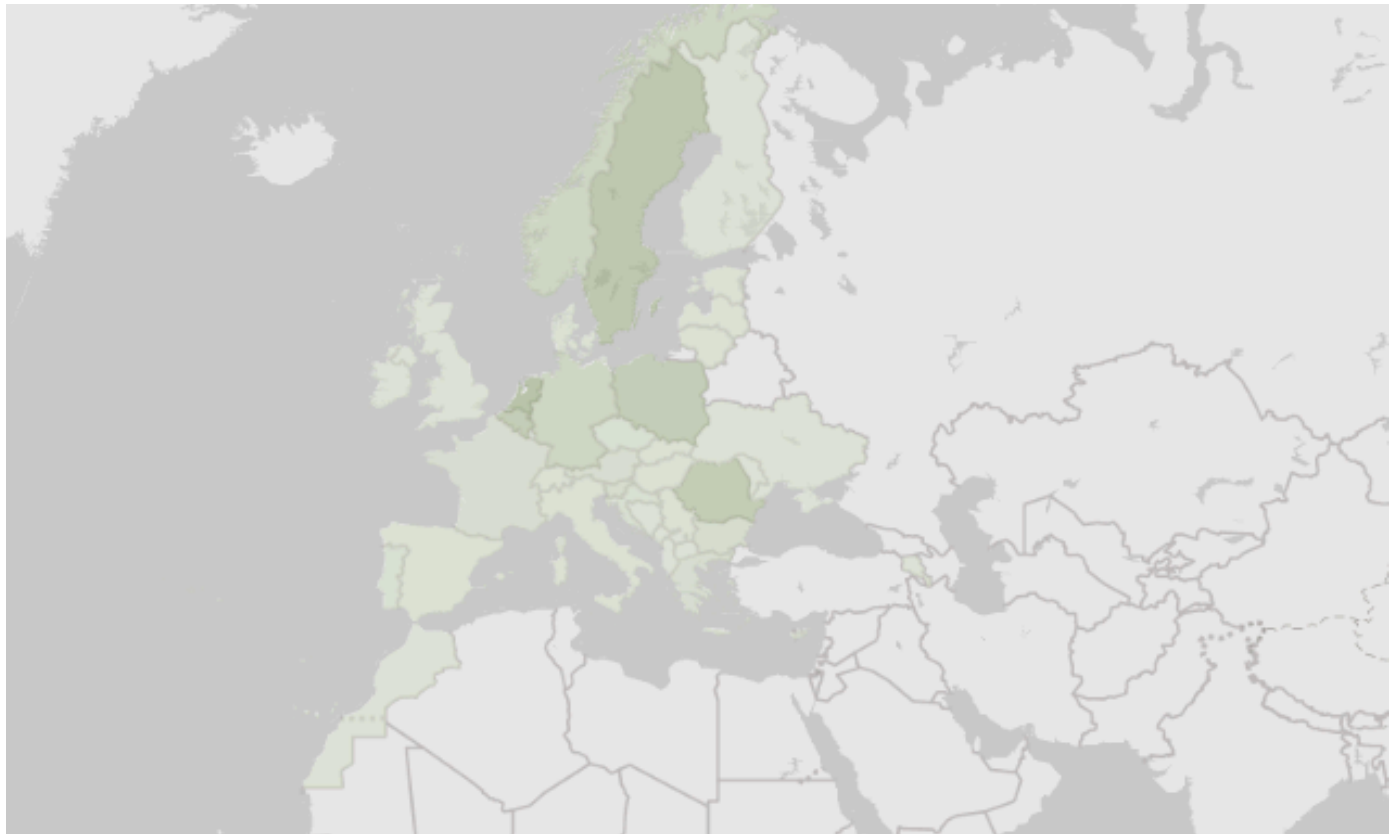


## Buyer Region

# items sold



## Buying Locations



# TRACTORS

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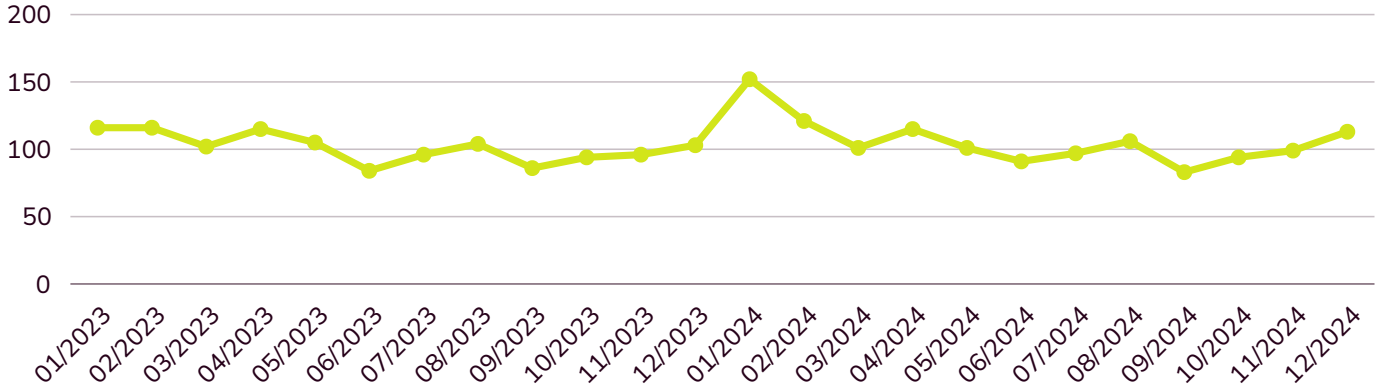
Tractors are a backbone of agriculture, forestry, and land management, providing essential power for farming operations. The sector continues to show strong demand, with 15% growth in lots sold and a 1% price increase. The average tractor age of 26 years highlights the durability and long operational lifespan of these machines. Buyers continue to seek well-maintained older models, with premium prices paid for newer machinery.



# Tractors

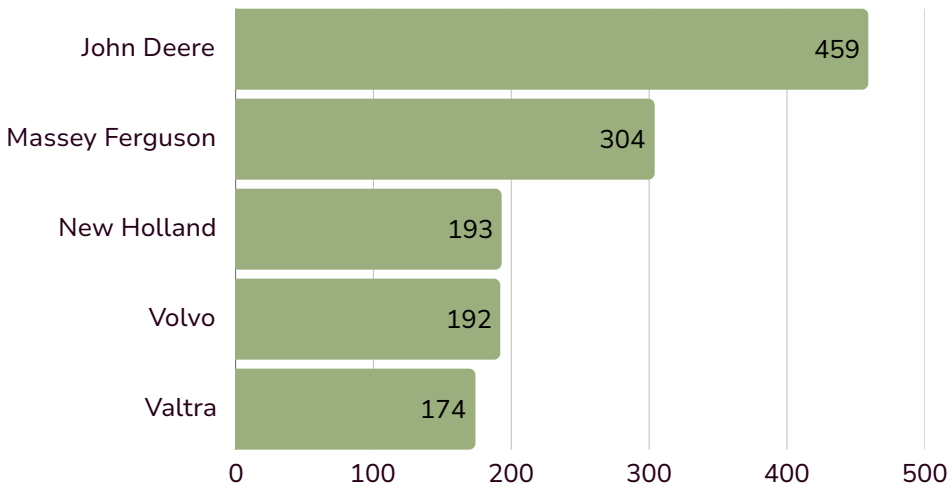
## Price Index

In €



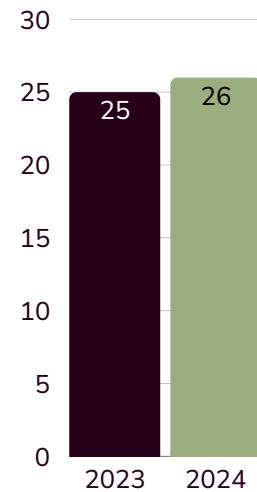
## Brands

# items sold



## Median Age

In years



## Total Items Sold

in 2024

**2,932**

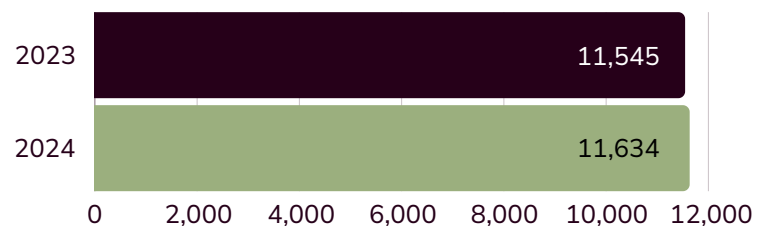
## Change YoY

Total items sold

**15.3%**

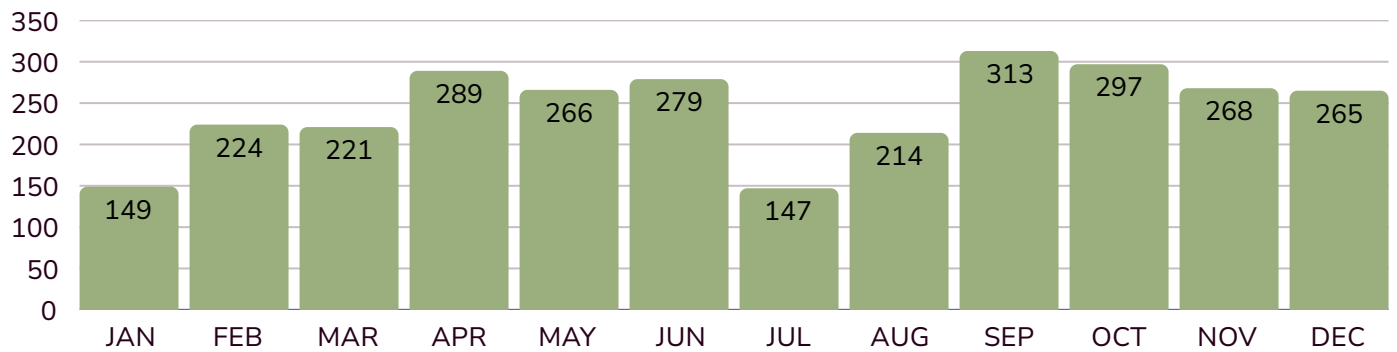
## Median Asset Prices

In €



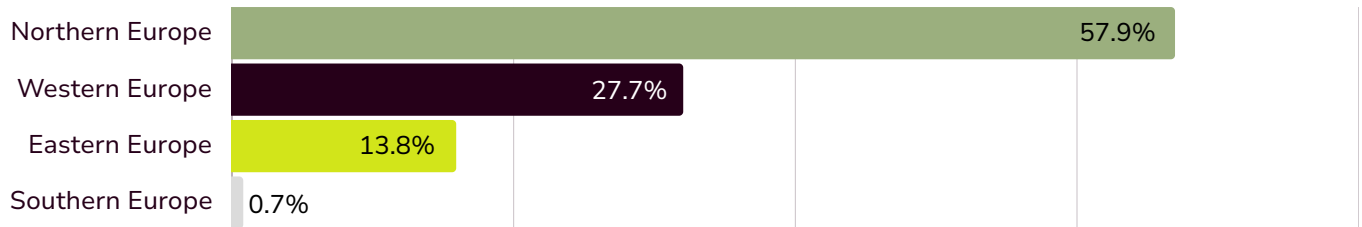
# Tractors

## Items Sold

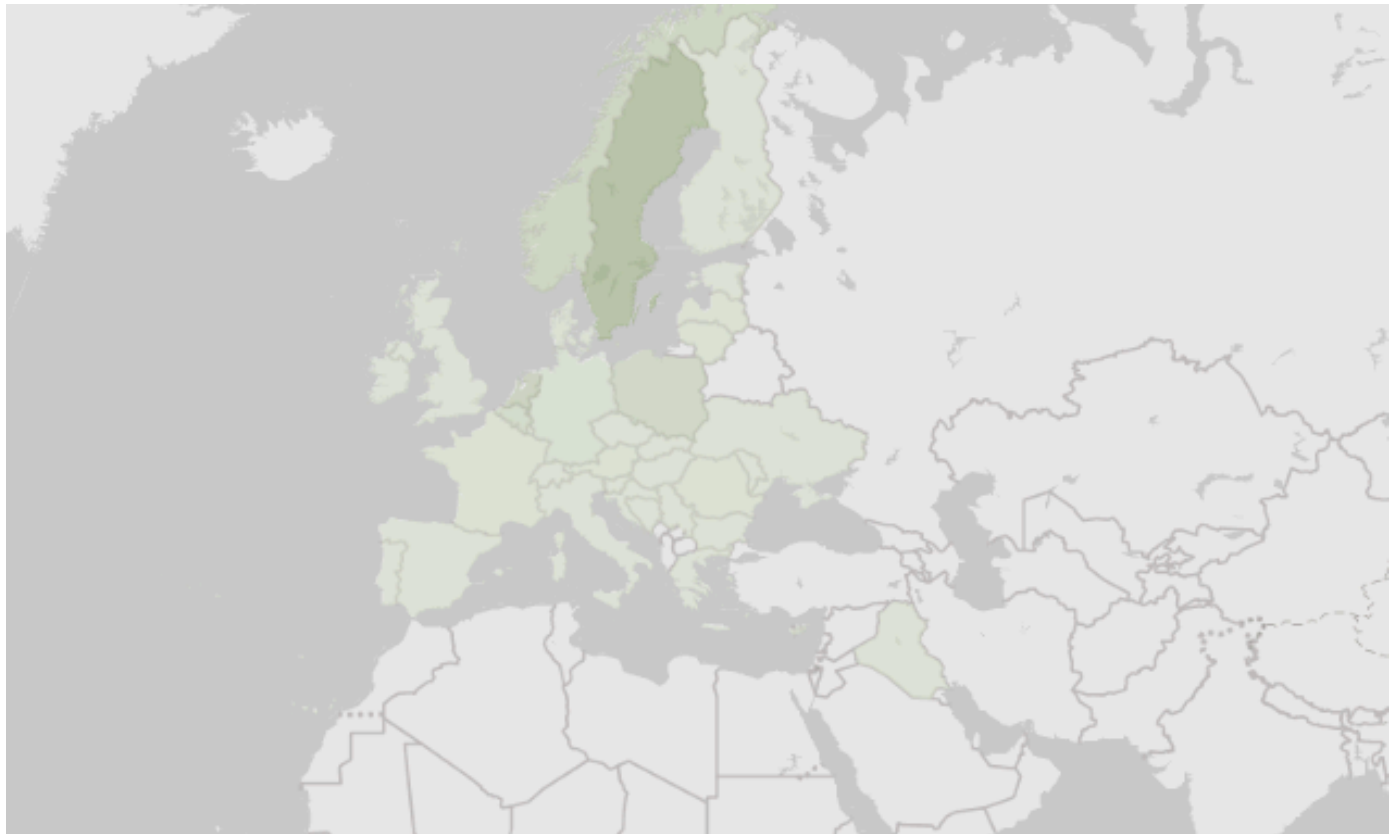


## Buyer Region

# items sold



## Buying Locations





# TRUCKS

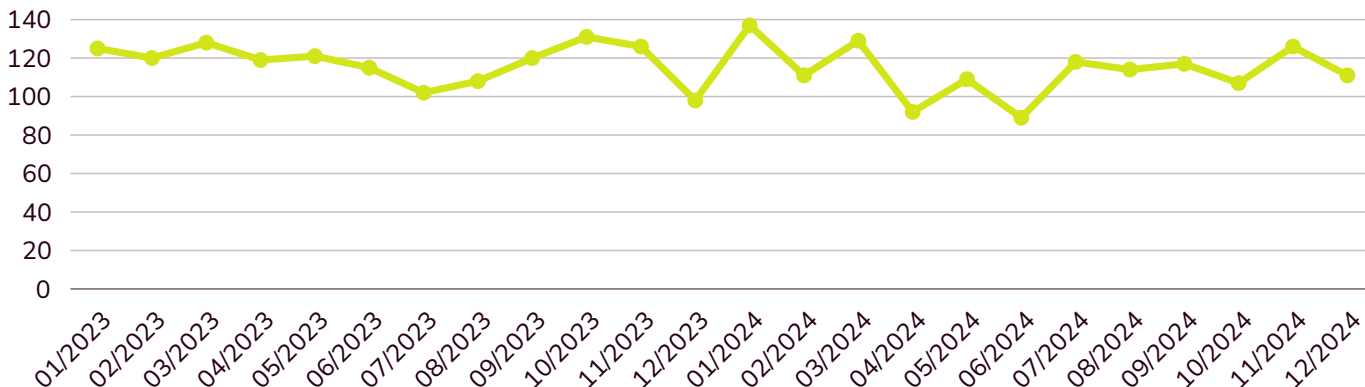
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Trucks are a key component in transportation, logistics, construction, and distribution, ensuring the movement of goods and materials across industries. Sales increased 3%, but the average lot value declined by 2%, reflecting market adjustments and shifting fleet renewal trends. Volvo and Scania remain dominant brands, with strong demand in Northern Europe. Diesel truck listings have increased, but prices are softening as fleet operators transition to lower-emission vehicles ahead of tightening regulations.

# Trucks

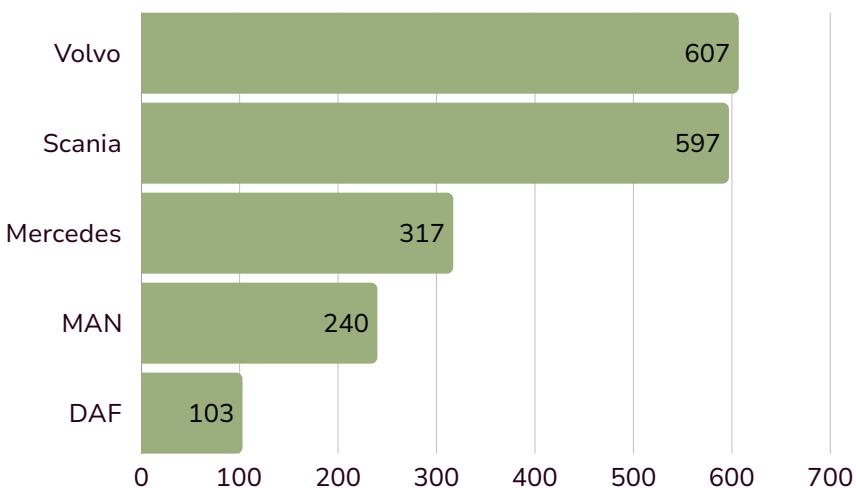
## Price Index

In €



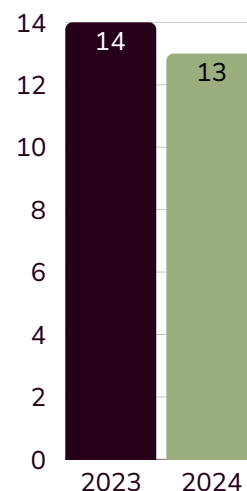
## Brands

# items sold



## Median Age

In years



## Total Items Sold

in 2024

**2,582**

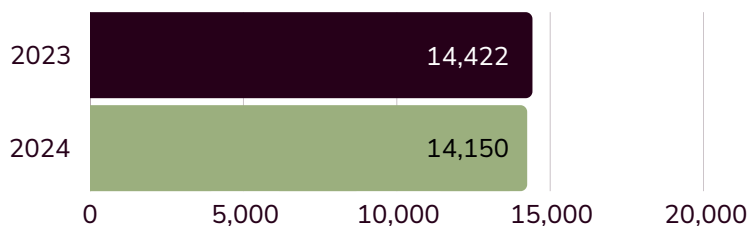
## Change YoY

Total items sold

**3%**

## Median Asset Prices

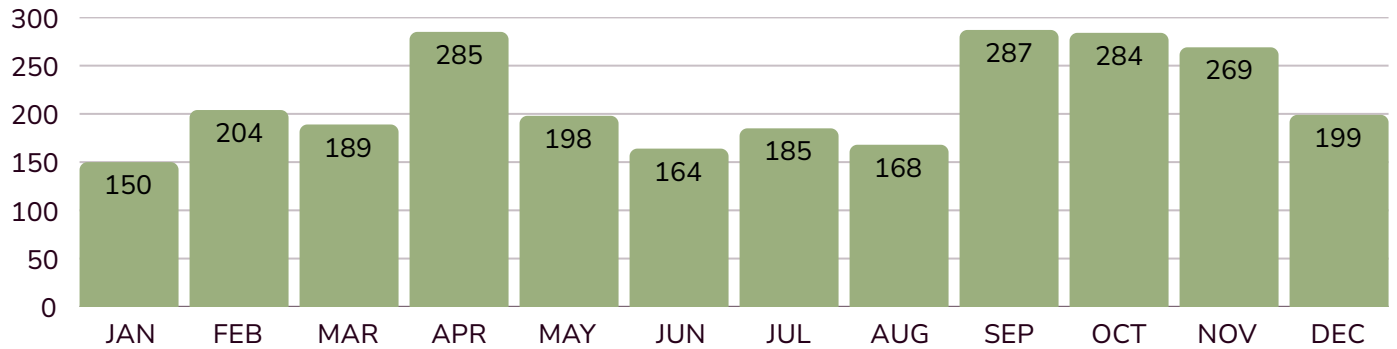
In €





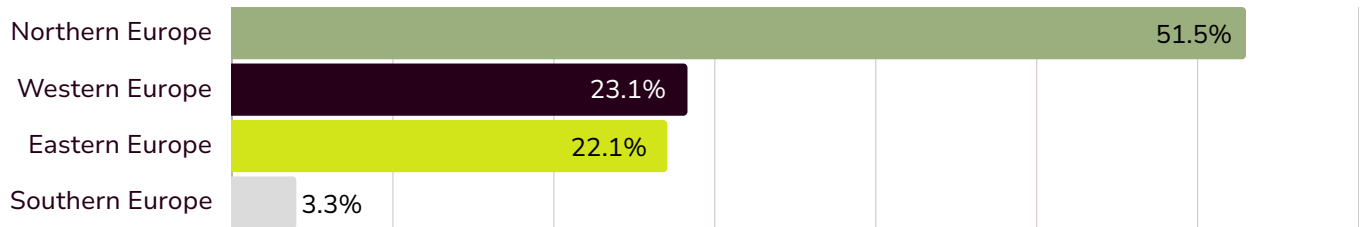
# Trucks

## Items Sold

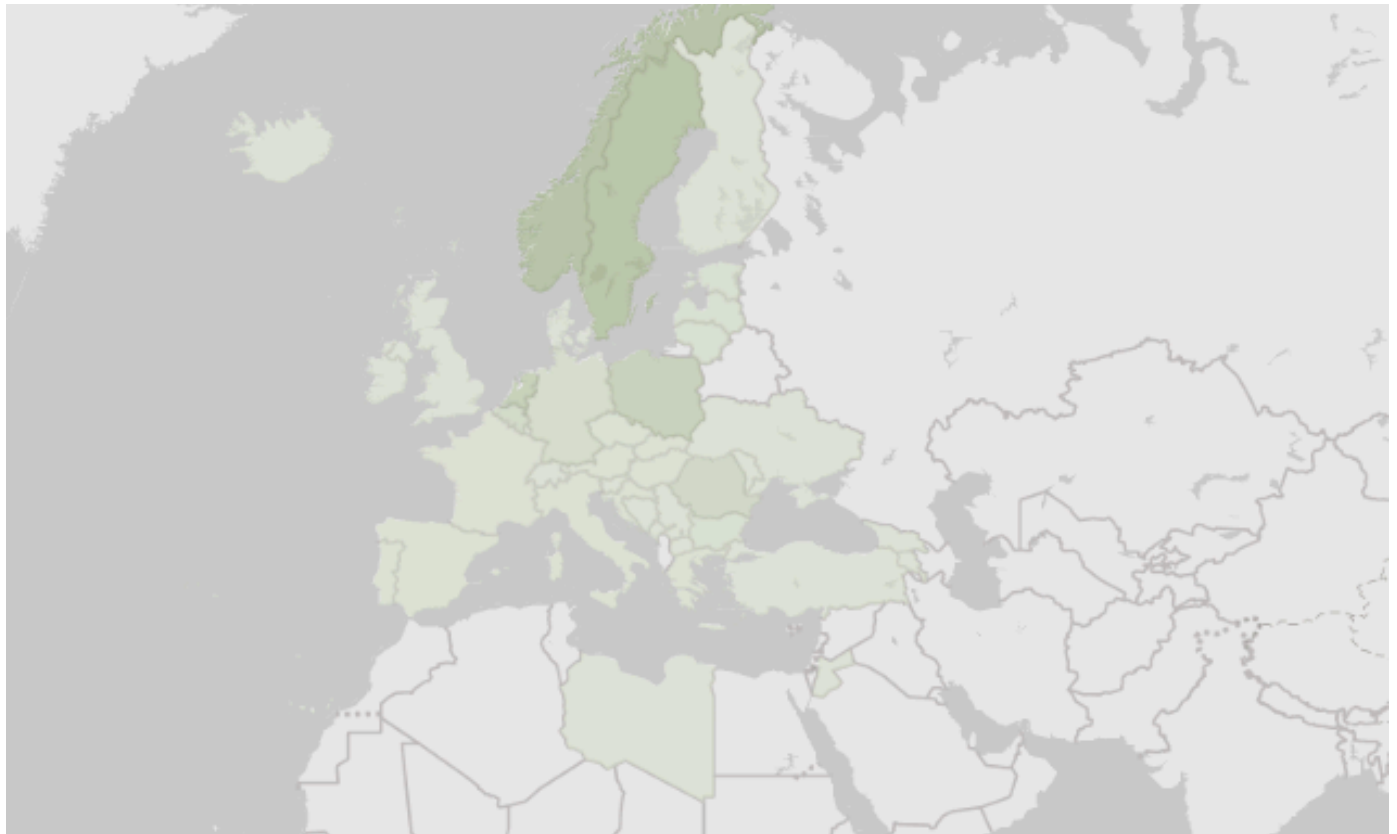


## Buyer Region

# items sold



## Buying Locations



## Our Brands



Auksjonen is Norway's largest online auction for buying and selling used machines, vehicles and equipment.



Based in Denmark, Auktionshuset dab focuses on auctions of cars, agricultural machinery and bankruptcies.



British Medical Auctions (BMA) is Europe's lead in medical auctions, operating in the UK and France.



HT Auctions & Valuations is specialized in the valuation and remarketing of industrial goods in Germany.



Klaravik is the Nordic region's largest online auction platform for used machines, tools, and vehicles.



PS Auction extends the life of inventories, machines, and vehicles as a trusted resale partner in Sweden.

# Our Brands



For 25 years, Surplex has been one of the leading industrial auction houses in Europe, based in Düsseldorf.



Troostwijk is the Dutch specialist in the auction of business equipment and machines since 1930.



Vavato is Belgium's leading online auction house specializing in industrial goods, overstock, and bankruptcies.



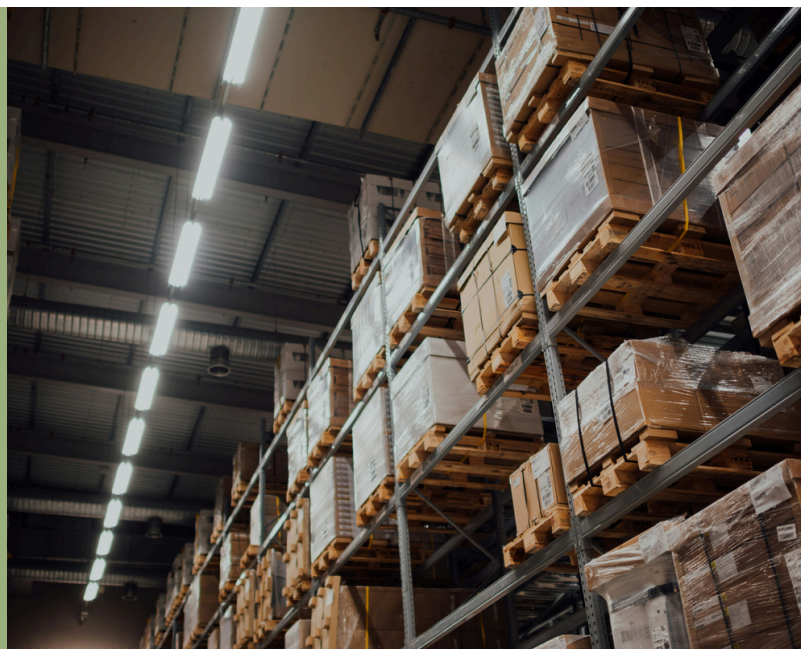
Visit our [brand portfolio](#) and learn what our brands can do for you!

**9** brands in Europe

**177M** website visits per year

**12** main office locations

**1,200+** employees



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Want to learn more about us?

