RETAIN MEDIA

# Truck Market Brand Consideration Report Q3 2025

# Top Brands Searched

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## Q By Q search by Category

| | Brand | 2024 Q4 | 2025 Q1 | 2025 Q2 | 2025 Q3 ▾ |
|---|---|---|---|---|---|
| 1. | Kenworth | 21.72% | 20.63% | 21.3% | 21.35% |
| 2. | Isuzu | 14.62% | 14.82% | 14.81% | 15.09% |
| 3. | Iveco Trucks | 10.08% | 10.09% | 10.11% | 10.62% |
| 4. | Mercedes Benz Trucks | 11.99% | 11.25% | 10.76% | 10.45% |
| 5. | Fuso Trucks | 7.14% | 7.39% | 9.17% | 8.69% |
| 6. | Scania Trucks | 6.63% | 6.53% | 6.79% | 6.5% |
| 7. | Mack Trucks | 6.08% | 8.28% | 6.08% | 5.92% |
| 8. | Hino Trucks | 5.73% | 5.6% | 5.61% | 5.81% |
| 9. | Volvo Trucks | 4.37% | 4.33% | 4.3% | 4.12% |
| 10. | Freightliner Trucks | 2.88% | 2.62% | 2.55% | 2.53% |
| 11. | Western Star Trucks | 2.21% | 2.11% | 2.15% | 2.2% |
| 12. | DAF Trucks | 1.3% | 1.28% | 1.32% | 1.32% |
| 13. | UD Trucks | 1.24% | 1.18% | 1.19% | 1.19% |
| 14. | International Trucks | 1.16% | 1.09% | 1.02% | 1.09% |
| 15. | Man Trucks | 0.98% | 0.98% | 0.95% | 1.07% |
| 16. | Foton Trucks | 0.56% | 0.55% | 0.55% | 0.67% |
| 17. | Hyundai Trucks | 0.69% | 0.66% | 0.66% | 0.64% |
| 18. | Sitrak Trucks | 0.49% | 0.48% | 0.56% | 0.62% |
| 19. | Dennis Eagle | 0.13% | 0.12% | 0.14% | 0.13% |
| | **Grand total** | **100%** | **100%** | **100%** | **100%** |

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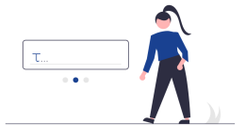
STRATEGY

DATA & INSIGHT

MEDIA PLANNING

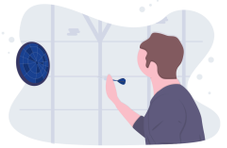
SEO



GOOGLE AD

DISPLAY ADVERTISING

SOCIAL MEDIA



RETARGETING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