



6th November 2025

Truck sales remain sluggish in October

Australian new truck and heavy van sales, vehicles with a Gross Vehicle Mass (GVM) above 3,500kg, remains slow, with deliveries in the month of October 2025 down 13.4 percent over the same month in 2024. Noting, that the October 2024 sale result was an all time record, hence setting a high benchmark for comparison. Sales in Heavy Duty and Medium Duty truck and the Van categories were all down on October 2024 results, however the Light Duty truck segment posted sales above those recorded for October last year. Overall the heavy vehicle market losses in 2025 have stabilised, with the market down a fairly consistent 12 percent month to month now, compared to last year's record sales. Given that 2025 follows four years of record, or near record, sales growth and noting historically heavy vehicle sales are cyclic, we are likely witnessing a naturally cooling market as seen in the past and aligned with other business sector declines witnessed currently across Australia. Year-to-date heavy vehicle sales are tracking 12.0 percent lower than last year. In terms of total vehicle sales, 37,648 trucks and vans have been delivered to the end of October 2025. 5,131 less trucks and vans than were sold to this point in 2024.

The year-to-date result is not such good news across any of the truck and van segments, however this year the Heavy Duty sector has been the hardest hit segment. There were 1,226 Heavy Duty trucks delivered in October, down 19.7 percent (-301 trucks) over October 2024. The year-to-date trend is slightly better for the segment, with Heavy sales tracking 18.0 percent lower than over the same period in 2024. In unit numbers that is still a significant 2,595 less Heavies sold than for the same period to the end of October last year. Total sales thus far in 2025 for the Heavy Duty segment stand at 11,789 trucks.

The Medium Duty Truck segment performed quite well in 2024, however has struggled since the start of 2025 with the segment posting the second largest percentage loss year-to-date and largest segment fall in October. Only 487 Medium Duty trucks were sold in the month of October 2025, that represents a significant 30.2 percent (-211 units) drop in sales over October 2024. The poor October result drags the year-to-date Medium truck segment sales lower, now tracking 14.3 percent below the same period last year. This represents 960 fewer Medium trucks sold to the end of October. A total of 5,763 Medium Duty trucks have been sold year-to-date.

As with the other truck segments, 2025 Light Duty truck sales have been down from the start of the year, when compared to 2024 results. The October result, was therefore somewhat of a revelation, performing better than the record breaking sales of 2024. 1,353 Light Duty trucks were sold last month, bettering the 1,313 trucks sold in October 2024 by 3.0 percent. The year-to-date news is not as positive, with Light Duty truck sales running at a deficit of 7.2 percent,

amounting to 874 less Light Duty truck sales thus far in 2025 compared to 2024. A total of 11,266 Light Duty trucks have been sold year-to-date October 2025.

Van sales in October took a bit of a hit, well down for the month, when compared to the segment average in 2025. The Light Duty van market was down 13.4 percent for the month of October. That equates to 132 less Van sales in October 2025 compared to the same month in 2024. A total of 855 Vans were sold for the month. The October Van sales result was almost twice as bad as the year-to-date percentage trend of -7.4 percent. Year-to-date 8,830 new Van sales have been recorded to the end of October, that is down 702 sales over the same period in 2024.

Tony McMullan, CEO of Truck Industry Council, the peak industry body for truck manufacturers and importers in Australia, noted that with release of the October T-Mark sales data, the new truck market remains sluggish in 2025. However, the sales decline has stabilised and largely reflects general business activity across Australia.

“The October result continues the downward trend that we have witnessed for the majority of 2025, though the sales decline has stabilised over the past few months. We continued to witness solid sales in the Light Duty truck segment again in October and that was pleasing to see. Economic conditions across most business sectors in Australia remain weak and it appears this lack of business confidence is reflecting in new truck and van sales.

However, the market remains on track for around 45,000 new truck and van sales in 2025 and that would be the third best ever sales result recorded for the heavy vehicle market in Australia.” Mr. McMullan concluded.

Truck Industry Council is the peak body representing all suppliers of on-road heavy vehicles in Australia. TIC members represent 19 truck brands currently on sale in Australia, plus four truck engine and major component brands.

**T-Mark is a database that compiles all trucks (that is, non-passenger carrying vehicles with Gross Vehicle Mass above 3,500 kg) sold into the Australian market that comply with Australian Design Rules. All road registered vehicles are captured, plus most of the off-road vehicles. Monthly data reports are made available to TIC members and the media.*

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