Top 10 Equipment Acquisition Trends

Use these trends to better understand the market environment as you make plans to acquire equipment for your business in 2024.

TOP 10 *TRENDS* 2024

1. ECONOMY

A "soft landing" is likelier than a recession with real U.S. GDP growth of 1.7% forecast.

2. CAPITAL SPENDING

Real equipment and software investment growth will reach an estimated 2.2%.

3. INTEREST RATES

Easing inflation has led the Federal Reserve to plan for incremental rate cuts.

4. FINANCING

Eight out of 10 U.S. businesses will finance their equipment acquisitions.

5. AUTOMATION

Automation and robotics will drive major investments by industrial businesses.

6. SUBSCRIPTION-USE

Equipment-as-a-service (EaaS) will ease businesses' access to productive assets.

7. AI

U.S. businesses will explore ways to incorporate artificial intelligence with early adopters getting a competitive advantage.

8. EQUIPMENT

Investment will grow in key verticals, from aircraft to construction.

9. CLIMATE FOCUS

Investment in climate-focused projects will accelerate.

10. WILD CARDS

A range of additional factors—from a global economic slowdown to the 2024 U.S. elections—could impact capital spending.

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