



CONSTRUCTION
EQUIPMENT
ASSOCIATION

Annual Review 2025.



A word from our CEO

This past year has been another year of great transformation and achievement for the CEA.

In March we rolled out a refreshed brand, giving us a cleaner, more modern identity that better represents who we are today. We've expanded our website offering with a newly introduced International area and accompanying monthly newsletter, keeping members and the wider industry up-to-date on opportunities overseas. We also launched our Member Directory, enabling online networking and collaboration.

We launched our Manifesto 'one year on' update, showcasing all of the work we've done in line with our four key asks since June 2024, one of the big wins being the delivery of the UK Industrial Strategy. We have signed over ten partnerships with industry associations and experts, to develop all areas of our Manifesto.

We've grown our network with 16 new members joining the Association. Our reach has surpassed 8,000 followers on socials, with media appearances on Crimewatch, industry podcasts, The Times and multiple industry titles.

These achievements are a testament to the dedication of the CEA team, partners and you – our members.



Your membership will automatically renew on 1 January 2026 (as per our T&Cs).

Our fees operate on a sliding scale based on UK turnover in respect of sales of construction equipment and related equipment, including components, accessories and services.

To keep membership fair and transparent for all, we are conducting an audit of membership turnover for the last three years. We will notify you by email if your membership fee is set to change based on the information you provide.

I want to take this opportunity to express my thanks for the continued support of the Association and to wish you and your loved ones a very happy and healthy festive season and New Year.

Viki Bell
Chief Executive



Membership

As of 30 September 2025

145 
Member companies

65
Components

40
OEMs

16
Services

15
Attachments

9
Distributors



Market Insights

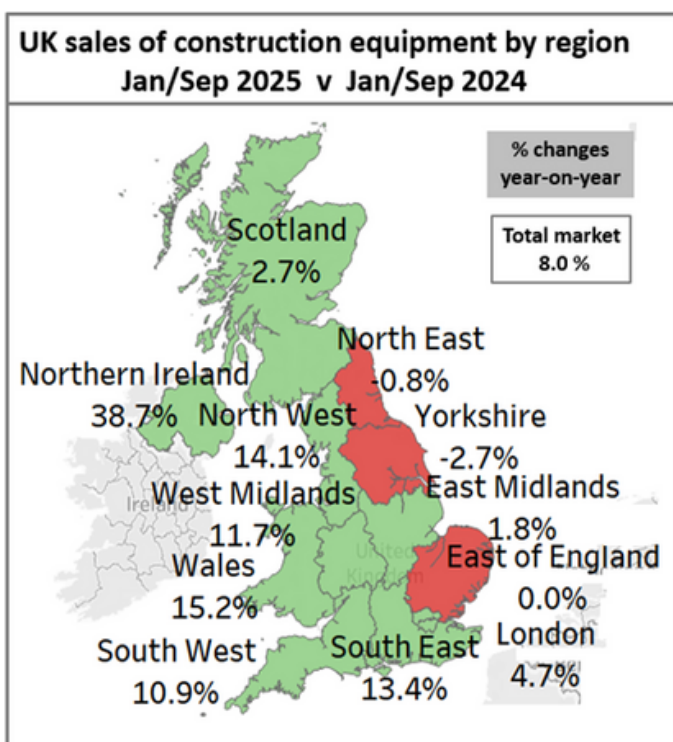
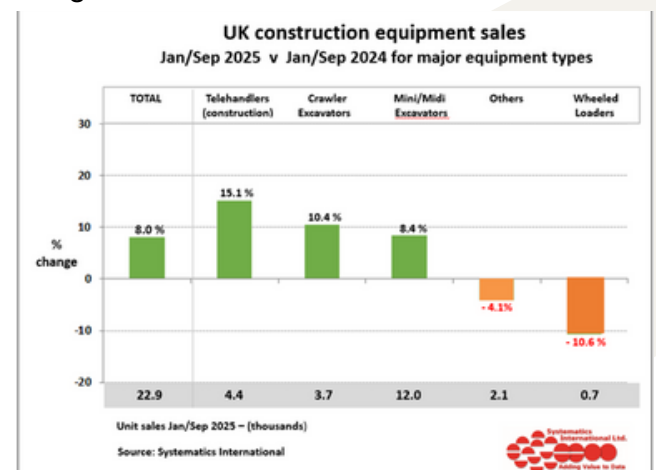


Our Market Insights service combines construction equipment industry analysis, data, bespoke reports, horizon scanning activities, and market news from a range of leading sources to provide members with an all-round information hub.

In the last 12 months to September 2025, UK sales of construction equipment have reached over 29,400 units, an increase of just under 6% on the previous 12 months. Sales in the last quarter of 2024 showed a small decline of 1.5%, before improving to show growth in the first three quarters of this year. This pattern is normal for the industry and we look forward to continuing growth in the Spring.

Telehandlers (for construction) have been the product showing the strongest growth so far this year, showing a 15% increase on sales in the first three quarters of the year compared with 2024. Following this, Excavator sales have remained strong, showing a 10% increase on 2024 levels.

On a regional basis, the strongest sales so far this year have continued to be in Northern Ireland, which were just under 39% above last years' levels in the first three quarters of the year and are the strongest by a significant margin.



Trade data from customs is only available for the first two quarters of the year. This shows that imports of equipment in the first half of the year were at a similar level to the first half of 2024 in terms of tonnage shipped. In contrast, exports were 15% lower in the first six months.

For the main, construction output is showing growth of 1.5% in the first eight months of the year compared with the same period in 2024. The Construction Products Association have recently published their Autumn forecast which anticipates output for 2025 will only reach 1.1% growth compared with 2024. This highlights the current uncertainty and lack of confidence within the industry surrounding the recent Budget. The 2026 forecast has also been reduced to show 2.8% growth, compared with 3.7% in the last update.

Technical



The CEA's technical work remains a cornerstone of its support for members, helping manufacturers navigate the increasingly complex regulatory environment affecting the design, production, and operation of construction machinery.

General Technical Committee

Throughout the year, the General Technical Committee met four times, providing members with a trusted forum to analyse forthcoming legislation, review updates from UK and EU regulators, and share compliance experience. The Committee continues to draw a diverse mix of participants — from major OEMs to specialist component suppliers — ensuring every perspective within the industry is represented. This open exchange of expertise has been key to achieving several tangible advocacy outcomes during the year.



Ongoing advocacy

Following months of engagement with government departments, we secured a commitment that UK and EU product regulations will remain aligned wherever possible, protecting manufacturers from the additional costs and complexity of regulatory divergence. The Department for Business and Trade also confirmed that the UK's noise legislation will soon be amended to reflect the latest EU changes, providing greater clarity for product testing and certification.

Another technical success came through revisions to the UK Persistent Organic Pollutants (POPs) regulations. We worked closely with members and policymakers to highlight the impact of the proposed phase-out schedule on commonly used materials. As a result, the regulation was amended to include a more reasonable timeline, giving manufacturers the necessary time to transition without disrupting production or supply chains.

Alternative fuels workshops

In October we hosted a landmark Hydrogen Workshop, supported by JCB. The event brought together OEMs, regulators, and hydrogen specialists to explore the barriers to bringing hydrogen-powered construction machinery to market. Around 60 delegates attended the session, which examined the regulatory, certification, and infrastructure challenges surrounding hydrogen internal combustion engines (H₂ ICE). Further workshops are planned, focusing on other low-carbon power solutions as we continue to facilitate collaboration and practical progress across the sector.



Influence



We continue to strengthen our position as the collective voice of the construction equipment industry, representing members on issues that shape policy, regulation, and long-term competitiveness.

Partnership with Make UK

Through our Affiliate Board Partnership with Make UK, we have a stronger voice within the wider manufacturing community and direct access to senior policymakers, enabling collaboration on industrial strategy, skills, and decarbonisation.



CEA Manifesto - one year on

One year on from the publication of the CEA Manifesto, we have made clear progress on our core priorities. The Government's commitment to a new Industrial Strategy — the central ask in the Manifesto — marks a major step forward. It provides the long-term framework and certainty members need to invest, innovate, and plan for growth. We continue to work with the Government to ensure the promises made in the Strategy are delivered. Alongside this, we have worked closely with the Department for Business and Trade to align regulations, particularly in areas such as noise legislation, ensuring UK manufacturers are not disadvantaged internationally.

Opportunities to get involved

To help members engage directly in the policy process, we have launched a Get Involved page on our website, giving direct access to calls for evidence, consultations, and opportunities to shape future legislation and regulation. We continue to chair the multi-association Equipment & Machinery Industry Forum, which co-ordinates a unified voice on key issues such as regulatory consistency, product standards, and market surveillance.

Full expensing win

After several years of joint work with the HAE, CPA, and IPAF, we were delighted to see the Chancellor confirm that the First Year Allowance (will apply to assets purchased for hire or leasing from January 2026. This corrects a long-standing inconsistency in the capital allowances system and provides a positive step for hire companies. This will, in turn, provide a stimulus for equipment manufacturers.

Media representation

Our visibility and authority have also grown through sustained media engagement. Leadership commentary from Chief Executive Viki Bell has appeared in The Times, Daily Mail, and leading trade titles, alongside industry podcasts and thought-leadership features. These outlets have helped communicate members' priorities on decarbonisation, regulatory alignment, and skills, reinforcing our reputation as a trusted voice for the sector.

International



We have continued to strengthen our international reach, supporting members to access global markets and engage with international trade and policy developments.

Tariffs

From the Liberation Day announcements in April, through to the Section 232 comments in August, much of the discussion has been around the USA and Steel. The CEA has made direct representations to No. 10 and continues to work with the Department of Business and Trade to seek clarification. The USA remains our largest export market (although this has declined by c19% in 2025). We are urging the Government to discuss a quota-type arrangement (like that for automotive). The challenge is to agree a deal that has longevity and can afford members a degree of certainty for planning – we continue to push for clarification.

European representation

Through our active role in CECE (the Committee for European Construction Equipment), we ensure that UK manufacturers remain represented in European discussions on trade, standards, and regulatory alignment. Maintaining this connection is vital to ensuring that UK-built equipment remains competitive and compliant across key markets. Dale Camsell, our Senior Technical Consultant represents and promotes the views of members at CECE's Technical meetings, and Paul Lyons, Market Insights Consultant sits on CECE's Economics Committee.

CECE Congress 2026

In 2026 the UK will hold the Presidency of CECE. Phil Layton, Group Engineering Director at JCB was formally elected at the Brussels Summit and will take the reins from the current President, Jose Antonio Nieto of Spain in January. Plans are well underway to host the 2026 CECE Congress at the IET, Savoy Place, London from 27 to 29 October 2026, an event that will bring together European leaders to explore shared priorities in sustainability, technology, and market access. Hosting the CECE Congress provides a valuable opportunity to highlight the strength of the UK's construction equipment sector and demonstrate the CEA's leadership role within the European network. Full details, ticket information and sponsorship opportunity details will be published soon.

Introduction of International hub

A new International area has been added to the CEA website, with an accompanying monthly newsletter, providing a central hub for members to access trade-related information, an events calendar, details of trade missions, and links to global procurement opportunities. This resource gives members clearer visibility of export routes and helps them identify new opportunities to showcase their products and expertise abroad.

CECE CONGRESS 2026
27-29 OCTOBER | IET, SAVOY PLACE, LONDON



Skills & Workforce



Developing and retaining a skilled workforce remains at the heart of our work. We continue to take a joined-up approach to skills — from inspiring young people to choose engineering careers to supporting professional development and wellbeing across the existing workforce.

Supporting leadership and business development with Cranfield University

Our partnership with Cranfield University continues to support professional growth in the construction equipment sector, helping to prepare future leaders with the technical and strategic skills needed in an evolving industry. CEA members can enjoy a 5% discount on both short face-to-face courses and longer-form online programmes.

We worked with Cranfield students as part of their MSc in Business Data Analytics, supplying examples of construction equipment sector data for one of the marked modules of their master's course. From this, two students took the data forward as part of their thesis. We are exploring ways to keep this insight live on behalf of our members.

CEA WorkForce

Supporting employee mental and physical wellbeing continues to be a priority for us and our members. Our partnership with Personal Group provides members with access to resources that promote mental, physical, social, and financial wellbeing, assisting the recruitment process and supporting retention challenges.

Supporting engineering excellence across the industry with IMechE

Collaboration with the Institution of Mechanical Engineers (IMechE) encourages professional registration and provides recognition for engineers working within member companies.

Connecting talent and opportunity with globalbridge

We supported the rollout of globalbridge, a digital platform that helps young people explore future career paths based on their strengths and interests. It gives employers a space to showcase job roles and career pathways—bridging the gap between education and industry.

National Manufacturing Skills Taskforce

We continue to be an active member of the UK Taskforce, working alongside 22 trade bodies to deliver a co-ordinated voice on the skills challenges facing UK manufacturing. Our aim is to ensure the Skills Strategy can deliver the needs of the Industrial Strategy and working with the Government to encourage engineering as a career path.

Delivering tailored solutions that drive success and growth with Elite

Elite Consultancy Network is the leading recruitment specialists in our sector. This collaboration brings significant benefits to CEA members, offering access to Elite's comprehensive annual salary survey reports, the opportunity to participate in future surveys, and the ability to leverage their extensive talent pool.

Latest partnership with Enginuity

Our latest partnership provides members with access to key resources including the Policy Centre for Supply Chain and SMEs to give engineering and manufacturing SMEs a stronger and more consistent voice in national policy.

Connect

2025 saw many opportunities to bring the industry together throughout the year through exhibitions, events, and forums that support collaboration, networking, and growth across the construction equipment sector.

bauma 2025

In April 2025, we successfully hosted the UK Pavilion at bauma Munich, giving UK manufacturers and suppliers a strong presence at one of the world's largest construction machinery exhibitions. The Pavilion featured more than 40 UK companies and served as a hub for international visitors and buyers. A evening reception on the stand proved a major success, drawing record attendance and reinforcing the value of a united UK presence at the show. Planning is already underway for the next bauma Pavilion, scheduled for 3 to 9 April 2028.

PlantWorx 2025

PlantWorx 2025 took place in September with major deals and overwhelmingly positive feedback from exhibitors and visitors. Held for the first time at the Newark Showground, the event featured over 300 exhibitors and attracted 10,000 industry professionals across three days. The show delivered a strong platform for live demonstrations, product launches, and innovation, confirming its place as the UK's largest working construction exhibition.



Members' Forum

The CEA Members' Forum was held three times during the year and continued to offer a prime opportunity for members and industry professionals to connect and collaborate. Each Forum brought together speakers from government departments, industry, and academia, offering practical insights into market trends, regulatory updates, and technical developments through interactive sessions. Beyond the formal presentations, the Forums also gave members a direct opportunity to engage with our ongoing strategy and contribute to shaping its priorities. Attendance numbers have grown with each Forum, with the November Forum being a sell out.



Plans for 2026

Looking ahead, preparations are progressing for the 2026 CECE Congress, which we will host at the IET Savoy Place in London from 27 to 29 October 2026. The event will bring together leaders from across Europe to discuss sustainability, digitalisation, and regulatory alignment — highlighting the UK's role at the forefront of the industry.

CESAR Scheme



Owned by the CEA and delivered by Datatag, the CESAR Scheme continues to set the benchmark for equipment security and identification across the construction and agricultural sectors.

Major milestone unlocked

This year the Scheme reached a major milestone of approaching 700,000 systems supplied, reflecting the continued trust placed in CESAR by manufacturers, hire companies, and operators.

Adopted by AMPS

The Scheme was also adopted by AMPS, extending its reach to include power generation equipment and further reinforcing CESAR's role as the recognised standard for asset identification.

Media representation

In 2025, CESAR was featured on BBC Crimewatch, highlighting its contribution to reducing machinery theft and aiding recovery efforts — an important endorsement of the Scheme's real-world impact.

Rollout of new technology

The rollout of UHF RFID responder technology expanded significantly, with major brands fitting the system at factory level including JCB, Thwaites and Kawasaki.

International attention

The CESAR Emissions Compliance Verification (ECV) programme also gained international attention, with a presentation in Peru from the CEA's Dave Luscombe, showcasing UK innovation in emissions transparency and equipment identification.

These milestones demonstrate how CESAR continues to evolve with the needs of the industry, protecting assets, supporting sustainability, and maintaining its position as the trusted standard across the global construction equipment sector.





For more information



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