

Europe's used equipment market enters a new phase of strategic trading

The latest data from Ritchie Bros. shows rising demand, recovering volumes and stronger pricing across key equipment categories

[Breda, The Netherlands, 19 March 2026] - As Europe moves into the early months of spring - traditionally a time when construction, agriculture and logistics activity begin to accelerate - businesses across the continent are reassessing their equipment strategies. For contractors, fleet owners and equipment managers, the start of the season often represents a crucial moment to secure the machinery needed to support projects and growth for the year ahead.

Europe's used equipment market closed 2025 with a noticeable shift in buyer behaviour, as businesses increasingly prioritised value, availability and operational efficiency when acquiring machinery. Insights from data across Ritchie Bros. transaction channels, including auctions, Mascus and Marketplace-E, show that supply dynamics, pricing adjustments and cautious capital investment shaped purchasing decisions across several equipment categories in the final quarter of the year. Rather than following traditional fleet replacement cycles, many buyers responded to changing market conditions by seeking equipment capable of delivering immediate productivity at the right price point.

Construction equipment shows changing purchasing strategies

Construction machinery remained one of the most active segments of the secondary equipment market, although purchasing behaviour varied significantly by category.

Backhoe loaders recorded one of the strongest increases in transaction activity, with auction sales rising nearly 60% year-on-year, even as median prices declined by 12% to around €18,000. Interestingly, the machines sold were typically newer and with fewer operating hours, suggesting improved fleet availability entering the secondary market. At the same time, Mascus data indicates strong buyer interest, with enquiries for backhoe loaders increasing by 34% year-on-year while listing volumes remained broadly stable.

Mobile excavators presented a different picture. Auction sales increased 24%, yet median prices fell to around €27,000, while the typical machine profile became older and more heavily used. This suggests that many companies were prioritising affordability and proven performance rather than investing in newer units. Mascus activity reflected similar underlying demand, with buyer enquiries increasing slightly year-on-year despite a modest decline in listing volumes.

Skid steer loaders showed signs of a more cautious market. Auction sales declined 10% year-on-year, with median prices dropping 13%. Data from Mascus also pointed to an 8% decrease in demand, reflecting weaker activity in a segment typically tied to smaller construction and rental projects.

Selective demand in agriculture and material handling

Diesel forklifts saw the most notable pricing movement upward, with median auction prices rising by nearly 70% to close to €7,000, even as auction volumes declined. The increase reflects a shift toward larger or higher-capacity machines entering the market rather than a broadbased appreciation across all diesel forklifts. Demand indicators from Mascus also point to strong buyer interest, with enquiries increasing by more than 50% year-on-year despite a slight decline in listing volumes.

In agriculture, **tractor** auction sales declined 18% year-on-year, but median prices increased 14% to nearly €40,000. This suggests that buyers were willing to pay more for the right machine when availability matched operational needs. On Mascus, tractor listings also dropped 9%, yet demand remained largely stable.

Tractor transactions remained largely regional, with the majority of machines purchased locally or within Europe. Logistics, servicing infrastructure and regulatory compatibility continue to play an important role in shaping equipment procurement decisions.

Market insight becoming a competitive advantage

*“Across Europe, we’re seeing buyers become far more strategic in how they approach equipment investment,” says **Ghislaine Duijmelings, General Manager at Ritchie Bros. International**. “Businesses are analysing pricing trends, equipment availability, and demand patterns more carefully before making purchasing decisions. With the support of Ritchie Bros.’ global auctions, online marketplaces, and market data, customers can interpret these trends, buy and sell equipment at the right time, and position their businesses for the months ahead.”*

With spring marking the start of a new cycle of activity across many industries, equipment buyers and sellers are paying closer attention to market signals that can help them make smarter investment decisions. Through its global auction platforms, online marketplaces and data-driven insights, Ritchie Bros. supports customers in identifying opportunities in the market - helping them buy and sell equipment at the right time and position their businesses for the months ahead.

More insights are available in the [Market Trends Report Q4 2025](#), providing deeper analysis to help industry stakeholders navigate the evolving equipment landscape.

ENDS

About Ritchie Bros.

Ritchie Bros., an RB Global, Inc. (NYSE: RBA) (TSX: RBA) company, is a global asset management and disposition company, offering customers end-to-end solutions for buying and selling used heavy equipment, trucks and other assets. Operating in a number of sectors, including construction, transportation, agriculture, energy, mining, and forestry, the company's selling channels include: [Ritchie Bros. Auctioneers](#), the world's largest industrial auctioneer offering auction events with online bidding; [IronPlanet](#), an online marketplace with weekly featured auctions and providing the exclusive IronClad Assurance® equipment condition certification; [Marketplace-E](#), a controlled marketplace offering multiple price and timing options; and [Mascus](#), a leading European online equipment listing service. For more information about Ritchie Bros., visit rbauction.com or for more information on RB Global, visit rbglobal.com.