

World Market for Automotive

September 2023

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Scope

STATE OF THE INDUSTRY

Sales are sluggish amid greater market uncertainty, but the industry will bounce back

Only four markets manage to record positive sales growth over the historic period

Asia Pacific is the only region expected to deliver stronger sales in 2027 compared to 2017

Recovering passenger car production will lift sales growth over the forecast period

SUVs and crossovers continue to gain popularity in most markets

The small SUVs and crossovers segment is catching up, but growth will prevail in all segments

LEADING COMPANIES AND BRANDS

Toyota maintains its dominance over close rival Volkswagen despite its slow shift to EVs

Tesla and BYD's strong performances reflect robust demand for EVs

Several legacy car manufacturers are positioning towards an EV future

Supply chain management to underpin car manufacturers' competitive strength in EV industry

Asia Pacific remains the leading region for sales among the 10 most popular brands

TOP FIVE TRENDS SHAPING THE INDUSTRY

Examining the top five trends shaping the automotive industry

Sustainability pressures are earmarking a paradigm shift to electric vehicles

Case study: Stellantis launches STLA Medium as its first of four global BEV platforms

Semi-autonomous cars are surging as new rules open the way for fully driverless cars

Case study: BMW to launch the 7 Series G70 with SAE Level 3 driving system

Automotive e-commerce sales gaining popularity as car manufacturers look for better margins

Case study: Honda launches its online car sales platform in South Korea

Connected cars are becoming more interconnected with the outside world

Case study: MediaTek partners with Nvidia to deliver next-gen connected car technology

Flexible ownership is gaining popularity, especially subscription services for young consumers

Case study: Kia Germany launches its subscription service, Kia Flex

Other key trends impacting the automotive industry

MARKET SNAPSHOTS

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Regional snapshot: Western Europe

Regional snapshot: Latin America

Regional snapshot: Middle East and Africa

Regional snapshot: Eastern Europe

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