Euromonitor International

Top Five Trends in Automotive and Mobility

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Table of Contents

TOP FIVE TRENDS IN AUTOMOTIVE AND MOBILITY

Our expert's view of automotive and mobility in 2025
Key findings

INTRODUCTION

Automotive faces slower growth while shared mobility market continues to boom
Top five trends in automotive and mobility
Top five trends uncovered

SUPPLY CHAIN RESILIENCE

Supply chain resilience will be among the top priorities from 2025 onwards
Case study: Hyundai invests in US onshoring to create localised supply network
Case study: GM leans on extensive supplier network and experience to minimise risks
Collaboration and resource sharing can ease the pain of supply chain restructuring

RISE OF AFFORDABLE EVS

Rising cost of living and influx of cheaper alternatives drive focus on affordable EVs
Case study: Hyundai launches trade-in programme to make EVs more attractive
Case study: Volkswagen plans a range of affordable EVs
Offering attractive price and financing deals can help to withstand Chinese competition

MEETING REGULATIONS

Meeting stricter environmental regulations will be critical for the industry's survival
Case study: LG collaborates with Ford to support electrification efforts
Partnerships with tech companies can ease supply chain redevelopment

TESTING SUBSCRIPTION MODEL

Younger consumers are forecast to drive stronger demand for subscription services
Case study: GM is using a subscription model on connected vehicle features
Case study: Honda and Sony collaborate to offer new mobility solutions
Subscription services can help car companies to create more stable revenue streams

RISE OF SUPER PLATFORMS

Ongoing urbanisation and AI to shape the shared mobility market
Case study: Grab implements AI solutions to streamline mobility services
Companies must prepare for stricter regulation, but potential gains are significant

CONCLUSION

Future implications
Opportunities for growth

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