

# **Online Car Buying Market by Vehicle Type (Hatchback, Sedan, SUV and Other), Propulsion Type (Petrol, Diesel and Others) and Category (Pre-owned vehicle and New vehicle): Global Opportunity Analysis and Industry Forecast, 2021–2030**

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## **Abstracts**

Online car buying market refers to the end-to-end buying of car through online platforms. Online car buying allows customer to have better price transparency, the ease of shopping from home, and a digital payment process. Customers can easily go through the available offerings and have quick access to product related information, prices and can instantly access a wide array of available vehicles along with custom suggestion and recommendations with easy benchmarking and price comparisons with less or even no paperwork that too with home deliveries of vehicles. The online car buying market can be categorized as pre-owned vehicle also called used vehicle and new vehicles.

The global online car buying market is segmented on the basis of vehicle type, propulsion type and category. By vehicle type, the market has been categorized into hatchback, sedan, SUV and other. On the basis of propulsion type, it is categorized into petrol, diesel and others. On the basis of category, it is categorized into pre-owned vehicle and new vehicle. Region wise, it is studied across North America, Europe, Asia-Pacific, and LAMEA. Rise in number of active internet users, increase in vehicle demand, digitization of automotive retail sector in countries, such as the U.S., Canada, the UK, Germany and China, and surge in third party online marketplaces are anticipated to propel the growth of the online car buying market between 2021 and 2030.

The key players analyzed in the online car buying market include Asbury Automotive

Group, Inc. AutoNation, Inc., Cargurus, Inc., CarsDirect, Cars.com, Inc., Cox Automotive Inc, Group1 Automotive Inc., Hendrick automotive group, Lithia motors, Inc. and TrueCar, Inc.

## KEY BENEFITS FOR STAKEHOLDERS

This study presents analytical depiction of the online car buying market along with the current trends and future estimations to depict imminent investment pockets.

The overall market potential is determined to understand profitable trends to enable stakeholders gain a stronger foothold in the market.

The report presents information related to key drivers, restraints, and opportunities with detailed impact analysis.

The current market is quantitatively analyzed from 2020 to 2030 to highlight the financial competency of the market.

Porter's five forces analysis illustrates potency of buyers and suppliers.

## KEY MARKET SEGMENTS

### By Vehicle Type

Hatchback

Sedan

SUV

Others

### By Propulsion Type

Petrol

Diesel

Others

## By Category

Pre-Owned Vehicle

New Vehicle

## By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

## KEY PLAYERS

Asbury Automotive Group, Inc.

AutoNation, Inc.

Cargurus, Inc.

CarsDirect

Cars.com, Inc.

Cox Automotive Inc

Group1 Automotive Inc.

Hendrick automotive group

Lithia motors, Inc.

TrueCar, Inc.



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