

Chile Autos Report 2016

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Abstracts

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BMI View: A strengthening domestic economy, bolstered by rising investment into consumer sectors over the coming five years, leads BMI to adopt a cautiously optimistic stance towards new vehicle sales in Chile over the 2016-19 period. For 2016, we are forecasting a 5% increase in sales, to just under the 300,000 unit mark.

Key Views

Passenger car and light commercial vehicle sales have fallen sharply across 2015, against a sluggish macroeconomic backdrop.

Looking forward, there is scope for a slight recovery in auto sales (+5%) across 2016, as the economy regains some strength.

However, we do not see new vehicle sales returning to their 2013 high over our forecast period to 2019.

Over the forecast period to 2019, we see two broad trends characterising the Chilean market: one, the continuation of consumers upsizing to SUVs and pick-ups, as well as a continued strong performance of volume brands, reflecting the rising spending power of lower and middle-income groups.

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