

Hungary Autos Report Q2 2016

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Abstracts

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BMI View: We believe that strong demand, low interest rates, steady GDP growth levels and ongoing debt relief for households should see the Hungarian new vehicle sales market grow further in 2016. We expect 8.1% growth for the sector as a whole, with commercial vehicle sales set to outperform passenger car sales.

Key Views

We expect new vehicle sales to grow 39.8% over 2016-2020, to over 140,000 units by 2020.

The market will remain below its 2004 high of over 230,000 units sold on current sales trends.

We expect stronger growth from passenger car sales than commercial vehicle sales over 2016-2020.

Hungary is becoming an ever-more important location for auto parts suppliers with Robert Bosch stating it would invest a further HUF19bn in its Hatvan plant in eastern Hungary.

Suzuki's sales rose by 58% y-o-y, to 7,500 units, with a boost from the launch of its Vitara SUV.

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