

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.



Contents

BMI Industry View

Key Views

SWOT

Industry Forecast

Industry Forecast Scenario

Table: Vehicle Market - Historical Data & Forecasts (2013-2019)

Latest Developments

Structural Trends

Passenger Vehicles

Table: Passenger Car Market - Historical Data And Forecasts (Hungary 2014-2020)

Latest Developments

Key Players

Table: Hungary - Top Selling Passenger Car Brands, 2015

Commercial Vehicles

Table: Commercial Vehicle Market - Historical Data And Forecasts (Hungary

2014-2020)

Latest Developments

Industry Risk Reward Index

Industry Risk/Reward Index

Italy And Spain Push To Join Peers

Central And Eastern Europe Labour Pressures Raise Risk

High-End Investment Reflects Top Ranking Status

Company Profile

Magyar Suzuki

Audi Hungaria

Regional Overview

Industry Trend Analysis

Table: Central And Eastern Europe - Autos Production Investment

Emissions Reductions At Heart Of Investment Plans

Hyundai Still Bullish On Russia

Demographic Forecast

Table: Population Headline Indicators (Hungary 1990-2025)

Table: Key Population Ratios (Hungary 1990-2025)

Table: Urban/Rural Population & Life Expectancy (Hungary 1990-2025)

Table: Population By Age Group (Hungary 1990-2025)

Table: Population By Age Group % (Hungary 1990-2025)

Methodology



Industry Forecasts
Sector-Specific Methodology
Sources
Risk/Reward Index Methodology

Table: Automotive Risk/Reward Index Indicators And Weighting Of Indicators



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