

Iran Autos Report Q2 2016

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Abstracts

BMI View: The automotive industry is Iran's second biggest industry with oil and gas being its largest. Passenger vehicles will receive a significant boost as western brands, which are preferred by local consumers, re-enter the automotive market as sanctions are eased in 2016. The positive outlook for the infrastructure industry will provide support to the commercial vehicle segment.

Key Views

Western brands will be well received post-sanctions due to strong customer preferences.

European brands will be best positioned to gain market access quickest.

Improved infrastructure project financing will support the commercial vehicle segment.

Contents

BMI Industry View

Key Views

SWOT

Industry Forecast

Table: Autos Total Market - Historical Data And Forecasts (Iran 2014-2020)

Latest Developments

Structural Trends

Passenger Vehicles

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

Latest Developments

Key Players

Table: Iran Car Sales By Brand Top 10

Commercial Vehicles

Table: Commercial Vehicle Market - Historical Data And Forecasts (Iran 2014-2020)

Latest Developments

Industry Risk/Reward Index

GCC Stability Offsets Sales Downgrades

Long-Term Potential Comes With Risk

Iran The Most Attractive Outlier

Company Profile

Iran Khodro Company (IKCO)

Societe Anonyme Iranienne de Production Automobile (Saipa)

Regional Overview

Table: Middle East And North African Autos Production Investments

Iran Already Drawing A Crowd...

....But Iranian Brands Look Elsewhere

North African Hub Expanding

Demographic Forecast

Table: Population Headline Indicators (Iran 1990-2025)

Table: Key Population Ratios (Iran 1990-2025)

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

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

Table: Population By Age Group % (Iran 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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