

Israel Autos Report 2016

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Abstracts

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BMI View: We forecast that Israeli new passenger car sales outperformed commercial vehicles across 2015 amid a mixed economic backdrop and with domestic security risks rising. For 2016, we expect this outperformance of passenger car sales over commercial vehicle sales to continue.

Over BMI's full forecast period to 2019, we are targeting 27.7% growth in the Israeli new vehicle sales market, which will take annual sales to just above the 340,000 unit mark.

Kia has taken market leadership within the light vehicle segment away from Hyundai over 2015 year-to-date, primarily based on a very sharp increase in sales of its sports utility vehicle (SUV) range, notably the Sportage.

Among HCVs, the leading sellers are Volvo Trucks, Mercedes-Benz and Chevrolet.

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