

Saudi Arabia Autos Report Q3 2016

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Abstracts

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BMI View: In response to the government's prolonged austerity as a result of lower oil prices, we have revised down our total vehicle sales forecast to a contraction of 26.2% in 2016, led by a 30.0% drop in commercial vehicle sales, while passenger vehicle sales will fall 25.0%.

Key Views

The commercial vehicle segment will contract for the next two years as heavy vehicle demand is dampened against a backdrop of lower spending in the key construction/infrastructure sectors.

We believe the planned introduction of VAT in 2018 will prompt consumers to buy greater numbers of new passenger cars in 2017 before the tax is implemented.

We see opportunities at the lower end as consumers look to downsize, and also at the premium end, where more affluent consumers are less impacted by economic conditions.

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