

Zambia Autos Report Q1 2016

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Abstracts

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Continued depreciation of the Zambian Kwacha as a result of the weak copper prices and a power crunch will weigh on economic growth in Zambia. As a result, we expect the autos market to grow by only 3.0% in 2016, down from our previous estimate of 8.0%.

The growth of vehicle financing and leasing in Zambia means it is becoming possible for more new car brands, even from higher price points, to access the market. As Nissan Motor doubles its efforts to increase its presence in the country and Volkswagen arrives with a new showroom, the availability of various forms of financing will support growth in the nascent new car segment.

Some carmakers feel more can be done to promote the new vehicle segment in African markets such as Zambia, where second-hand sales still account for the bulk of the market. Renault, which was due to launch its brand in Zambia in January 2015, hopes to convince governments in the region that the second-hand market takes away state revenues and should be regulated.

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