

ASEAN's Automotive Markets: Tigers and Cubs

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Abstracts

Vehicle sales in Thailand and Indonesia ranked 13th and 15th in the world, respectively, in 2012. Along with Malaysia, these markets constitute the automotive tigers of the ASEAN region. Meanwhile, the Philippines and Vietnam are cubs with the potential to grow up fast. Euromonitor International considers car ownership levels and the impact of rising incomes in all these markets, as well as the contrasting market mix in Malaysia and Thailand in the context of divergent demographic landscapes.

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