

Automotive 2016: Forecast Scorecards – Major Markets

<https://marketpublishers.com/r/A39A02765FBEN.html>

Date: September 2016

Pages: 50

Price: US\$ 1,325.00 (Single User License)

ID: A39A02765FBEN

Abstracts

This document is a series of scorecards for major Automotive markets which review historic (2011-2015), short term (2016-2020) and medium/long term (2021-2030) performance of light vehicle sales in the markets covered by the Automotive system. A ranking from 1 to 10 is assigned to each macro and micro driver that impact demand, which is multiplied by a score ranging from +5 (positive) to -5 (negative) for the three time periods, providing a final comparative tally of the market opportunity.

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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