

# 2018 Top 5 Microcars Players in North America, Europe, Asia-Pacific, South America, Middle East and Africa

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## Abstracts

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Microcar is a classification which encompasses the smallest automobiles which are only designed to seat two or sometimes even just one person. They are even smaller than traditional city cars or subcompacts whose diminutive size makes them ideal for high-density urban areas where traffic and inaccessible parking spaces are a constant problem.

The Microcars industry is not highly concentrated, there are more than thirty manufacturers in the world, and high-end products mainly come from Japan and Europe.

In the world wide, major manufactures mainly are Daihatsu, Fiat, Suzuki Motor and Honda etc.

Europe and Asia are the largest consumers of Microcars and are expected to retain the higher growth rate during the next five years due to strong growth in demand. Japan and India have witnessed a major chunk of the production and consumption of Microcars in the Asia Pacific region. Actually, that is why manufacturers have several plants, usually close to aimed demand market.

The import and export business of this industry is not frequent. The main reason lies in that many international manufacturers expand their business through building factories or investments in targeted markets. Also, many major players have built up plants in developing countries, like India and Thailand.

Due to the advantage on price and practicability, microcars are popular in Japan, Europe and some other developing countries. In future, developing countries will provide a great power to the development of microcars. What's more, the development of electric vehicle should be another driving factor to the microcars industry.

We tend to believe this industry now is close to mature, and the demand increasing degree will show a smooth curve. On product prices, the slow downward trend in recent years will maintain in the future, as competition intensifies, prices gap between different brands will go narrowing. Similarly, there will be fluctuation in gross margin.

Over the next five years, LPI(LP Information) projects that Microcars will register a 0.9% CAGR in terms of revenue, reach US\$ 54300 million by 2023, from US\$ 51600 million in 2017.

This report studies the global market, especially in North America, Europe, Asia-Pacific, South America, Middle East and Africa, focuses on the top 5 players in each region, with sales, price, revenue and market share from 2013 to 2018, the top players:

Daihatsu

Suzuki Motor

Honda

Hyundai

Maruti

Nissan

Toyota Motor

Fiat

PSA

Daimler AG

Renault S.A.

Grecav Auto

Tata Motors

Changan

ZOTYE

SAIC

Chery

BYD

Geely

JAC

Market Segment by Regions, this report splits Global into several key Regions, with sales, revenue, market share of top players in these regions, from 2013 to 2018 (forecast), like

North America (United States, Canada and Mexico)

Asia-Pacific (China, Japan, Southeast Asia, India and Korea)

Europe (Germany, UK, France, Italy and Russia etc.)

South America (Brazil, Chile, Peru and Argentina)

Middle East and Africa (Egypt, South Africa, Saudi Arabia)

Split by Product Types, with sales, revenue, price, market share of each type, can be divided into

Fuel Cars

Electricity Cars

Hybrid Cars

Split by applications, this report focuses on sales, market share and growth rate in each application, can be divided into

Personal Cars

Commercial Cars

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