

# Australia New Cars Market Summary, Competitive Analysis and Forecast to 2027

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## Abstracts

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### SUMMARY

New Cars in Australia industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The new cars market consists of the initial retail sale/registration of new passenger cars. Passenger cars include saloons, hatchbacks, SUVs, 4x4s, and light pickups used predominantly in North America, and other related vehicles. The market value is calculated at retail selling price (RSP) and the market volume is given in terms of units sold. Market share data for the New Cars industry applies to motor manufacturing groups as opposed to their individual brands, i.e. for the Volkswagen Group this includes all of its brands such as Volkswagen, Audi, Skoda, Seat etc. therefore where possible, market share data represents sales figures for every brand in that manufacturing group within each country. All market data and forecasts are represented in nominal terms (i.e., without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2021 annual average exchange rates.

The Australian new car market is expected to generate total revenues of \$19

billion in 2022, representing a negative compound annual growth rate (CAGR) of 0.7% between 2017 and 2022.

Market consumption volume is forecast to decline with a negative CAGR of 3.3% between 2017 and 2022, reaching a total of 778,700 cars in 2022.

A positive macroeconomic environment that kept consumer confidence high, along with the low cost of car loans and increasing disposable incomes, stimulated demand for new vehicles and the replacement of existing old vehicles.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the new cars market in Australia

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the new cars market in Australia

Leading company profiles reveal details of key new cars market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Australia new cars market with five year forecasts by both value and volume

## **REASONS TO BUY**

What was the size of the Australia new cars market by value in 2022?

What will be the size of the Australia new cars market in 2027?

What factors are affecting the strength of competition in the Australia new cars market?

How has the market performed over the last five years?

Who are the top competitors in Australia's new cars market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Geography segmentation
- 1.6. Market share
- 1.7. Market rivalry
- 1.8. Competitive landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value
- 3.2. Market volume

### **4 MARKET SEGMENTATION**

- 4.1. Geography segmentation

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast
- 5.2. Market volume forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes

6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

7.1. Market share

7.2. Who are the leading players?

7.3. How are strategic alliances used by the leading companies?

7.4. How is new technology opening up competition?

7.5. How are leading players progressing in the hybrid and electric cars segment?

## **8 COMPANY PROFILES**

8.1. Mitsubishi Motors Corporation

8.2. Mazda Ltd.

8.3. Hyundai Motor Company

8.4. Toyota Motor Corporation

## **9 MACROECONOMIC INDICATORS**

9.1. Country data

## **10 APPENDIX**

10.1. Methodology

10.2. Industry associations

10.3. Related MarketLine research

10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Australia new cars market value: \$ billion, 2017-22(e)
- Table 2: Australia new cars market volume: thousand units, 2017–22(e)
- Table 3: Australia new cars market geography segmentation: \$ billion, 2022(e)
- Table 4: Australia new cars market value forecast: \$ billion, 2022-27
- Table 5: Australia new cars market volume forecast: thousand units, 2022–27
- Table 6: Australia new cars market share: % share, by volume, 2022(e)
- Table 7: Mitsubishi Motors Corporation: key facts
- Table 8: Mitsubishi Motors Corporation: Annual Financial Ratios
- Table 9: Mitsubishi Motors Corporation: Key Employees
- Table 10: Mitsubishi Motors Corporation: Key Employees Continued
- Table 11: Mazda Ltd.: key facts
- Table 12: Mazda Ltd.: Annual Financial Ratios
- Table 13: Mazda Ltd.: Key Employees
- Table 14: Hyundai Motor Company: key facts
- Table 15: Hyundai Motor Company: Annual Financial Ratios
- Table 16: Hyundai Motor Company: Key Employees
- Table 17: Hyundai Motor Company: Key Employees Continued
- Table 18: Toyota Motor Corporation: key facts
- Table 19: Toyota Motor Corporation: Annual Financial Ratios
- Table 20: Toyota Motor Corporation: Key Employees
- Table 21: Toyota Motor Corporation: Key Employees Continued
- Table 22: Toyota Motor Corporation: Key Employees Continued
- Table 23: Australia size of population (million), 2018–22
- Table 24: Australia gdp (constant 2005 prices, \$ billion), 2018–22
- Table 25: Australia gdp (current prices, \$ billion), 2018–22
- Table 26: Australia inflation, 2018–22
- Table 27: Australia consumer price index (absolute), 2018–22
- Table 28: Australia exchange rate, 2017–21

## List Of Figures

### LIST OF FIGURES

- Figure 1: Australia new cars market value: \$ billion, 2017-22(e)
- Figure 2: Australia new cars market volume: thousand units, 2017–22(e)
- Figure 3: Australia new cars market geography segmentation: % share, by value, 2022(e)
- Figure 4: Australia new cars market value forecast: \$ billion, 2022-27
- Figure 5: Australia new cars market volume forecast: thousand units, 2022–27
- Figure 6: Forces driving competition in the new cars market in Australia, 2022
- Figure 7: Drivers of buyer power in the new cars market in Australia, 2022
- Figure 8: Drivers of supplier power in the new cars market in Australia, 2022
- Figure 9: Factors influencing the likelihood of new entrants in the new cars market in Australia, 2022
- Figure 10: Factors influencing the threat of substitutes in the new cars market in Australia, 2022
- Figure 11: Drivers of degree of rivalry in the new cars market in Australia, 2022
- Figure 12: Australia new cars market share: % share, by volume, 2022(e)

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