

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

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## Abstracts

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### SUMMARY

New Cars in Austria 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 Austrian new car market is expected to generate total revenues of \$7.9

billion in 2022, representing a negative compound annual growth rate (CAGR) of 7.3% between 2017 and 2022.

Market consumption volume is forecast to decline with a negative CAGR of 10.1% between 2017 and 2022, reaching a total of 207,500 cars in 2022.

A positive macroeconomic environment that keeps consumer confidence high, along with the low cost of car loans and increasing disposable incomes, will stimulate demand for new vehicles and the replacement of existing old vehicles in the coming future.

## **SCOPE**

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

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

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 Austria new cars market with five year forecasts by both value and volume

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

Who are the top competitors in Austria'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. Renault SA

8.2. Volkswagen AG

8.3. Stellantis NV

8.4. Hyundai Motor Company

## **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: Austria new cars market value: \$ billion, 2017-22(e)
- Table 2: Austria new cars market volume: thousand units, 2017–22(e)
- Table 3: Austria new cars market geography segmentation: \$ billion, 2022(e)
- Table 4: Austria new cars market value forecast: \$ billion, 2022-27
- Table 5: Austria new cars market volume forecast: thousand units, 2022–27
- Table 6: Austria new cars market share: % share, by volume, 2022(e)
- Table 7: Renault SA: key facts
- Table 8: Renault SA: Annual Financial Ratios
- Table 9: Renault SA: Key Employees
- Table 10: Renault SA: Key Employees Continued
- Table 11: Volkswagen AG: key facts
- Table 12: Volkswagen AG: Annual Financial Ratios
- Table 13: Volkswagen AG: Key Employees
- Table 14: Volkswagen AG: Key Employees Continued
- Table 15: Volkswagen AG: Key Employees Continued
- Table 16: Stellantis NV: key facts
- Table 17: Stellantis NV: Annual Financial Ratios
- Table 18: Stellantis NV: Key Employees
- Table 19: Stellantis NV: Key Employees Continued
- Table 20: Stellantis NV: Key Employees Continued
- Table 21: Hyundai Motor Company: key facts
- Table 22: Hyundai Motor Company: Annual Financial Ratios
- Table 23: Hyundai Motor Company: Key Employees
- Table 24: Hyundai Motor Company: Key Employees Continued
- Table 25: Austria size of population (million), 2018–22
- Table 26: Austria gdp (constant 2005 prices, \$ billion), 2018–22
- Table 27: Austria gdp (current prices, \$ billion), 2018–22
- Table 28: Austria inflation, 2018–22
- Table 29: Austria consumer price index (absolute), 2018–22
- Table 30: Austria exchange rate, 2017–21

## List Of Figures

### LIST OF FIGURES

Figure 1: Austria new cars market value: \$ billion, 2017-22(e)

Figure 2: Austria new cars market volume: thousand units, 2017–22(e)

Figure 3: Austria new cars market geography segmentation: % share, by value, 2022(e)

Figure 4: Austria new cars market value forecast: \$ billion, 2022-27

Figure 5: Austria new cars market volume forecast: thousand units, 2022–27

Figure 6: Forces driving competition in the new cars market in Austria, 2022

Figure 7: Drivers of buyer power in the new cars market in Austria, 2022

Figure 8: Drivers of supplier power in the new cars market in Austria, 2022

Figure 9: Factors influencing the likelihood of new entrants in the new cars market in Austria, 2022

Figure 10: Factors influencing the threat of substitutes in the new cars market in Austria, 2022

Figure 11: Drivers of degree of rivalry in the new cars market in Austria, 2022

Figure 12: Austria new cars market share: % share, by volume, 2022(e)

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