

Car Manufacturing in Austria

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Abstracts

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Summary

Car Manufacturing in Austria industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The car manufacturing market encompasses passenger cars, which are defined as motor vehicles equipped with at least four wheels, designed primarily for the transportation of passengers. These vehicles typically accommodate no more than eight seats, including the driver's seat. This market includes petrol, diesel, electric, and hybrid passenger cars. The market encompasses a broad spectrum of vehicle types, such as mini, small, medium, large, exclusive, and luxury cars, along with mini, compact, mid and full-size SUVs/crossovers. Additionally, it encompasses compact, small and large MPVs, as well as mini, compact, mid and full-size pickups. Sport coupe cars are also included within the scope. Light or heavy commercial vehicles e.g., vans or heavy goods vehicles (HGVs) are excluded from the market scope.
- The Austrian car manufacturing industry recorded revenues of \$1.4 billion in 2024, representing a negative compound annual growth rate (CAGR) of 14.2% between 2019 and 2024.
- Industry production volumes declined with a negative CAGR of 14.7% between 2019 and 2024, reaching a total of 74.1 thousand units in 2024.
- The Austrian car manufacturing industry's production volume contracted by 27.6% in 2024, primarily due to a shortage of skilled labor and rising industrial energy costs.

Manufacturing hubs in Graz and Styria—home to facilities operated by Magna Steyr and other OEMs—struggled with attracting and retaining workers trained in EV and advanced drivetrain assembly.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the car manufacturing market in Austria
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the car manufacturing market in Austria
- Leading company profiles reveal details of key car manufacturing market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Austria car manufacturing market with five year forecasts

Reasons to Buy

- What was the size of the Austria car manufacturing market by value in 2024?
- What will be the size of the Austria car manufacturing market in 2029?
- What factors are affecting the strength of competition in the Austria car manufacturing market?
- How has the market performed over the last five years?
- What are the main segments that make up Austria's car manufacturing market?

Companies Mentioned

Magna International Inc

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