

# New Cars in Argentina - Market Summary, Competitive Analysis and Forecast to 2026

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## Abstracts

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### SUMMARY

New Cars in Argentina industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2017-21, and forecast to 2026). 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.

The Argentinian new cars market is expected to generate total revenues of \$5.7bn in 2021, representing a compound annual growth rate (CAGR) of 18.2% between 2017 and 2021.

Market consumption volume is forecast to decline with a CARC of -18.1% between 2017 and 2021, to reach a total of 388.8 thousand units in 2021.

Increasing inflation is a major concern for the Argentinian economy and the new cars market has been impacted by the negative effects of inflation.

## SCOPE

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

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

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

## REASONS TO BUY

What was the size of the Argentina new cars market by value in 2021?

What will be the size of the Argentina new cars market in 2026?

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

How has the market performed over the last five years?

Who are the top competitors in Argentina'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?

7.6. What impact is the COVID-19 pandemic having on leading players?

## **8 COMPANY PROFILES**

8.1. Renault SA

8.2. Volkswagen AG

8.3. Stellantis NV

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: Argentina new cars market value: \$ billion, 2017-21(e)
- Table 2: Argentina new cars market volume: thousand units, 2017-21(e)
- Table 3: Argentina new cars market geography segmentation: \$ billion, 2021(e)
- Table 4: Argentina new cars market value forecast: \$ billion, 2021-26
- Table 5: Argentina new cars market volume forecast: thousand units, 2021-26
- Table 6: Argentina new cars market share: % share, by volume, 2021(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: Renault SA: Key Employees Continued
- Table 12: Renault SA: Key Employees Continued
- Table 13: Volkswagen AG: key facts
- Table 14: Volkswagen AG: Annual Financial Ratios
- Table 15: Volkswagen AG: Key Employees
- Table 16: Volkswagen AG: Key Employees Continued
- Table 17: Volkswagen AG: Key Employees Continued
- Table 18: Stellantis NV: key facts
- Table 19: Stellantis NV: Annual Financial Ratios
- Table 20: Stellantis NV: Key Employees
- Table 21: Stellantis NV: Key Employees Continued
- Table 22: Stellantis NV: Key Employees Continued
- Table 23: Toyota Motor Corporation: key facts
- Table 24: Toyota Motor Corporation: Annual Financial Ratios
- Table 25: Toyota Motor Corporation: Key Employees
- Table 26: Toyota Motor Corporation: Key Employees Continued
- Table 27: Argentina size of population (million), 2017-21
- Table 28: Argentina gdp (constant 2005 prices, \$ billion), 2017-21
- Table 29: Argentina gdp (current prices, \$ billion), 2017-21
- Table 30: Argentina inflation, 2017-21
- Table 31: Argentina consumer price index (absolute), 2017-21
- Table 32: Argentina exchange rate, 2016-20

## List Of Figures

### LIST OF FIGURES

- Figure 1: Argentina new cars market value: \$ billion, 2017-21(e)
- Figure 2: Argentina new cars market volume: thousand units, 2017-21(e)
- Figure 3: Argentina new cars market geography segmentation: % share, by value, 2021(e)
- Figure 4: Argentina new cars market value forecast: \$ billion, 2021-26
- Figure 5: Argentina new cars market volume forecast: thousand units, 2021-26
- Figure 6: Forces driving competition in the new cars market in Argentina, 2021
- Figure 7: Drivers of buyer power in the new cars market in Argentina, 2021
- Figure 8: Drivers of supplier power in the new cars market in Argentina, 2021
- Figure 9: Factors influencing the likelihood of new entrants in the new cars market in Argentina, 2021
- Figure 10: Factors influencing the threat of substitutes in the new cars market in Argentina, 2021
- Figure 11: Drivers of degree of rivalry in the new cars market in Argentina, 2021
- Figure 12: Argentina new cars market share: % share, by volume, 2021(e)

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