

# New Cars in Argentina

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## Abstracts

New Cars in Argentina

### SUMMARY

New Cars in Argentina industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2014-18, and forecast to 2023). 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 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 shares consist of 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. Any currency conversions used in this report have been calculated at constant 2018 annual average exchange rates.

The Argentinian new cars market had total revenues of \$5.4bn in 2018, representing a compound annual growth rate (CAGR) of 22.6% between 2014 and 2018.

Market consumption volume increased with a CAGR of 9% between 2014 and 2018, to reach a total of 610.9 thousand units in 2018.

The recovery of the market in 2016 was a result of the slash on new car taxes in

late 2015, which stimulated demand despite the economic recession that year.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, 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 2018?

What will be the size of the Argentina new cars market in 2023?

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. What strategies do the leading players follow?

### 7.4. What is the rationale for the recent M&A activity?

## **8 COMPANY PROFILES**

### 8.1. Volkswagen AG

### 8.2. Ford Motor Company

### 8.3. General Motors Company

### 8.4. Renault SA

## **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, 2014-18
Table 2: Argentina new cars market volume: thousand units, 2014-18
Table 3: Argentina new cars market geography segmentation: \$ billion, 2018
Table 4: Argentina new cars market value forecast: \$ billion, 2018-23
Table 5: Argentina new cars market volume forecast: thousand units, 2018-23
Table 6: Argentina new cars market share: % share, by value, 2018
Table 7: Volkswagen AG: key facts
Table 8: Volkswagen AG: Annual Financial Ratios
Table 9: Volkswagen AG: Key Employees
Table 10: Volkswagen AG: Key Employees Continued
Table 11: Volkswagen AG: Key Employees Continued
Table 12: Volkswagen AG: Key Employees Continued
Table 13: Ford Motor Company: key facts
Table 14: Ford Motor Company: Annual Financial Ratios
Table 15: Ford Motor Company: Key Employees
Table 16: Ford Motor Company: Key Employees Continued
Table 17: Ford Motor Company: Key Employees Continued
Table 18: Ford Motor Company: Key Employees Continued
Table 19: General Motors Company: key facts
Table 20: General Motors Company: Annual Financial Ratios
Table 21: General Motors Company: Key Employees
Table 22: General Motors Company: Key Employees Continued
Table 23: Renault SA: key facts
Table 24: Renault SA: Annual Financial Ratios
Table 25: Renault SA: Key Employees
Table 26: Renault SA: Key Employees Continued
Table 27: Argentina size of population (million), 2014-18
Table 28: Argentina gdp (constant 2005 prices, \$ billion), 2014-18
Table 29: Argentina gdp (current prices, \$ billion), 2014-18
Table 30: Argentina inflation, 2014-18
Table 31: Argentina consumer price index (absolute), 2014-18
Table 32: Argentina exchange rate, 2014-18

## List Of Figures

### LIST OF FIGURES

Figure 1: Argentina new cars market value: \$ billion, 2014-18

Figure 2: Argentina new cars market volume: thousand units, 2014-18

Figure 3: Argentina new cars market geography segmentation: % share, by value, 2018

Figure 4: Argentina new cars market value forecast: \$ billion, 2018-23

Figure 5: Argentina new cars market volume forecast: thousand units, 2018-23

Figure 6: Forces driving competition in the new cars market in Argentina, 2018

Figure 7: Drivers of buyer power in the new cars market in Argentina, 2018

Figure 8: Drivers of supplier power in the new cars market in Argentina, 2018

Figure 9: Factors influencing the likelihood of new entrants in the new cars market in Argentina, 2018

Figure 10: Factors influencing the threat of substitutes in the new cars market in Argentina, 2018

Figure 11: Drivers of degree of rivalry in the new cars market in Argentina, 2018

Figure 12: Argentina new cars market share: % share, by value, 2018

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