

# 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?

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

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