

New Cars in Austria

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Abstracts

New Cars in Austria

SUMMARY

New Cars in Austria 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 Austrian new cars market had total revenues of \$10.8bn in 2018, representing a compound annual growth rate (CAGR) of 2.8% between 2014 and 2018.

Market consumption volume increased with a CAGR of 3% between 2014 and 2018, to reach a total of 341.1 thousand units in 2018.

The growth acceleration of the Austrian economy since 2016 has improved

consumer confidence and added to the disposable income of households, which increased spending on new cars.

SCOPE

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

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

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. 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. Bayerische Motoren Werke AG

8.3. Ford Motor 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: Austria new cars market value: \$ billion, 2014-18
- Table 2: Austria new cars market volume: thousand units, 2014-18
- Table 3: Austria new cars market geography segmentation: \$ billion, 2018
- Table 4: Austria new cars market value forecast: \$ billion, 2018-23
- Table 5: Austria new cars market volume forecast: thousand units, 2018-23
- Table 6: Austria 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: Bayerische Motoren Werke AG: key facts
- Table 14: Bayerische Motoren Werke AG: Annual Financial Ratios
- Table 15: Bayerische Motoren Werke AG: Key Employees
- Table 16: Bayerische Motoren Werke AG: Key Employees Continued
- Table 17: Ford Motor Company: key facts
- Table 18: Ford Motor Company: Annual Financial Ratios
- Table 19: Ford Motor Company: Key Employees
- Table 20: Ford Motor Company: Key Employees Continued
- Table 21: Ford Motor Company: Key Employees Continued
- Table 22: Ford Motor 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: Austria size of population (million), 2014-18
- Table 28: Austria gdp (constant 2005 prices, \$ billion), 2014-18
- Table 29: Austria gdp (current prices, \$ billion), 2014-18
- Table 30: Austria inflation, 2014-18
- Table 31: Austria consumer price index (absolute), 2014-18
- Table 32: Austria exchange rate, 2014-18

List Of Figures

LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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

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

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