

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

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## Abstracts

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### SUMMARY

New Cars in Colombia 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 Colombian new cars market is expected to generate total revenues of \$3.5bn in 2021, representing a compound annual growth rate (CAGR) of 3.6% between 2017 and 2021.

Market consumption volume is forecast to increase with a CAGR of 0.4% between 2017 and 2021, to reach a total of 239.0 thousand units in 2021.

The significant depreciation of the Colombian peso due to a slowdown in the economy contributed to the price rise for vehicles in 2018, a result of the increased costs of imports, which led to strong market value growth.

## **SCOPE**

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

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

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

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

Who are the top competitors in Colombia'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. General Motors Company

8.2. Renault SA

8.3. Mazda Ltd.

8.4. Hyundai Motor Company

## **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: Colombia new cars market value: \$ billion, 2017-21(e)
- Table 2: Colombia new cars market volume: thousand units, 2017-21(e)
- Table 3: Colombia new cars market geography segmentation: \$ billion, 2021(e)
- Table 4: Colombia new cars market value forecast: \$ billion, 2021-26
- Table 5: Colombia new cars market volume forecast: thousand units, 2021-26
- Table 6: Colombia new cars market share: % share, by volume, 2021(e)
- Table 7: General Motors Company: key facts
- Table 8: General Motors Company: Annual Financial Ratios
- Table 9: General Motors Company: Key Employees
- Table 10: General Motors Company: Key Employees Continued
- Table 11: Renault SA: key facts
- Table 12: Renault SA: Annual Financial Ratios
- Table 13: Renault SA: Key Employees
- Table 14: Renault SA: Key Employees Continued
- Table 15: Renault SA: Key Employees Continued
- Table 16: Renault SA: Key Employees Continued
- Table 17: Mazda Ltd.: key facts
- Table 18: Mazda Ltd.: Annual Financial Ratios
- Table 19: Mazda Ltd.: Key Employees
- Table 20: Hyundai Motor Company: key facts
- Table 21: Hyundai Motor Company: Annual Financial Ratios
- Table 22: Hyundai Motor Company: Key Employees
- Table 23: Colombia size of population (million), 2017-21
- Table 24: Colombia gdp (constant 2005 prices, \$ billion), 2017-21
- Table 25: Colombia gdp (current prices, \$ billion), 2017-21
- Table 26: Colombia inflation, 2017-21
- Table 27: Colombia consumer price index (absolute), 2017-21
- Table 28: Colombia exchange rate, 2016-20

## List Of Figures

### LIST OF FIGURES

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

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