

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

<https://marketpublishers.com/r/NF01AA78C709EN.html>

Date: January 2022

Pages: 55

Price: US\$ 350.00 (Single User License)

ID: NF01AA78C709EN

Abstracts

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SUMMARY

New Cars in Greece industry profile provides top-line qualitative and quantitative summary information including: market size (value 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 Greek new cars market is expected to generate total revenues of \$2.3bn in 2021, representing a compound annual growth rate (CAGR) of 1.6% between 2017 and 2021.

Market consumption volume is forecast to increase with a CAGR of 1.7% between 2017 and 2021, to reach a total of 101.2 thousand units in 2021.

Prior to 2017, the Greek economy was in recession. As GDP recovered so too has consumer confidence, which in turn has spurred growth in this market.

SCOPE

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

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

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 Greece new cars market with five year forecasts

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

What are the main segments that make up Greece'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. Groupe PSA (Inactive)

8.2. Volkswagen AG

8.3. Hyundai Motor Company

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

List Of Figures

LIST OF FIGURES

Figure 1: Greece new cars market value: \$ billion, 2017-21(e)

Figure 2: Greece new cars market volume: thousand units, 2017-21(e)

Figure 3: Greece new cars market geography segmentation: % share, by value, 2021(e)

Figure 4: Greece new cars market value forecast: \$ billion, 2021-26

Figure 5: Greece new cars market volume forecast: thousand units, 2021-26

Figure 6: Forces driving competition in the new cars market in Greece, 2021

Figure 7: Drivers of buyer power in the new cars market in Greece, 2021

Figure 8: Drivers of supplier power in the new cars market in Greece, 2021

Figure 9: Factors influencing the likelihood of new entrants in the new cars market in Greece, 2021

Figure 10: Factors influencing the threat of substitutes in the new cars market in Greece, 2021

Figure 11: Drivers of degree of rivalry in the new cars market in Greece, 2021

Figure 12: Greece new cars market share: % share, by volume, 2021(e)

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