

New Cars in Malaysia

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Abstracts

New Cars in Malaysia

SUMMARY

New Cars in Malaysia 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 Malaysian new cars market had total revenues of \$21.2bn in 2018, representing a compound annual rate of change (CARC) of -5.5% between 2014 and 2018.

Market consumption volumes declined with a CARC of -2.4% between 2014 and 2018, to reach a total of 533.2 thousand units in 2018.

The slow-down of the Malaysian economy during 2015-2016, hit consumer

confidence, impacting demand for new cars.

SCOPE

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

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

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

REASONS TO BUY

What was the size of the Malaysia new cars market by value in 2018?

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

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

How has the market performed over the last five years?

Who are the top competitors in Malaysia'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. Perusahaan Otomobil Kedua Sdn Bhd

8.2. Honda Motor Co., Ltd.

8.3. Proton Holdings Berhad

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: Malaysia new cars market value: \$ billion, 2014-18
- Table 2: Malaysia new cars market volume: thousand units, 2014-18
- Table 3: Malaysia new cars market geography segmentation: \$ billion, 2018
- Table 4: Malaysia new cars market value forecast: \$ billion, 2018-23
- Table 5: Malaysia new cars market volume forecast: thousand units, 2018-23
- Table 6: Malaysia new cars market share: % share, by value, 2018
- Table 7: Perusahaan Otomobil Kedua Sdn Bhd: key facts
- Table 8: Perusahaan Otomobil Kedua Sdn Bhd: Key Employees
- Table 9: Honda Motor Co., Ltd.: key facts
- Table 10: Honda Motor Co., Ltd.: Annual Financial Ratios
- Table 11: Honda Motor Co., Ltd.: Key Employees
- Table 12: Honda Motor Co., Ltd.: Key Employees Continued
- Table 13: Honda Motor Co., Ltd.: Key Employees Continued
- Table 14: Honda Motor Co., Ltd.: Key Employees Continued
- Table 15: Proton Holdings Berhad: key facts
- Table 16: Proton Holdings Berhad: Key Employees
- Table 17: Toyota Motor Corporation: key facts
- Table 18: Toyota Motor Corporation: Annual Financial Ratios
- Table 19: Toyota Motor Corporation: Key Employees
- Table 20: Toyota Motor Corporation: Key Employees Continued
- Table 21: Toyota Motor Corporation: Key Employees Continued
- Table 22: Toyota Motor Corporation: Key Employees Continued
- Table 23: Malaysia size of population (million), 2014-18
- Table 24: Malaysia gdp (constant 2005 prices, \$ billion), 2014-18
- Table 25: Malaysia gdp (current prices, \$ billion), 2014-18
- Table 26: Malaysia inflation, 2014-18
- Table 27: Malaysia consumer price index (absolute), 2014-18
- Table 28: Malaysia exchange rate, 2014-18

List Of Figures

LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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

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

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