

New Cars in Peru

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Abstracts

New Cars in Peru

SUMMARY

New Cars in Peru 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 Peruvian new cars market had total revenues of \$0.5bn in 2018, representing a compound annual rate of change (CARC) of -2.3% between 2014 and 2018.

Market consumption volumes declined with a CARC of -4.8% between 2014 and 2018, to reach a total of 115.4 thousand units in 2018.

The accelerated growth of the economy since 2016 has improved consumer

confidence, along with the stabilization of the local currency.

SCOPE

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

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

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

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

Who are the top competitors in Peru'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. Hyundai Motor Company

8.2. Toyota Motor Corporation

8.3. Kia Motors Corporation

8.4. Nissan Motor Co., Ltd.

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: Peru new cars market value: \$ billion, 2014-18
- Table 2: Peru new cars market volume: thousand units, 2014-18
- Table 3: Peru new cars market geography segmentation: \$ billion, 2018
- Table 4: Peru new cars market value forecast: \$ billion, 2018-23
- Table 5: Peru new cars market volume forecast: thousand units, 2018-23
- Table 6: Peru new cars market share: % share, by value, 2018
- Table 7: Hyundai Motor Company: key facts
- Table 8: Hyundai Motor Company: Annual Financial Ratios
- Table 9: Hyundai Motor Company: Key Employees
- Table 10: Hyundai Motor Company: Key Employees Continued
- Table 11: Toyota Motor Corporation: key facts
- Table 12: Toyota Motor Corporation: Annual Financial Ratios
- Table 13: Toyota Motor Corporation: Key Employees
- Table 14: Toyota Motor Corporation: Key Employees Continued
- Table 15: Toyota Motor Corporation: Key Employees Continued
- Table 16: Toyota Motor Corporation: Key Employees Continued
- Table 17: Kia Motors Corporation: key facts
- Table 18: Kia Motors Corporation: Annual Financial Ratios
- Table 19: Kia Motors Corporation: Key Employees
- Table 20: Nissan Motor Co., Ltd.: key facts
- Table 21: Nissan Motor Co., Ltd.: Annual Financial Ratios
- Table 22: Nissan Motor Co., Ltd.: Key Employees
- Table 23: Nissan Motor Co., Ltd.: Key Employees Continued
- Table 24: Nissan Motor Co., Ltd.: Key Employees Continued
- Table 25: Nissan Motor Co., Ltd.: Key Employees Continued
- Table 26: Peru size of population (million), 2014-18
- Table 27: Peru gdp (constant 2005 prices, \$ billion), 2014-18
- Table 28: Peru gdp (current prices, \$ billion), 2014-18
- Table 29: Peru inflation, 2014-18
- Table 30: Peru consumer price index (absolute), 2014-18
- Table 31: Peru exchange rate, 2014-18

List Of Figures

LIST OF FIGURES

- Figure 1: Peru new cars market value: \$ billion, 2014-18
- Figure 2: Peru new cars market volume: thousand units, 2014-18
- Figure 3: Peru new cars market geography segmentation: % share, by value, 2018
- Figure 4: Peru new cars market value forecast: \$ billion, 2018-23
- Figure 5: Peru new cars market volume forecast: thousand units, 2018-23
- Figure 6: Forces driving competition in the new cars market in Peru, 2018
- Figure 7: Drivers of buyer power in the new cars market in Peru, 2018
- Figure 8: Drivers of supplier power in the new cars market in Peru, 2018
- Figure 9: Factors influencing the likelihood of new entrants in the new cars market in Peru, 2018
- Figure 10: Factors influencing the threat of substitutes in the new cars market in Peru, 2018
- Figure 11: Drivers of degree of rivalry in the new cars market in Peru, 2018
- Figure 12: Peru new cars market share: % share, by value, 2018

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