

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

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Abstracts

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SUMMARY

New Cars in Portugal 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 Portuguese new cars market is forecast to generate total revenues of \$7.5bn in 2021, representing a compound annual rate of change (CARC) of -3.7% between 2017 and 2021.

Market consumption volume is forecast to decline with a CARC of -4.2% between 2017 and 2021, to reach a total of 219.4 thousand units in 2021.

New car sales have been growing at a decelerating pace since 2017 and even entered a decline in 2019 as demand is leaning towards saturation.

SCOPE

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

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

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 Portugal new cars market with five year forecasts

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

What are the main segments that make up Portugal'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. Volkswagen AG

8.2. Renault SA

8.3. Daimler AG

8.4. Groupe PSA (Inactive)

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: Portugal new cars market value: \$ billion, 2017-21(e)
Table 2: Portugal new cars market volume: thousand units, 2017-21(e)
Table 3: Portugal new cars market geography segmentation: \$ billion, 2021(e)
Table 4: Portugal new cars market value forecast: \$ billion, 2021-26
Table 5: Portugal new cars market volume forecast: thousand units, 2021-26
Table 6: Portugal new cars market share: % share, by volume, 2021(e)
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: Renault SA: key facts
Table 13: Renault SA: Annual Financial Ratios
Table 14: Renault SA: Key Employees
Table 15: Renault SA: Key Employees Continued
Table 16: Renault SA: Key Employees Continued
Table 17: Renault SA: Key Employees Continued
Table 18: Daimler AG: key facts
Table 19: Daimler AG: Annual Financial Ratios
Table 20: Daimler AG: Key Employees
Table 21: Daimler AG: Key Employees Continued
Table 22: Groupe PSA (Inactive): key facts
Table 23: Groupe PSA (Inactive): Key Employees
Table 24: Groupe PSA (Inactive): Key Employees Continued
Table 25: Portugal size of population (million), 2017-21
Table 26: Portugal gdp (constant 2005 prices, \$ billion), 2017-21
Table 27: Portugal gdp (current prices, \$ billion), 2017-21
Table 28: Portugal inflation, 2017-21
Table 29: Portugal consumer price index (absolute), 2017-21
Table 30: Portugal exchange rate, 2016-20

List Of Figures

LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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

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

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