

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

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Abstracts

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SUMMARY

New Cars in Saudi Arabia 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 Saudi Arabian new cars market is expected to generate total revenues of \$9.9bn in 2021, representing a compound annual growth rate (CAGR) of 2.6% between 2017 and 2021.

Market consumption volume is forecast to increase with a CAGR of 0.7% between 2017 and 2021, to reach a total of 435.5 thousand units in 2021.

In 2018, the volume of cars sold in Saudi Arabia fell below 2010 levels. Low oil prices were having an impact on the economy and the introduction of VAT meant that prices increased, which in turn reduced purchasing power.

SCOPE

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

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

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

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

Who are the top competitors in Saudi Arabia'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. Nissan Motor Co., Ltd.

8.2. Hyundai Motor Company

8.3. Mazda Ltd.

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

List Of Figures

LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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

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

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