

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

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Abstracts

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SUMMARY

New Cars in Thailand industry profile provides top-line qualitative and quantitative summary information including: 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 Thai new cars market is expected to generate total revenues of \$21.3bn in 2021, representing a compound annual growth rate (CAGR) of 0% between 2017 and 2021.

Market consumption volume is forecast to decline with a CARC of -0.5% between 2017 and 2021, to reach a total of 855.5 thousand units in 2021.

Robust domestic consumption demand helped the economy to sustain its growth trends in 2018, witnessing real GDP growth of 4.1%. Economic growth in Thailand encouraged growth in the new cars market that year as demand from consumers increased.

SCOPE

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

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

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

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

What are the main segments that make up Thailand'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. Mitsubishi Motors Corporation

8.2. Toyota Motor Corporation

8.3. Honda Motor Co., Ltd.

8.4. Isuzu Motors Limited

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: Thailand new cars market value: \$ billion, 2017-21(e)
Table 2: Thailand new cars market volume: thousand units, 2017-21(e)
Table 3: Thailand new cars market geography segmentation: \$ billion, 2021(e)
Table 4: Thailand new cars market value forecast: \$ billion, 2021-26
Table 5: Thailand new cars market volume forecast: thousand units, 2021-26
Table 6: Thailand new cars market share: % share, by volume, 2021(e)
Table 7: Mitsubishi Motors Corporation: key facts
Table 8: Mitsubishi Motors Corporation: Annual Financial Ratios
Table 9: Mitsubishi Motors Corporation: Key Employees
Table 10: Mitsubishi Motors Corporation: Key Employees Continued
Table 11: Mitsubishi Motors Corporation: Key Employees Continued
Table 12: Toyota Motor Corporation: key facts
Table 13: Toyota Motor Corporation: Annual Financial Ratios
Table 14: Toyota Motor Corporation: Key Employees
Table 15: Toyota Motor Corporation: Key Employees Continued
Table 16: Honda Motor Co., Ltd.: key facts
Table 17: Honda Motor Co., Ltd.: Annual Financial Ratios
Table 18: Honda Motor Co., Ltd.: Key Employees
Table 19: Honda Motor Co., Ltd.: Key Employees Continued
Table 20: Honda Motor Co., Ltd.: Key Employees Continued
Table 21: Isuzu Motors Limited: key facts
Table 22: Isuzu Motors Limited: Annual Financial Ratios
Table 23: Isuzu Motors Limited: Key Employees
Table 24: Isuzu Motors Limited: Key Employees Continued
Table 25: Thailand size of population (million), 2017-21
Table 26: Thailand gdp (constant 2005 prices, \$ billion), 2017-21
Table 27: Thailand gdp (current prices, \$ billion), 2017-21
Table 28: Thailand inflation, 2017-21
Table 29: Thailand consumer price index (absolute), 2017-21
Table 30: Thailand exchange rate, 2016-20

List Of Figures

LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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

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

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